

Part II, Standard 5. Scholarship: Research, Creative and Professional Activity



Professor Ray Murray is a national expert on paparazzi behavior. He took this photo in New York when the rock band Motley Crue arrived for an appearance on the Late Show with David Letterman.

EXECUTIVE SUMMARY

- The School's faculty members increased their peer-reviewed journal publications from 20 in the previous assessment report to 70 during the past five years. It is an increase of 250 percent.
- Faculty members presented 166 peer-reviewed conference papers. This represents a 230 percent increase during the past five years.
- The School hosted or is hosting three academic journals during the accreditation cycle.
- Faculty members made paper presentations in Australia, London, Korea, China, Turkey, Poland, Finland, Canada, Kazakhstan, Singapore and Switzerland.

Please respond to each of the following instructions:

1. Describe the institution's mission regarding scholarship by faculty and the unit's policies for achieving that mission.

Oklahoma State University has a RU (high research activity) classification from the Carnegie Foundation. Being part of the OSU College of Arts & Sciences, which has high research and external grant expectations, the School of Media & Strategic Communications also has these expectations.

The School has been fully cognizant of being out of compliance on this standard for two consecutive accreditation cycles and that it faced serious problems if noncompliance would recur.

To address this, creating a climate that would stimulate research and research interest was one of the goals in the 2008-11 SMSC strategic plan. These steps were taken toward this goal:

- Course loads were revisited to ensure faculty members with a research assignment do not teach more than a 2/3 load and do not carry too heavy a service load.
- Tenure-track faculty members teach a 2/2 load and are encouraged to focus their service activities on academic endeavors and serving in professional academic organizations such as the Association for Education in Journalism and Mass Communication, the International Communication Association or similar organizations.
- Tenure-track faculty members are encouraged to apply for Summer Research Grants, which provided them with one month's salary, so they could be less dependent on summer teaching.
- A monthly Research Colloquium was started in fall 2008. The colloquium highlights work in progress that was being prepared for submission and allowed faculty members to provide advice, feedback and encouragement.
- Faculty members are encouraged to submit papers to regional conferences such as the AEJMC Midwinter Conference that takes place every year at the University of Oklahoma in Norman. The School pays for attendance even when papers are not accepted. This provides faculty with valuable exposure to other researchers' work.
- Faculty travel funding was increased considerably and faculty members were encouraged to submit papers to national conferences.
- Faculty members are encouraged to collaborate on research in addition to working alone. This was particularly helpful in terms of research in sports media. The collaboration has considerably increased interest in research and encouraged participation in the research colloquia.
- Tenure-track faculty members each have two senior faculty mentors who provide advice and encouragement and work with them on collaborative research projects.
- In fall 2008, a realistic assessment of faculty members who had the ability to conduct research was done. Faculty members who did not do any research or any creative work were given the opportunity to only teach and were assigned a 4/4 teaching load.
- Several faculty members who were tenured but did not do any research or creative activity have retired in recent years and were replaced with tenure-track faculty members who have a research assignment.
- To encourage grant-funded research, a workshop was conducted to expose faculty to finding and applying for research grants.

- Research activity became an important component of the annual Assessment and Development process and an important consideration in salary increases.
- The School gained two endowed professorships, which are a huge boost to the School's research productivity.
- The SMSC Tenure and Promotion document was revisited to better clarify research expectations and set clear guidelines of what would qualify for research and creative activity.

As a result of the above actions peer-reviewed published research for the unit increased from 20 during the previous accreditation cycle to 70 since fall 2008. That is an increase of 233 percent. Peer-reviewed conference presentations during the same period increased from 49 to 166, an increase of 239 percent. All this was accomplished with a varying degree of research expertise in the School, something that has only been somewhat corrected during the past three years. Nonetheless, as more faculty retire or depart, the opportunity to appoint more research-focused faculty members also increases, which will further improve the output of research and creative activity.

2. Define the group of faculty whose work is included in this section and state time restrictions used to incorporate activities of faculty who were not employed by the unit during all of the previous six years (for example, new faculty and retired faculty).

As mentioned, a relatively small group of faculty members contributed to the production in the following table. The time frame mentioned here does not pertain to the length of the faculty member's appointment but rather the period during which the research contribution was assessed:

- Jami Fullerton, Professor and Peggy Welch Chair in Strategic Communication, fall 2008 – present.
- Derina Holtzhausen, Professor and Director, fall 2008 – present.
- Stan Ketterer, Associate Professor, fall 2008 – present.
- Ted Kian, Associate Professor and Welch-Bridgewater Endowed Chair in Sports Journalism, fall 2011 – present.
- Kenneth Kim, assistant professor, fall 2010 – present.
- Bobbi Kay Lewis, Associate Professor, fall 2008 – present.
- John McGuire, Associate Professor, fall 2008 – present.
- Lori McKinnon, Associate Professor, fall 2008 – present.
- Juan Meng, Assistant Professor, fall 2011 – June 2012.
- Ray Murray, Associate Professor, fall 2008 – present.
- Cynthia Nichols, Assistant Professor, fall 2010 – present.
- Joey Senat, Associate Professor, fall 2008 – present.
- Danny Shipka, Assistant Professor, fall 2011 – present.
- Mike Sowell, Associate Professor, fall 2008 – present.
- Wayne Wanta, Professor, Welch-Bridgewater Endowed Chair in Sports Journalism, fall 2009 – June 2011.

Because only nine faculty members were employed in the School for the full accreditation cycle, the School's accomplishments are even more remarkable. Of the others, four faculty members were employed at the School for one or two years only and two have been employed for three

years. The School's involvement in academic journal editorship has been another important development. The *International Journal of Strategic Communication* under the editorship of Derina Holtzhausen was hosted at the School from 2008 to 2012 and the *Journal of Advertising Education* has been co-hosted since 2012 with Jami Fullerton as co-editor. Danny Shipka is the founding editor of *Journal of Entertainment Studies* (JEMS), an online journal created in cooperation with the AEJMC Entertainment Studies Interest Group, which was launched in October 2013.

- 3. Using the grid that follows, provide counts of the unit's productivity in scholarship for the past six years by activity, first for the unit as a whole and then for individuals broken down by academic rank. The grid should capture relevant activity by all full-time faculty. Provide the total number of individuals in each rank in place of the XX. Adapt the grid to best reflect institutional mission and unit policies and provide a brief narrative.**

Scholarship, Research, Creative and Professional Activities	By Unit *	By Individuals				Totals
		Full Professors (3)	Associate Professors (9)	Assistant Professors (4)	Other Faculty** (1)	
Awards and Honors	32	10	10	9	1	62
Grants Received Internal	19	1	8	9		37
Grants Received External	15	2	7	5		29
Scholarly Books, Sole- or Co-authored	1	1				2
Textbooks, Sole- or Co-authored						0
Books Edited	4	2	2		1	9
Book Chapters	23	6	9	1	1	40
Monographs	1					1
Articles in Refereed Journals	70	25	2	8	1	106
Refereed Conference Papers	166	40	58	55		319
Invited Academic Papers	10	4	5			19
Encyclopedia Entries	13	2	7	5		27
Book Reviews	4		3	1		8
Articles in Non-refereed Publications	47	4	33	10		94
Juried Creative Works	3		3			6
Non-juried Creative Works			4			4
Other (specified)	102	2	100			204

*Co-authored work should be counted as a single publication in the unit totals, however if, for example, two members of the faculty are co-authors on the same journal article, it would be reported as a publication for both authors.

**Includes all full-time faculty who do not hold listed ranks, such as instructors and others on term appointments. Many faculty members in this category may hold teaching appointments without significant scholarship, research or creative requirements.

- 4. List the scholarly, research, creative and professional activities of each member of the full-time faculty in the past six years. Please provide a full list; do not refer team members to faculty vitae for this information. (Full-time faculty refers to those defined as such by the unit.) If including faculty who have since left the unit, please note.**

Faculty members are presented alphabetically. Only their research for the period under review and the period of employment at the School of Media & Strategic Communications is provided when not employed over the whole review accreditation cycle. The following covers journal editorships, books, peer reviewed journals, invited articles and peer-reviewed paper presentations. Invited presentations will be mentioned under Part II, Standard 8. Professional and Public Service.

Jami Fullerton

Professor and Peggy Welch Endowed Chair in Strategic Communication.

Journal Editorship

Co-editor of *Journal of Advertising Education*. A publication of the Advertising Division of the Association for Education in Journalism and Mass Communication.

Refereed Journal Articles

Fullerton, J. & Kendrick, A. (2014 -- in press). Perceptions of work/life balance among advertising students in America: A study of gender differences. *Advertising & Society Review* (forthcoming).

Fitzpatrick, K., Fullerton, J. & Kendrick, A. (2013 – in press). Public relations and public diplomacy: Conceptual and practical connections. *Public Relations Research Journal, Special Issue on Political Public Relations*. (forthcoming).

Fullerton, J. & Kendrick, A. (2013). Strategic uses of mediated public diplomacy: International reaction to US tourism advertising. *American Behavioral Scientist*, 57(9), 1332-1349. Published online before print May 21, 2013, doi: 10.1177/0002764213487737

Kendrick, A. & Fullerton, J. (2013). Social responsibility in advertising: A marketing communications student perspective. *Journal of Marketing Education*, 35(2), 141-154.

Fullerton, J. & Kendrick, A. (2013). The Math problem: Advertising students' attitudes toward statistics. *Journalism and Mass Communication Educator*, 68(2), 134-149.

Fullerton, J., Kendrick, A. & McKinnon, L. (2013). Advertising Ethics: Student attitudes and behavioral intent. *Journalism and Mass Communication Educator*, 68(1), 33-49.

Holtzhausen, D. & Fullerton, J. (2013, January 11). The 2010 FIFA World Cup and South Africa: A study of longer term effects and moderators of Country Reputation. *Journal of Marketing Communications* (hard copy in press).

DOI: 10.1080/13527266.2012.740065

Fullerton, J. (2012). Measuring change in a transitional economy: Attitude toward advertising in Kazakhstan. *Journal of Centre of Central Asian Studies*, 20.

Fullerton, J. & Holtzhausen, D. (2012). Americans' attitudes toward South Africa: A study of country reputation and the 2010 FIFA World Cup. *Place Branding and Public Diplomacy*, 8(4), 269-283.

Fullerton, J., Kendrick, A. & Weir, T (2012). Online Behavioral Targeting Practices: Student Views on Controversial Issues. *Journal of New Communication Research: Anthology 2011*, 61-73.

Fullerton, J. & Kendrick, A. (2011). Australian Tourism Advertising: A test of the bleed-over effect among US travelers. *Place Branding and Public Diplomacy*, 7(4), 244-256.

Fitzpatrick, K., Kendrick, A., & Fullerton, J. (2011). Factors contributing to anti-Americanism among people abroad: A Retrospective view from the frontlines of U.S. Public diplomacy. *International Journal of Strategic Communication*, 5(3), 154-170.

Fullerton, J., & Kendrick, A. (2010). Where shall I go to work in advertising? Employment preferences of advertising majors in the Southwestern U.S. *Southwestern Mass Communication Journal*, 26(1), 71-82.

Kendrick, A., Fullerton, J. & Rodak, M. (2010). Advertising Student Interns: Career Preferences and Ethical Issues. *Journal of Advertising Education*, 14(2), 42-51.

Randolph, O., Fullerton, J., & Kendrick, A. (2010). International attitudes toward America – Relationship status: It's complicated. *Place Branding and Public Diplomacy*, 6(3), 244-255.

Fullerton, J., Kendrick A., & Kerr, G. (2009). Australian student reactions to US tourism advertising: A test of advertising as public diplomacy. *Place Branding and Public Diplomacy*, 5(2), 141-150.

Fullerton, J., Kendrick, A., & Wallis, C. (2008). Brand Borat? Americans' reaction to a Kazakhstani place branding campaign. *Place Branding and Public Diplomacy*, 4(2), 159-168.

Fullerton J., Kendrick A., & Frazier, C. (2008). A nationwide survey of advertising students' attitudes about advertising. *Journal of Advertising Education*, 12(1), 15-25.

Invited Articles/Chapters

Fullerton, J. & Kendrick, A. (2014) "Can a country be a brand?" In Belch, G., Belch, M., Kerr, G. and Powell, I. (Eds), *Advertising: An Integrated Marketing Communication Perspective*, McGraw-Hill: Sydney, Australia.

Kendrick, A., & Fullerton, J. (2012). Can advertising help the U.S. government sell ideas and attract tourists? In S. Moriarty, N. Mitchell & W. Wells (Eds.), *Advertising & IMC: Principles and Practice* (9th ed., p. 467). Upper Saddle River, NJ: Pearson Prentice Hall.

Kendrick, Alice and Jami Fullerton (Nov. 16, 2010). Advertising professors research links industry and academe, *USA Today* special section.

Kendrick, Alice and Jami Fullerton (Nov. 16, 2010). Student interns experience ethical scenarios on the job, *USA Today* special section.

Kendrick, Alice and Jami Fullerton (Nov. 16, 2010). The role of the agency account manager: a study of changing responsibilities, *USA Today* special section.

Research mentioned in: Diversity Special Issue, "Perspective: Turning Hope Into Action" by Tiffany Warren, *Adweek Magazine*. Sept. 26, 2010.

Fullerton, J., Kendrick A. & Frazier, C. (2009). Advertising student career preferences: A national survey. Special Report for the *Journal of Advertising Education*, 13(2), 70-74.

Kendrick, A., & Fullerton, J. (2009). Should advertising play a role in the war on terror? In W. Wells, S. Moriarty, & N. Mitchell (Eds.), *Advertising: Principles & Practice* (8th ed., p. 513). Upper Saddle River, NJ: Pearson Prentice Hall.

Fullerton, J & Kendrick A. (2008). The national student advertising competition: Chapter advisers describe structure, resources and issues. Special Report for the *Journal of Advertising Education*, 12(2), 40-44.

Fullerton, J., & Nemecek, M. (2008). Creating a more loveable Russia. *Russian Journal of Communication*, 1(2), 202-204.

Fullerton, J., & Kendrick, A. (2008). Can advertising sell America? Winning hearts and minds in the Muslim world. In T. Reichert (ed.), *Issues in American Advertising*, (2nd ed.; pp. 253-264). Chicago: Copy Workshop.

Fullerton, J., Kendrick, A., & Reichert, T. (2008). Opportunities for minorities in advertising: Growth is in multicultural agencies and media, not on Madison avenue. In T. Reichert (ed.), *Issues in American Advertising*, (2nd ed.; pp. 196-208). Chicago: Copy Workshop.

Refereed Conference Paper Presentations

Fullerton, J. & Kendrick, A. (2013, August). *Advertising America: International Reactions to US Tourism Advertising*. Paper presented at the Association for Education in Journalism and Mass Communication conference, Washington, D.C.

McKinnon, L. & Fullerton, J. (2013, August). *Public relations students' ethics: An examination of attitude and intended behaviors*. Paper presented at the Association for Education in Journalism and Mass Communication conference, Washington, D.C. – Top Paper (third place) in the PR Division.

Fullerton, J. & Kendrick A. (2013, May). *A Propaganda Analysis of the Tourism Promotion Act*. Paper presented at the American Academy of Advertising Asia Pacific Conference, Honolulu, Hawaii.

Fullerton, J. & Kendrick, A. (2013, March). *International reaction to a US tourism campaign: A test of the bleed-over effect of advertising*. Paper presented at the Association for Education in Journalism and Mass Communication Midwinter conference, Norman, Okla.

McKinnon, L. & Fullerton, J. (2013, March). *Public relations students' ethics: An examination of attitude and intended behaviors*. Paper presented at the Association for Education in Journalism and Mass Communication Midwinter conference, Norman, Okla.

Kendrick, A. & Fullerton, J. (2013, March). *Millennial advertising students' attitudes toward multicultural marketing*. Paper presented at the Association for Education in Journalism and Mass Communication Midwinter conference, Norman, Okla. Awarded top paper abstract.

Fullerton, J. & Kendrick, A. (2012, August). *Perceptions of work/life balance among advertising students in America: A study of gender differences*. Paper presented at the Association for Education in Journalism and Mass Communication conference, Chicago.

Fullerton, J. & Kendrick, A. (2012, March). *The Math problem: Advertising students' attitudes toward statistics*. Paper presented at the American Academy of Advertising annual conference, Myrtle Beach, S.C.

Fullerton, J. & Holtzhausen, D. (2012, March). *Sports Media Behavior as a Moderating Variable of Country Reputation: The case of the 2010 FIFA World Cup*. Paper presented at the Association for Education in Journalism and Mass Communication Midwinter conference, Norman, Okla.

Fullerton, J., Kendrick, A. & McKinnon, L. (2012, March). *Advertising Ethics: Student attitudes and behavioral intent*. Paper presented at the Association for Education in Journalism and Mass Communication Midwinter conference, Norman, Okla. Awarded “top paper.”

Fullerton, J. & Holtzhausen, D. (2011, August). *Country Reputation, Place Branding and ethnocentricity: South Africa and the 2010 FIFA World Cup*. Paper presented at the Association for Education in Journalism and Mass Communication conference, St. Louis, Mo.

Fullerton, J. & Kendrick, A. (2011, August). *Job Satisfaction Among Minority Advertising Professionals: An Update*. Paper presented at the Association for Education in Journalism and

Mass Communication conference, St. Louis, Mo.

Fullerton, J. (2011, June). *Measuring Change in a Transitional Economy: Attitude Toward Advertising in Kazakhstan*. Paper presented at the America Academy of Advertising Asia-Pacific Conference, Brisbane, Australia.

Fullerton, J. & Kendrick, A. (2011, June). *Australian Tourism Advertising: A test of the bleed-over effect among US travelers*. Paper presented at the America Academy of Advertising Asia-Pacific Conference, Brisbane, Australia.

Fullerton, J. & Holtzhausen, D. (2011, March). *Country Reputation, Place Branding and ethnocentricity: South Africa and the 2010 FIFA World Cup*. Paper presented at the Association for Education in Journalism and Mass Communication Midwinter conference, Norman, Okla. Awarded "Top Paper."

Kendrick, A., & Fullerton, J. (2010, August). *Practical and ethical aspects of advertising internships: The good, the bad and the awkward*. Paper presented at the Association for Education in Journalism and Mass Communication conference, Denver.

Fitzpatrick, K., Kendrick, A., & Fullerton, J. (2010, August). *Factors contributing to anti-Americanism among people abroad: The frontlines perspective of U.S. public diplomats*. Paper presented at the Association for Education in Journalism and Mass Communication conference, Denver, CO.

Randolph, O., Fullerton, J., & Kendrick, A. (2010, August). *International attitudes toward America – Relationship status: It's complicated*. Paper presented at the Association for Education in Journalism and Mass Communication conference, Denver.

Fullerton, J. (2010, March). *Changes in attitude toward advertising in Kazakhstan: A comparative study*. Paper presented at the Association for Education in Journalism and Mass Communication Midwinter conference, Norman, Okla.

Randolph, O., Fullerton, J., & Kendrick, A. (2010, March). *International attitudes toward America – Relationship status: It's complicated*. Paper presented at the Association for Education in Journalism and Mass Communication Midwinter conference, Norman, Okla.

Fullerton, J., & Kendrick, A. (2009, November). *Where shall I go to work in advertising?" Employment preferences of advertising majors in the Southwestern U.S.* Paper presented at the 2009 Southwest Symposium -- Southwest Education Council for Journalism and Mass Communication, Arlington, Texas.

Fullerton, J., Kendrick A., & Kerr, G. (2009, May). *Australian student reactions to U.S. tourism advertising: A test of advertising as public diplomacy*. Paper presented at the America Academy of Advertising Asia-Pacific Conference, Beijing, China.

Barrow, A., & Fullerton, J. (2009, March). *The effect of celebrity athlete models in food advertising on the perceived healthiness of food products*. Paper presented at the Association for Education in Journalism and Mass Communication Midwinter conference, Norman, Okla.

Fullerton, J., Kendrick, A., & Frazier, C. (2008, August). *The national student advertising competition: Chapter advisers describe structure, resources and issues*. Paper presented at the Association for Education in Journalism and Mass Communication conference, Chicago.

Fullerton, J., Kendrick, A., & Frazier, C. (2007, August). *Job satisfaction among minority advertising professionals*. Paper presented at the Association for Education in Journalism and Mass Communication conference, Washington, D.C.

Fullerton, J., Kendrick, A., Chan, K., Hamilton, M., & Kerr, G. (2007, May). *Attitudes toward American brands and brand America in three Pacific Rim countries*. Paper presented at the American Academy of Advertising Asia-Pacific Conference, Seoul, Korea.

Derina Holtzhausen

Journal editorship

2007-12 .Founding editor of the *International Journal of Strategic Communication*, published by Taylor & Francis from 2007.

2012-present: Consulting editor, *International Journal of Strategic Communication*.

Books

Holtzhausen, D. R. (2012). *Public Relations as Activism. A Postmodern Approach to Public Relations Theory and Practice*. New York: Taylor & Francis/Routledge. (Winner of the 2012 PRIDE Book Award from the National Communication Association).

Holtzhausen, D. R., & Zerfazz, A. (Eds.) (In press). *Handbook of Strategic Communication*. New York: Taylor & Francis/Routledge.

Peer-reviewed Articles

Holtzhausen, D. & Fullerton, J. (2013, Jan. 11). The 2010 FIFA World Cup and South Africa: A study of longer term effects and moderators of Country Reputation. *Journal of Marketing Communications* (hard copy in press).
DOI: 10.1080/13527266.2012.740065

Fullerton, J. & Holtzhausen, D. R. (2012). Americans' attitudes toward South Africa: A study of country reputation and the 2010 FIFA World Cup. *Place Branding and Public Diplomacy*, 8(3/4), 1-15.

Tindall, N.T.J., & Holtzhausen, D. R. (2012). Toward an integrated model of communication: the case of South Africa. *Journal of Communication Management*, 16(4), 371 - 387.

Werder, K. G. Page, & Holtzhausen, D. R. (2011). Organizational Structures and their relationship with communication management practices: A public relations perspective from the United States. *International Journal of Strategic Communication*, 5(2). (Special issue: *The Status of Strategic Communication Practice in 48 Countries on 3 continents.*)

Tindall, N., & Holtzhausen, D. R. (2011). Toward a roles theory for strategic communication: The case of South Africa. *International Journal of Strategic Communication*, 5(2). (Special issue: *The Status of Strategic Communication Practice in 48 Countries on 3 continents.*)

Werder, K. G. Page, & Holtzhausen, D. R. (2009). An analysis of the influence of public relations department leadership style on strategy use and effectiveness. *Journal of Public Relations Research*, 21(4), 404-427.

Holtzhausen, D. R., & Roberts, G. (2009). An Investigation into the Role of Image Repair Theory in Strategic Conflict Management. *Journal of Public Relations Research*, 21(2), 165-186.

Book chapters

Holtzhausen, D. R., & Zerfass, A. (2013). Strategic Communication – Pillars and Perspectives of an Alternative Paradigm. In A. Zerfass, L. Rademacher, and S. Wehmeier (Eds.), *Organisationskommunikation und Public Relations. Forschungsparadigmen und neue Perspektiven* (pp. 73-94). Wiesbaden. Germany: Springer VS.

Holtzhausen, D. R. (2011). The need for a postmodern turn in global public relations. In N. Bardhan and C. K. Weaver (Eds.), *Public Relations in Global Cultural Contexts. Multiparadigmatic Perspectives* (pp. 140-166). New York: Routledge.

Holtzhausen, D. R. (2008). Strategic Communication. In Wolfgang Donsbach (ed.), *The International Encyclopedia of Communication* (pp. 4848-4855). Wiley-Blackwell.

Encyclopedia entries

Holtzhausen, D. R. (2008). Strategic Communication. In Wolfgang Donsbach (ed.), *The International Encyclopedia of Communication* (pp. 4848-4855). Wiley-Blackwell.

Paper presentations and panel participation

Holtzhausen, D. R., Nichols, C., & Fullerton, J. (2012). Sports Media as a moderating variable in country reputation: The case of the 2012 FIFA World Cup. Paper presented at the 2013 International Conference of the European Public Relations Education and Research Association (EUPRERA), September, Istanbul, Turkey.

Holtzhausen, D. R. (2011). The need for social science research in journalism and mass communication. Presented at the conference of rectors of Kazakhstani universities, dedicated to the 20th anniversary of independence of Kazakhstan, Oct. 27-29, Almaty, Kazakhstan. Conference title: *Formation of research universities and role in innovative development of the Republic of Kazakhstan.*

Fullerton, J., & Holtzhausen, D. R. (2011). Place branding: South Africa and the 2010 Fifa World Cup. Paper presented at the AEJMC Midwinter Conference, Norman, Okla. (Top paper in International Communication Division.)

Holtzhausen, D. R. (2010). The “impossible consensus” in public relations. Panel presentation on *The political challenges of public relations: The role of power in creating im/materiality in practice.* Presented to the Public relations Division, International Communication Association conference, Singapore, June 2010.

Holtzhausen, D. R., & Tindall, N. (2009). *Towards an Integrated Model of Communication: The Case of South Africa.* Paper presented at the Public Relations Division of the International Communication Association, Chicago, May 2009.

Holtzhausen, D. R., & Tindall, N. (2009). *Toward a roles theory for strategic communication: The case of South Africa.* Paper presented at the International Division of the 92nd AEJMC Annual Convention, August, Boston, Mass.

Holtzhausen, D. R., & Werder, K. G. Page. (2008). *The emergency of new organizational structures and their relationship with public relations practice.* EUPRERA 2008, Milan, Italy.

Kemp, D., & Holtzhausen, D. R. (2008). *Source credibility and public information campaigns: The effects of organizational sponsors on message acceptance.* Paper presented at the Public Relations Division of the 91st Annual Convention of the Association for Education in Journalism and Mass Communication, Aug. 6-9, Chicago.

Werder, K. G. Page, & Holtzhausen, D. R. (2008). *The emergence of the communication strategist: An examination of practitioner roles, department leadership style, and message*

strategy use in organizations. Paper presented at the Public Relations Division of the 91st Annual Convention of the Association for Education in Journalism and Mass Communication, Aug. 6-9, Chicago.

Stan Ketterer
Associate Professor

Books

Ketterer, S. (In press). *Social Science Methods in Data Journalism*. Investigative Reporters and Editors.

Articles in Refereed Journals

Murray, R., McGuire, J., Ketterer, S., and Sowell, M. (Fall 2011). Flipping the Field: The Next Generation of Newspaper Sports Journalists. *Journal of Sports Media*, 6(2), 65-66.

Ketterer, S., McGuire, J., and Murray, R. (1 April 2013). Contrasting Desired Sports Journalism Skills in a Converged Media Environment. *Communication & Sport*.
doi:10.1177/2167479513482118

Book Chapters

Nemecek, M., Ketterer, S, Ibrayeva, G., and Loos, S. (May 2011). Journalism Education and Professional Training in Kazakhstan: From the Soviet Era to Independence. In Freedman, E., and Shafer, S. (Eds.), *After the Czars and Commisars: Journalism in Authoritarian Post-Soviet Central Asia* (pp. 217-232). East Lansing, MI: Michigan State Press.

Refereed Conference Papers

“Watchdogs of the Fourth Estate or Homer Journalists? Local Newspaper Coverage of Marquee College Football Programs” with Ted Kian, Joey Senat and James Pohling was presented in March 2013 at the Midwinter Conference of the Association for Education in Journalism and Mass Communication at the University of Oklahoma in Norman.

“Contrasting Desired Sports Journalism Skills in a Convergent Media Environment with Ray Murray, John McGuire, and Mike Sowell was accepted for presentation in August 2012 at the annual convention of the Association for Education in Journalism and Mass Communication in Chicago.

“Contrasting Desired Sports Journalism Skills in a Convergent Media Environment” with Ray Murray, John McGuire, and Mike Sowell was presented in March 2012, at the Midwinter Conference of the Association for Education in Journalism and Mass Communication at the University of Oklahoma in Norman.

“Examining Editorial Disputes in TV Newsrooms” with Ray Murray, John McGuire, and Mike Sowell was presented in August 2011 at the annual convention of the Association for Education in Journalism and Mass Communication in St. Louis.

“Examining Editorial Disputes in TV Newsrooms” with Ray Murray, John McGuire, and Mike Sowell was presented in March 4, 2011, at the Midwinter Conference of the Association for Education in Journalism and Mass Communication at the University of Oklahoma in Norman. “Training Sports Journalists in a Converged Newsroom: What Educators Need to Know to Train Future Sports Journalists” with Ray Murray, John McGuire, and Mike Sowell was presented August 2009, at the annual convention of the Association for Education in Journalism and Mass Communication in Denver.

“Training Sports Journalists in a Converged Newsroom: What Educators Need to Know to Train Future Sports Journalists” with Ray Murray, John McGuire, and Mike Sowell was presented March 5, 2009, at the Midwinter Conference of the Association for Education in Journalism and Mass Communication at the University of Oklahoma in Norman.

“Journalism Educators in Kazakhstan: Teaching, Curriculum and Practice” with Maureen Nemecek, Galiya Ibrayeva and Stanislav Loos was presented Sept 18, 2008, at the Central Eurasian Studies Conference in Washington, D.C.

Invited Academic Papers

“*The Elaboration Model*” was presented as part of a panel on “Social Science Methods” in February 2009 at the National CAR Conference in Indianapolis, Ind.

“*CAR Steps: From Idea to Story*” was presented as part of a panel on “Social Science Methods” in February 2008 at the National CAR Conference in Houston, Texas.

Edward Kian

**Associate Professor and Welch-Bridgewater Chair of Sports Journalism
Fall 2011 - present**

Refereed Journal Articles

Kian, E.M., Lee, J.W., Gregg, E., & Kane, J.J. (in press). Rivals.com framing of FBS-FCS football games: Immoral mismatch or just another game. Accepted for publication in *Journal of Contemporary Athletics*, 8(2), pp. TBA.

Grimmer, C.G., & Kian, E.M. (forthcoming). Sport journalists’ perceptions of sport public relations professionals within the German Bundesliga. Accepted for publication in the *International Journal of Sport Communication*.

Kian, E.M., Anderson, E., Vincent, J., & Murray, R. (forthcoming). Sport journalists’ views’ on gay men in sport, society, and within sport media. Accepted for publication in the *International Review for the Sociology of Sport*.

Kian, E.M., Bernstein, A., & McGuire, J.S. (2013). A major boost for gender equality or more of the same? The television coverage of female athletes at the 2012 London Olympic Games. *Journal of Popular Television*, 1(1), 143-149.

Anderson, E., & Kian, E.M. (2012). Examining media contestation of masculinity and head trauma in the National Football League. *Men and Masculinities*, 15(2), 152-173.

Kian, E.M., & Zimmerman, M.H. (2012). The medium of the future: Top sports writers discuss transitioning from newspapers to online journalism. *International Journal of Sport Communication*, 5(3), 285-304.

Kian, E.M., Burden, Jr., J.W., & Shaw, S.D. (2011). Internet sport bloggers: Who are these people and where do they come from? *Journal of Sport Administration & Supervision*, 3(1), 30-43.

Kian, E.M., & Clavio, G. (2011). A comparison of online media and traditional newspaper coverage of the men's and women's U.S. Open tennis tournaments. *Journal of Sports Media*, 6(2), 55-84.

Kian, E.M., Clavio, G., Vincent, J., & *Shaw, S.D. (2011). Homophobic and sexist yet uncontested: Examining football fan postings on Internet message boards. *Journal of Homosexuality*, 58(5), 680-699. Reprinted in E. Anderson (Ed.), *Sport, masculinities and sexualities* (pp. TBD). London:Routledge.

Kian, E.M., Fink, J.S., & Hardin, M. (2011). Examining the impact of journalists' gender in online and newspaper tennis articles. *Women in Sport and Physical Activity Journal*, 20(1), 3-21.

Vincent, J., Kian, E.M., & Pedersen, P.M. (2011). Flying the flag: Gender and national identity in English newspapers during the 2006 World Cup. *Soccer & Society*, 12(5), 613-632.

Book Chapters

Bernstein, A., & Kian, E.M. (2013). Gender and sexualities in sport media. In P.M. Pedersen (Ed.), *Handbook of sport communication* (pp. 319-327). London: Routledge.

Kian, E.M. (in press for 2014). Sexuality in the mediation of sport. In J. Hargreaves & E. Anderson (Eds.), *Handbook of sport, gender, and sexuality* (pp. TBD). London: Routledge.

Kian, E.M., & Vincent, J. (in press for 2013). Gay and lesbian sport media communities. In A.C. Billings & M. Hardin (Eds.), *The Routledge handbook of sport and new media* (pp. TBD). London: Routledge.

Vincent, J., & Kian, E.M. (in press for 2013). Sport media and national identity. In A.C. Billings & M. Hardin (Eds.), *The Routledge handbook of sport and new media* (pp. TBD). London: Routledge.

Kian, E.M., Clavio, G., Vincent, J., & *Shaw, S.D. (2012). Homophobic and sexist yet uncontested: Examining football fan postings on Internet message boards. In E. Anderson (Ed.), *Sport, masculinities and sexualities* (pp. 136-155). London: Routledge.

Kian, E.M., Pedersen, P.M., & Vincent, J. (2011). In demand? Examining sport management faculty openings and hires. In J.A. Moreli & O.D. Velez (Eds.), *Coaching and management techniques in athletics* (pp. 125-134). New York: Nova Science Publishers, Inc.

Refereed Conference Paper Presentations

Kian, E.M. (2013). *Making jobs easier but scarcer: Newspaper sports reporters' attitudes toward the rise of the Internet*. Paper presented at the International Sociology of Sport Association (ISSA) World Congress of Sport. June 9-16, 2013. Vancouver, Canada.

Kian, E.M. (2013). *Tracking high school football recruits' use of Twitter for self-promotion*. Paper poster presentation at the International Consumer Brand Relationship Colloquium. Sept. 26-28, 2013. Winter Park, Fla.

Kian, E.M. (2013). *Devolving into Paparazzi or reporting historic news? Challenges facing traditional sport media in covering sexual orientation in the Web age*. Paper presented at the International Crisis and Risk Communication Conference (ICRC). March 4-7, 2013. Orlando, Fla.

Kian, E.M. (2013). *Immoral slaughter, or a win-win for all sides? Hometown media framing of 'paycheck' games in college football*. Paper presented at the sixth annual Scholarly Colloquium on Intercollegiate Athletics held in conjunction with the National Collegiate Athletic Association (NCAA) convention. Jan. 14-19, 2013. Grapevine, Texas.

Kian*, E.M., Billings, A.C., Butterworth, M.L., Hardin, M., & Wenner, L.A. (2013). *Communication and sport as toy store: Disciplinary challenges and opportunities*. Session organizer and moderator. Panel presented at the Sixth Summit on Communication and Sport. Feb. 22-24, 2013. Austin, Texas.

Kian, E.M., Ketterer, S., Senat, J., & *Poling, J. (2013). *Part of the program or real journalism? Examining objectivity in coverage of college athletics by local newspapers*. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) midwinter conference. March 1-2, 2013. Norman, Okla.

Kian, E.M., Murray, R., & Sowell, M. (2013). *Keepers of the gate: Examining veteran male sports reporters' views toward women in sport and female sports reporters*. Paper presented at the Sixth Summit on Communication and Sport. Feb. 22-24, 2013. Austin, Texas. Honored as one of the Summit's "Distinguished Papers" by the planning committee.

Kian, E.M. (2012). *Integrating sport marketing, public relations, promotions, sponsorship, and new technology into a single class project*. Pedagogy session presented at the 2012 Sport Marketing Association annual conference. Oct. 23-27, 2012. Orlando, Fla.

Kian, E.M., & Vincent, J. (2012). *Old-school or new-school? An exploratory study on sport journalists' attitudes toward LGBT in sport and society*. Paper presented at the 2012 North American Society for the Sociology of Sport annual conference. Nov. 7–10, 2012. New Orleans.

Lee, J.W., Sweeney, K., Gregg, E., Kane, J., & Kian, E.M. (2012). *ESPN the Magazine's "body issues": The good, the bad, and the sexy*. Poster presented at the 2012 Sport Marketing Association annual conference. Oct. 23-27, 2012. Orlando, Fla.

Vincent, J., & Kian, E.M. (2012). *"They think it's all Dover!" The Sun's narratives and images about the English football team and (re)presentations of English national identity during Euro 2012*. Paper presented at the 2012 North American Society for the Sociology of Sport annual conference. Nov. 7-10, 2012. New Orleans.

Kian, E.M., & Anderson, E. (2011). *No longer mere headaches: Sport media challenge masculine orthodoxy on football concussions*. Paper presented at the 2011 North American Society for the Sociology of Sport annual conference. Nov. 2-5, 2011. Minneapolis.

Ken Kim
Assistant Professor
Fall 2010-present

Refereed Journal Articles

Park, J., Ju, I., & Kim, K. E. (2013). Direct-to-consumer antidepressant advertising and consumers' optimistic bias about the future risk of depression: The moderating role of advertising skepticism. *Health Communication* (June).

Kim, K. E., & Park, J. (2010). Message Framing and the Effectiveness of DTC Advertising: The Moderating Role of Subjective Product Knowledge. *Journal of Medical Marketing*. 10(2), 165-176.

Book Chapter

Kim, K. E. (In press). *Framing as a Strategic Persuasive Message Tactic*. Handbook of Strategic Communication. NY: Routledge.

Refereed Conference Paper Presentations

Kim, K. E., & Kim, C. (2013). *"An Experimental Investigation of News Frames and the Hostile Media Effect."* Paper accepted for presentation to Journalism Studies Division at the annual conference of the International Communication Association, London, UK, June 17 – 21, 2013.

Kim, K. E., & McGuire, J. (2013). *"The Hostile Media Phenomenon: Sports Fanship and Perceptions of Sports Media Bias."* Paper accepted for presentation at the Summit on Communication and Sport, Austin, Texas, Feb. 22-23, 2013 (Distinguished Paper).

Kim, C., & Kim, K. E. (2013). *“The Role of Emotions in the Hostile Media Effect: Testing the Mediation Function of Emotions.”* Paper accepted for presentation to Political communication Division at the annual conference of the International Communication Association, London, UK, June 17- 21, 2013.

Kim, K. E. (2012). *“Party Identification, Message Framing, and the Effectiveness of Negative Political Advertising.”* Paper presented to Political Communication Interest Group at the annual convention of the Association for Education in Journalism and Mass Communication, Chicago, Aug. 9-12, 2012 *(*Top Faculty Paper Award, 1st Place*).

Kim, K. E., McKinnon, L. M., & Kim, C. (2012). *“Party Bias and Message Sidedness in Negative Political Advertising.”* Paper presented to Political Communication Division at the annual convention of the International Communication Association, Phoenix, May 24 – 28.

Park, J., Ju, I., & Kim, K. E. (2011). *“Direct-to-consumer antidepressant advertising and consumers’ optimistic bias about the future risk of depression: The moderating role of advertising skepticism.”* Paper presented to Advertising Division at the annual convention of the Association for Education in Journalism and Mass Communication, Saint Louis, Mo., Aug. 10-13, 2011* (*Advertising Division Top Third Faculty Paper Award*).

Kim, K. E., Park, J. (2011). *“Strategic Use of Attribute Framing and Goal Framing in Political Advertising.”* Paper presented to Strategic Communication pre-conference at the annual convention of the International Communication Association, Boston, Mass., May 22-26, 2011.

Kim, K. E., Park, J. (2011). *“The Effectiveness of Message Framing in Negative Political Advertising.”* Paper presented to Mass Communication & Society Division at the Midwinter conference of the Association for Education in Journalism and Mass Communication, Norman, Okla., March 4-5, 2011.

Kim, K. E. (2011). *“Exploring Differences in Sports Media and News Media Frames of Steroid Use in Major League Baseball.”* Paper presented at the annual conference of the Association for Marketing and Health Care Research, Steamboat Springs, Colo., Feb. 23-25, 2011.

Kim, K. E. (2010). *“Framing Tactic, Framing Domain, and Source Credibility in DTC Hormone Replacement Therapy Advertising.”* Paper presented to Advertising Division at the annual convention of the Association for Education in Journalism and Mass Communication, Denver, Aug. 4-7, 2010.

Bobbi Kay Lewis
Associate Professor

Refereed Journals

Lewis, B. K. & Nichols, C. (2012). "Social media and strategic communication: A two-year study of attitudes and perceptions about social media among college students" *Public Relations Journal*, Vol. 6, No. 4.

Wigley, S. & Lewis, B.K. (2012). "Rules of Engagement: Practice what you tweet." *Public Relations Review*, Vol. 38.

Lewis, Bobbi Kay (2010) "Social Media and Strategic Communication: Attitudes and Perceptions Among College Students" *Public Relations Journal*, Vol. 4, No. 3.

Lewis, Bobbi Kay (2010) "Experiential Learning and Advertising Media Sales: A Case Study Perspective." *Journal of Advertising Education*, Vol. 14, No. 2.

Lewis, Bobbi Kay (2010). "Media Selling: television, print, Internet, radio. Book review." *Journalism Studies*, Vol. 11, No. 3.

Book chapters

Lewis, B.K. & Nichols, C. (in press) "Social media and strategic communication: An examination of theory and practice in communication research" In D. Holtzhausen & A. Zerfass (Eds.), *The Routledge Handbook of Strategic Communication*. New York: Routledge.

Lewis, B.K.& Nichols, C. (2012). "Attitudes and perceptions about social media among college students and professionals involved and not involved in strategic communications" In H. S. Noor Al-Deen & J. A. Hendricks (Eds.), *Social Media: Usage and Impact* (pp. 129-144). Lanham, MD: Lexington

Refereed Conference Paper Presentations

Lewis, B.K. & Nichols, C. (2013). *Social Media and Strategic Communication: A three-year study of attitudes and perceptions about social media among college students.* *Association for Education in Journalism and Mass Communication 2013 Midwinter Conference*, Norman, Okla.

Nichols, C. & Lewis, B.K. (March 2012). "Is Fat the New Black? The Impact of *Mike & Molly* Body Image Portrayals on College Students." *Association for Education in Journalism and Mass Communication 2012 Midwinter Conference*, Norman, Okla.

Lewis, B.K. (March 2012). "Building brands through digital networks: Ackerman McQueen's full-service agency approach to content distribution and brand engagement."

Association for Education in Journalism and Mass Communication 2012 Midwinter Conference, Norman, Okla.

Nichols, C. Lewis, B.K. & Alsip, M. K. (August 2011). “‘Fatties Get a Room!’ An examination of humor, imagery, and stereotyping in *Mike & Molly*.” *Association for Education in Journalism and Mass Communication 2011 Annual Conference, St. Louis, Mo.*

Nichols, Cynthia & Lewis, Bobbi Kay (March 2011), “‘Fatties, Get a Room!’ An examination of humor, imagery, and stereotyping in *Mike & Molly*” *Association for Education in Journalism and Mass Communication Midwinter Conference, Norman, Okla.*

Lewis, Bobbi Kay (February 2011), Learning at Your Fingertips: The Impact of the Apple iPad and Technology on Student Learning,” *Oklahoma State University Research Week, Stillwater, Okla.*

Lewis, Bobbi Kay (August 2010), “Social Media and Strategic Communication: Attitudes and Perceptions Among College Students,” *Association for Education in Journalism and Mass Communication, Denver.*

Lewis, Bobbi Kay (March 2010), “Social Media and Strategic Communication: Attitudes and Perceptions Among College Students,” *Association for Education in Journalism and Mass Communication Midwinter Conference, Norman, Okla.*

Lewis, Bobbi Kay (August 2009), “Experiential Learning and Advertising Media Sales: A Case Study Perspective,” *Association for Education in Journalism and Mass Communication, Boston, Mass.*

Invited Research Presentations

Lewis, B.K. (July 2012). Keynote Speaker: “Social Media for College Recruitment and Admissions” Presented July 16, 2012 at the *Oklahoma College Day/Night Coordinating Committee (OCD/NCC) Conference. OU-Tulsa, Tulsa, Okla.*

Nichols, C. & Lewis, B.K. (February 2012). “Is Fat the New Black? The Impact of *Mike & Molly* Body Image Portrayals on College Students.” Presented Feb. 24, 2012, at the *School of Media & Strategic Communications Research Colloquium.*

Lewis, B.K. (November 2011) “Advertising Fundamentals: Selling & Creating Ads for Newspapers and Yearbooks.” *School of Media & Strategic Communications High School J-Day.*

Lewis, B.K. & Nord, J.H. (Mar. 2011) “Social Media: Leveraging Connections for Your Organizations.” Workshop for Nonprofits. Presented March 31, 2011 at the *Meridian Technology Center. Stillwater, Okla.*

Lewis, B.K. (Feb. 2011) Learning at Your Fingertips: The Impact of the Apple iPad and

Technology on Student Learning,” *Oklahoma State University Research Week*, Stillwater, Okla.

Lewis, B.K. (Aug. 2010). Panelist, “Whose Minding the Mint: Media Strategies to Reshape the Advertising Revenue Model in the Digital Age” *Association for Education in Journalism & Mass Communication*, Denver, 2010

Lewis, B.K. (Apr. 2010). Presenter, “You’ve Been Poked: Personal Contact in a Technical World” *Association for Women in Communications Spring Workshop*, Tulsa, Okla.

Lewis, B.K. (Feb. 2010). Panelist, “Social Media for bettering business and relationships” *Association for Women in Communications Tulsa Chapter Meeting*

John P. McGuire
Associate Professor

Peer-Reviewed Academic Articles

McGuire, J., & Murray, R. (In Press, 2013). Attitudes of sports print journalists about developing electronic media skills: A case study of two major newspapers. *International Journal of Sport Communication*.

Ketterer, S., McGuire, J., & Murray, R. (2013). Contrasting desired sports journalism skills in a convergent media environment. *Communication and Sport*. Available online from <http://com.sagepub.com/content/early/2013/03/22/2167479513482118.full.pdf+html>
doi: 10.1177/2167479513482118

McGuire, J. (2012). Excellence in broadcasting? Rush Limbaugh and image repair in the Sandra Fluke controversy. *Journal of Radio and Audio Media* 19(2), 206-220.

Murray, R., McGuire, J., Ketterer, S., & Sowell, M. (2011). Convergence vs. traditional training: How newspaper sports editors view future sports journalists. *Journal of Sports Media*, 6(2), 65-88.

McGuire, J. (2010). Imus in the doghouse: A shock jock’s use of image restoration strategies. *Journal of the Speech and Theater Association of Missouri*, 40, 76-94.

McGuire, J. (2007). The evolution of the announcing component within University of Missouri’s sports radio network: A case study. *Journal of the Speech and Theatre Association of Missouri*, 37, 93-113.

Book Chapters

McGuire, J.P., McKinnon, L., & Wanta, W. (2012). “Big Mac” with a side of steroids: Image restoration strategies of Mark McGwire. In J.R. Blaney, L.R. Lippert, & J.S. Smith (Eds.) *Repairing the athlete’s image: Studies in sports image restoration* (pp. 27-40). Lanham, MD:

Lexington Books.

McGuire, J.P., Armfield, G. A., & Boone, J. (2012). Show me the numbers: Fantasy sports and media dependency. In A. C. Earnhardt, P.M. Haridakis, & B. Hugenberg (Eds.) *Sports Fans, Identity, and Socialization: Exploring the Fandemonium* (pp. 275-290). Lanham, MD: Lexington Books.

McGuire, J.P. & Armfield, G. A. (2008). Two nations, two networks, one game: A content analysis of the 2002 Mexico-United States World Cup match on the ESPN and Univision television networks. In L. W. Hugenberg, P. M. Haridakis, & A. C. Earnhardt (Eds.) *Sports mania: Essays on fandom and the media in the 21st century* (pp. 45-59). Jefferson, NC: McFarland and Company.

Editor-Reviewed Academic Articles

Kian, E., Bernstein, A., & McGuire, J. (2013). A major boost for gender equality or more of the same? Television coverage of female athletes at the 2012 London Olympic games. *Journal of Popular Television*.

McGuire, J., Murray, R., Krein, M. (2013). Developing a curriculum for the sports media major. *Journal of Media and Education*, 4(1), 41-45. Available from <http://en.calameo.com/read/000091789274c7cdfafa5>

Encyclopedia Entries

McGuire, J. (2011). Entries for “Kansas City Chiefs,” “Kansas City Royals,” “Kansas City Wizards,” and “Oklahoma City Thunder.” In L.E. Swayne & M. Dodds (Eds.), *SAGE Encyclopedia of Sports Management and Marketing*. New York: SAGE.

Book Reviews

McGuire, J. (2008). Bridging the gap in sport media research [Review of “Handbook of Sports and Media”]. *Mass Communication and Society*, 11(3), 364-367.

Refereed Conference Paper Presentations

McGuire, J., & Armfield, G. (2013, April). *Peddling the truth? Image restoration strategies of Lance Armstrong*. Presented at 2013 conference of the Southern States Communications Association, Louisville, Ky.

Nye, C., & McGuire, J. (2013, March). Numbers may be closer than they appear: How network television newscasts reported polling data in the 2012 presidential election. Presented at the midwinter conference of the Association of Education and Journalism in Mass Communication, Norman, Okla.

Nduka, E., & McGuire, J. (2013, March). The effective use of the new media in disseminating evangelical message among Catholic college students. Presented at the midwinter conference of the Association of Education in Journalism and Mass Communication, Norman, Okla.

Kim, K., & McGuire, J. (2013, February). *The hostile media phenomenon: Sports fanship and perceptions of sports media bias*. Presented at the Sixth IACS Sixth Summit on Communication and Sports, Austin, Texas.

McGuire, J. (2012, October). *It's a bee-yoo-tee-ful day! Fifty years of Kansas City Chiefs football on the radio*. Paper presented at the Great Plains Radio Conference, Manhattan, Kan.

Ketterer, S., McGuire, J., & Murray, R. (2012, August). *Contrasting desired sports journalism skills in a convergent media environment*. Presented at the annual conference of the Association of Education in Journalism and Mass Communication, Chicago.

Ketterer, S., McGuire, J., & Murray, R. (2012, March). *Contrasting desired sports journalism skills in a convergent media environment*. Paper presented at the midwinter conference of the Association of Education in Journalism and Mass Communication, Norman, Okla.

Armfield, G., & McGuire, J. (2012, March). *Fantasy sport ownership motivation and media dependence*. Paper presented at the Fifth Colloquium on Sports and Media, Peoria, Ill.

Overby, K., Wanta, W., & McGuire, J. (2012, March). *Examining the differences in commentary of female athletes in NCAA Division One basketball tournament coverage*. Paper presented at the Fifth Colloquium on Sports and Media, Peoria, Ill.

McGuire, J. (2011, October) *Forty years in the four-state area: A history of KXCV-FM*. Paper presented at the Great Plains Radio Conference, Manhattan, Kan.

Armfield, G., & McGuire, J. (2011, August). *I'm a big fan: Studying media dependency among fantasy football, baseball, and basketball owners*. Paper presented at the annual conference of the Association of Education in Journalism and Mass Communication, St. Louis, Mo.

McGuire, J.P., McKinnon, L., & Wanta, W. (2011, March). *"Big Mac" with a side of steroids: Image restoration strategies of Mark McGwire*. Paper presented at the annual conference of the Southern Communication Association, Little Rock, Ark.

McGuire, J.P., Murray, R., Ketterer, S., & Sowell, M. (2011, March). *The sports department versus the news department: Conflicts in editorial decision making in television newsrooms*. Paper presented at the 2011 midwinter conference of the Association for Education in Journalism and Mass Communication, Norman, Okla.

Armfield, G., McGuire, J., & Boone, J. (2010, November). *Show me the numbers: Fantasy football participants and media consumption*. Paper presented at the annual conference of the National Communication Association, San Francisco, Calif.

McGuire, J. (2010, October) *Building a statewide collegiate sports network*. Paper presented at the Great Plains Radio Conference, Manhattan, Kan.

Murray, R., McGuire, J., Ketterer, S., & Sowell, M. (2010, August). *Convergence vs. traditional training: How newspaper sports editors view future sports journalists*. Paper presented at national convention of Association for Education in Journalism and Mass Communication, Denver.

Murray, R., McGuire, J., Ketterer, S., & Sowell, M. (2010, March). *Convergence vs. Traditional training: How newspaper sports editors view future sports journalists*. Paper presented midwinter conference of the Association for Education in Journalism and Mass Communication, Norman, Okla.

Refereed Broadcast Awards

*Society of Professional Journalists, Oklahoma Chapter (State competition for broadcast and print media), 2011 First place award in **Radio Sports Reporting** category for Bob Barry, Sr. feature that aired on Oklahoma Public Radio in 2010*

*Broadcast Education Association, Festival of Media Arts (National competition for BEA members, 2008 Award of Excellence in **Faculty News Radio Feature Reporting** for Hornets Leave OKC story that aired on Oklahoma Public Radio in 2007*

*Society of Professional Journalists, Oklahoma Chapter (State competition for broadcast and print media), 2008 First place award in **Radio Sports Reporting** category for Hornets Leave OKC that aired on Oklahoma Public Radio in 2007*

Lori McKinnon
Associate Professor

Communication Monograph

McKinnon, L. M., Longan, J., and Handy, B. (2012). Service-Learning For Branding Success: A Case of Student-Client Engagement in Oklahoma State University's \$1 billion capital campaign. *Teaching Public Relations Monograph*, 84 (fall).

Refereed Journal Articles

Fullerton, J. A., Kendrick, A., and McKinnon, L. M. (2013). Advertising Ethics: Student Attitudes and Behavioral Intent. *Journalism and Mass Communication Educator*, 68(1), 33-48, DOI: <http://dx.doi.org/10.1177/1077695812472894>.

McKinnon, L. M., McBeath, T., and Nascenzi, N. (2009). The Power of Political Advertising Advocacy: A Case Study Examination of Celebrity in Endorsements in the 2006 Missouri Race. *Journal of International Business Disciplines*, 3(2), 38-59.

McKinnon, L.M. and Mason, J. (2009). Obama Online: A Qualitative Analysis of the Style, Structure and Substance of Blog Posts During the 2008 Presidential Election. *Business Research Yearbook*.

McKinnon, Nascenzi, N., and McBeath, T. (2008). Celebrity Advocacy and Political Advertising: A Case Study of the Stem-Cell Issue in the 2006 Missouri Election. *Business Research Yearbook*.

Refereed Book Chapter

McGuire, J. P., McKinnon, L. M., & Wanta, W. (2012). "Big Mac" with a Side of Steroids. In J. R. Blaney, L. R. Lippert, & J. S. Smith (Eds). *Repairing the Athlete's Image*. Lanham, MD: Lexington Books.

Encyclopedia Contributions

McKinnon, Lori Melton (2008). Marshall McLuhan. In L. L. Kaid and C. Holtz-Bacha (Eds.), *Encyclopedia of Political Communication*, Vol. 2. Thousand Oaks, CA: Sage.

McKinnon, Lori Melton (2008). Medium Theory. In L. L. Kaid and C. Holtz-Bacha (Eds.), *Encyclopedia of Political Communication*, Vol. 2. Thousand Oaks, CA: Sage.

McKinnon, Lori Melton (2008). Unions "Political Activity." In L. L. Kaid and C. Holtz-Bacha (Eds.), *Encyclopedia of Political Communication*, Vol. 2 Thousand Oaks, CA: Sage.

Refereed Conference Paper Presentations

McKinnon, L.M., and Fullerton, J. A. (2013, August). *Public Relations Ethics: Student Attitudes and Behavioral Intent*. Paper presented to the PR Division at the annual conference of the Association for Journalism and Mass Communication, Washington, D.C.

* Top Papers in PR Teaching Research

Fullerton, J. A., and McKinnon, L. M. (2013, March). *Public Relation Students' Ethics: An Examination of Attitude and Intended Behaviors*. Paper presented at the annual Midwinter Meeting of the Association for Journalism and Mass Communication, Norman, Okla.

Geary, A., Nichols, C., and McKinnon, L. M. (2013, March). *Liar, Liar Pants on Fire: Examining the effects of facebook addiction on political knowledge and rumor gullibility*. Paper presented at the annual Midwinter Meeting of the Association for Journalism and Mass Communication, Norman, Okla.

Kim, Kenneth and McKinnon, L. M. (2012, May) *Party Identification, Message Sidedness and the Effectiveness of Negative Political Advertising*. Paper presented to the Political Communication Division of the International Communication Association, Phoenix, Ariz.

Fullerton, J. A., Kendrick, A., and McKinnon, L. M. (2012, March). *Advertising Ethics: Student Attitudes and Behavioral Intent*. Paper presented at the annual Midwinter Meeting of the Association for Journalism and Mass Communication, Norman, Okla. (Top Paper).

McKinnon, L.M., Longman, J., and Handy, B. (2011, August). *Service-Learning for Branding Success: A Case of Student-Client Engagement in Oklahoma State University's \$1 Billion Capital Campaign*. Paper presented at the annual convention of the Association for Journalism and Mass Communication, St. Louis, MO. (Top Papers in Public Relations Teaching Research).

McGuire, J., McKinnon, L. M., and Wanta, W. (2011, March). *Big Mac With a Side of Steroids: Image Restoration Strategies of Mark McGwire*. Paper presented at the annual convention of the Southern States Communication Association.

Mason, J. and McKinnon, L. M. (2010, August). *Campaigning in the Blogosphere: A Quantitative Analysis of Obama's Official Posts During the 2008 Presidential Election*. Competitive research paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication; Denver.

McKinnon, L.M. and Mason, J. (2009, Spring). *Obama Online: A Qualitative Analysis of the Style Structure and Substance of Blog Posts During the 2008 Presidential Election*. Research paper presented to the International Association of Business Disciplines in St. Louis, Mo.

McKinnon, L. M., Nascenzi, N., and McBeath, T. (2008, Spring). *The Power of Political Advertising Advocacy: A Case-Study of 2006 Missouri Election Stem-Cell Celebrity Endorsements*. Research paper presented to the International Association of Business Disciplines in Houston, Texas.

Grant Activity

Page Legacy Scholar Grant (2012). Principle Investigator with Co-PI, Dr. Jami Fullerton. Awarded \$2000 grant for survey research on public relations students attitudes toward ethics and intended ethical behaviors. Honored as a Arthur W. Page Legacy Scholar by the Page Center for Integrity in Public Communication at Penn State University.

Ray Murray Associate Professor

Peer-Reviewed Articles

Murray, R. (2013) Keeping the Paparazzi and Arm's Length Away. *The Journal of Popular Culture*, 6(4), pp. 868-885.

Ketterer, S., McGuire, J., & Murray, R. (2013). Contrasting Desired Sports Journalism Skills in a Convergent Media Environment. *Communication & Sport*. 1-17.
DOI:10.1177/2167479513482118

Kian, E.M., Anderson, E., Vincent, J., & Murray, R. (in press). Sport journalists' views on gay men in sport, society, and within sport media. Accepted for publication in the *International Review for the Sociology of Sport*.

McGuire, J., & Murray, R. (in press). Attitudes of Sport Print Journalists about Developing Electronic Media Skills: A Case Study of Two Major Newspapers. *International Journal of Sport Communication*.

Murray, R. (2011). Stalking the Paparazzi: A View from a Different Angle. *Visual Communication Quarterly*. 18(1), 4-17.

Murray, R., McGuire, J., Ketterer, S., & Sowell, M. (2011). Flipping the Field: The Next Generation of Newspaper Sports Journalists. *Journal of Sports Media*, 6(2), 65-88.

McGuire, J., Murray, R., Ketterer, S., & Sowell, M. (2011). The Sports Department vs. The News Department: Conflict in editorial decision making in television newsrooms. *Journal of Broadcasting and Electronic Media*.

Editor-Reviewed Academic Publication

McGuire, J., Murray, R., Krein, M. (2013). Developing a curriculum for the sports media major. *Journal of Media Education*.

Creative work

Published two articles with photos in the summer 2009 edition of *Persimmon Hill*. The project detailed the work of volunteers who travel to Nicaragua to help ranchers and farmers. The volunteers vaccinate horses and cattle.

Conference Presentations

Keepers of the gate: Examining veteran male sports reporters' views toward women in sport and female sports reporters at the Sixth Summit on Communication and Sport. Feb. 22–24, 2013. Austin, Texas. Honored as one of the Summit's "Distinguished Papers" by the planning committee.

Contrasting Desired Sports Journalism Skills in a Convergent Media Environment at the Association for Education in Journalism and Mass Communication conference in Chicago on Aug. 10, 2012.

Panel presentation on SMSC use of an AEJMC Bridge Grant for the project In-Depth Reporting of Meth Production and Abuse in Oklahoma at the Association for Education in Journalism and Mass Communication conference in Chicago on Aug. 11, 2012.

A Peek at How Paparazzi Get Their Photographs at the Association for Education in Journalism and Mass Communication Midwinter Conference in Norman, Okla., on March 2, 2012. **Top Paper Award in Visual Communication Division.**

Contrasting Desired Sports Journalism Skills in a Convergent Media Environment at the Association for Education in Journalism and Mass Communication Midwinter Conference in Norman, Okla., on March 2, 2012.

The Sports Department vs. The News Department: Examining Editorial Disputes in Television Newsrooms at the annual Association for Education in Journalism and Mass Communication conference in St. Louis on Aug. 5, 2011.

The Sports Department vs. The News Department: Examining Editorial Disputes in Television Newsrooms at the Association for Education in Journalism and Mass Communication midwinter conference at the University of Oklahoma on March 5, 2011.

Training Sports Journalists in a Converged Newsroom: What Educators Need to Know to Train Future Sports Journalists at the Association for Education in Journalism and Mass Communication annual conference in Denver on Aug. 4, 2010.

A Peek at How Paparazzi Get Their Photographs was accepted for presentation at the Eighth Annual International Conference on Communication and Mass Media in Athens, Greece, in May 2010. I did not attend because of budgetary reasons.

Building the Curriculum of a Sports Media Degree Program at the Broadcast Education Association's national convention in Las Vegas on April 15, 2010.

Presented *Training Sports Journalists in a Converged Newsroom: What Educators Need to Know to Train Future Sports Journalists* at the Association for Education in Journalism and Mass Communication Midwinter Conference at the University of Oklahoma on March 5, 2010.

Presented *Keeping the Paparazzi an Arm's Length Away* at the Hawaii International Conference on Arts and Humanities in Honolulu on Jan. 15, 2010.

Presented *Stalking the Paparazzi: A View from a Different Angle* at the Hawaii International Conference on Arts and Humanities in Honolulu on Jan. 15, 2010.

Presented *Keeping the Paparazzi an Arm's Length Away* at the Association for Education in Journalism and Mass Communication midwinter conference at the University of Oklahoma on March 7, 2009.

Presented *Stalking the Paparazzi: A View from a Different Angle*, at the Association of Education in Journalism and Mass Communication in Washington, D.C., on Aug. 11, 2007. **Top Faculty Paper Award Media Ethics Division.**

Presented *Sports Figures Defined as Public Figures in Libel Law* at the Summit on Communication & Sport at Arizona State University on March 10, 2006.

Invited Presentations

Presented *Attitudes of Sport Print Journalists about Developing Electronic Media Skills: A Case Study of Two Major Newspapers* to Oklahoma State University faculty and students Sept. 20, 2013.

Presented *The Sports Department vs. The News Department: Examining Editorial Disputes in Television Newsrooms* to Oklahoma State University faculty and students September 2011.

Presented findings from ongoing paparazzi research, *Paparazzi, Police, Politicians and Privacy: A Never-Ending Game of Cat and Mouse*, to Oklahoma State University faculty and students Nov. 21, 2008.

Conference Panel Moderator

Moderated a panel, Other Areas of Arts and Humanities, at the Hawaii International Conference on Arts and Humanities in Honolulu on Jan. 15, 2010.

Research Recognition

Featured in "Spotlight on Creativity" in *The Daily O'Collegian* on April, 10, 2009, for my paparazzi research. A few weeks earlier, a graduate student interviewed me about my paparazzi research, and the video was posted on youtube.com/okstatenews.

Juan Meng

Assistant Professor (Fall 2011-June 2012)

Meng, J., Berger, B. K., Gower, K. K., & Heyman, W. C. (2012). A test of excellent leadership in public relations: Key qualities, valuable sources, and distinctive leadership perceptions. *Journal of Public Relations Research*, 24, 18-36.

Meng, J. (2012). Public relations leadership: An integrated conceptual framework. *Public Relations Review*, 38, 336-338.

Cynthia Nichols

Assistant Professor (Fall 2010-present)

Articles in Refereed Journals

Nichols, C. (2012). Tangents on TV: The Tangential Relationship of Narrative and Educational Content in Children's Television through the Capacity Model. *Journalism and Mass Communication*, 2(10), 975-988.

Lewis, B. K. & Nichols, C. (2012). "Social media and strategic communication: A two-year study of attitudes and perceptions about social media among college students" *Public Relations Journal*, 6(4). Retrieved

from <http://www.prsa.org/Intelligence/PRJournal/Documents/2012LewisNichols.pdf>

Woo, C. W., Kim, J.K., Nichols, C., & Zheng, L. (2010). International sports commentary frame and entertainment: A cross-cultural analysis of commentary differences for World Series broadcasts. *International Journal of Sports Communication*, 240-255.

Refereed Conference Papers

Lewis, B. K. & Nichols, C. (2013). Social media and strategic communication: A three-year study of attitudes and perceptions about social media among college students, Presented at the Association for Education in Journalism and Mass Communication 2012 Annual Conference in Washington, D.C.

Devlin, M., Brown, N. & Nichols, C. (2012). *In the Mood for Learning: How Mood, Pacing, & Semantic Difference Influence Learning of Children's Education Television Programming*. Presented at the Association for Education in Journalism and Mass Communication 2012 Annual Conference in Chicago.

Garcia, A. & Nichols, C. (2012) *The Effect of Acculturation on the Language of Advertising Among Hispanics*. Presented at the Association for Education in Journalism and Mass Communication 2012 Annual Conference in Chicago.

Nichols, C. & Lewis, B. K. (2012). *Is fat the new black? The impact of Mike & Molly body image portrayals on college students*. Presented at the Association for Education in Journalism and Mass Communication 2012 Annual Conference in Chicago.

Nichols, C. & Lewis, B. K. (2012). *Is fat the new black? The impact of Mike & Molly body image portrayals on college students*. Presented at the Association for Education in Journalism and Mass Communication 2011 Midwinter Conference in Norman, Okla.

Nichols, C. (2011). *How Fast Can They Learn? Testing Educational and Narrative Content Acquisition Through the Capacity Model*. Presented at the International Communication Association 2011 Annual Conference in Boston, Mass.

Nichols, C. (2011). *Paging Dora: Examining the Impact of Recognition of Children's Television Characters Through the Capacity Model*. Presented at the Association for Education in Journalism and Mass Communication 2011 Annual Conference in St. Louis, Mo.

Nichols, C. (2011). *OkState Flashmob*. Presented at the Association for Education in Journalism and Mass Communication 2011 Annual Conference in St. Louis, Mo.

Meadows III, C., & Nichols, C. (2011). *Fear Appeals, Reality, and Children: A Content Analysis of Global Warming Public Service Announcements*. Presented at the Broadcast Education Association Convention, Las Vegas.

Nichols, C.(2011). *Winds of Destruction*. Discussant on the destructive tornado season of 2011. Presented at the Association for Education in Journalism and Mass Communication 2011 Annual Conference in St. Louis, Mo.

Nichols, C.& Lewis, B. K. & Alsip, M. K. (2011). “*Fatties Get a Room!*” *An examination of humor, imagery, and stereotyping in Mike & Molly*. Presented at the Association for Education in Journalism and Mass Communication 2011 Annual Conference in St. Louis, Mo.

Nichols, C.& Lewis, B. K. (2011). “*Fatties Get a Room!*” *An examination of humor, imagery, and stereotyping in Mike & Molly*. Presented at the Association for Education in Journalism and Mass Communication 2011 Midwinter Conference in Norman, Okla.

Ryan, E., Nichols, C. & Zhang, C. (2011) "Lang's Limited Capacity Model vs. Fisch's Capacity Model: Which is More Appropriate to Test Young Children's Learning from Televised Educational Content?" Presented at the National Communication Association in New Orleans.

McKenzie, C. T. & Nichols, C. (2010). *Determining Persuasive Effects Political Communication: An Analysis of Presidential Campaign Videos*. Top Student Paper/ Winner of the Bostrom Award, Presented at the 2010 Southern States Communication Association Conference in Memphis, Tenn.

Nichols, C. (2010) *Tangents on TV: The Tangential Relationship of Narrative and Educational Content in Children's Television through the Capacity Model*. Presented at the National Communication Association 2010 Annual Conference in San Francisco.

Articles in Non-refereed Publications

Lashley, M. & Nichols, C. (Ed.) (2012, Winter) *Entertaining Ideas*, Newsletter for the Entertainment Studies Interest Group at AEJMC, vol. 11, No. 1.

Nichols, C. & Meadows, C. W. (2010, January) Tweets or trouble: The popularity of Twitter among celebrities. Submitted for publication in the January 2010 edition of the AEJMC newsletter, *DIG News*.

Nichols, C. (Ed.) (2010, Fall) *Entertaining Ideas*, Newsletter for the Entertainment Studies Interest Group at AEJMC, vol. 10, No. 3.

Joey Senat Associate Professor

Book Chapter

Senat, J. (2013). The Delicate Balance, in Transparency 2.0, In Charles Davis and David Cuillier, (ds.)eds., Peter Lang Press, in press 2013).

Invited Articles for Professional Publications

National

Joey Senat, *Clarifying the Clery Act on campus crime*, Quill, the Society of Professional Journalists' national magazine (May/June 2013, Vol. 101, No. 3): 27.

Joey Senat, *Public's business is public*, Quill, December 2008, at 32.

Statewide

Joey Senat, *Open government laws need vigorous enforcement*, Guest Blog, OKPolicyblog, March 11, 2011, <http://okpolicy.org/blog/government-operations/guest-blog-joey-senat-open-government-laws-need-vigorous-enforcement/#more-8672>.

Local

Joey Senat, *OSU wisely avoids Open Records Act violation*, The Daily O'Collegian (Stillwater, Okla.), April 29, 2013, at 4.

Joey Senat, *Policy would force faculty lawsuits*, The Daily O'Collegian (Stillwater, Okla.), Feb. 11, 2013, at 4.

Joey Senat, *A secretive government*, Oklahoma Gazette, Jan. 30, 2013, at 4.

Joey Senat, *Commissioners may have violated Open Meeting Act*, The Claremore (Okla.) Daily Progress, April 1, 2012, at 4A.

Joey Senat, *Glenpool City Council agenda omits specific item of business to be discussed with its attorney behind closed doors*, The Glenpool (Okla.) Post, Jan. 17, 2011, at http://glenpoolpost.com/opinion/article_a9a4bb76-2294-11e0-90de-001cc4c03286.html.

Joey Senat, *Even the hospital board must follow the law*, Stillwater (Okla.) NewsPress, Oct. 31, 2010, at A4.

Joey Senat, *NWOSU claims FERPA prohibits disclosure of students receiving \$214,000 in scholarships funded by Alva sales tax*, Alva (Okla.) Review-Courier, June 20, 2010, at 2.

Joey Senat, *Apparent Open Meeting Act violations by the Alva City Council*, Alva (Okla.) Review-Courier, Oct. 11, 2009, at 2, 4.

Joey Senat, *Cell phones, PDA's, private laptops used for public business subject to Open Records Act*, Alva (Okla.) Review-Courier, May 17, 2009, available at http://news.mywebpal.com/news_tool_v2.cfm?pnpid=348&show=archivedetails&ArchiveID=1416571&om=1.

Joey Senat, *Could newspapers survive under a nonprofit model?* Oklahoma Gazette, April 15, 2009, at 14, 15.

Joey Senat, *A pledge to support the public's right to know*, Oklahoma Gazette, Nov. 26, 2008, at 16, 17.

Joey Senat, *Sealed records shield court cases from public scrutiny*, Oklahoma Gazette, Sept. 3, 2008, at 14, 15.

Joey Senat, *An informed citizenry*, Oklahoma Gazette, May 7, 2008, at 20, 21.

Joey Senat, *Here comes the sun*, Oklahoma Gazette, March 12, 2008, at 18, 19.

Encyclopedia Entries

Joey Senat, *Healy v. James*; Encyclopedia of the First Amendment, edited by David L. Hudson, David A. Schultz, & John R. Vile, Congressional Quarterly Press (Sept. 12, 2008).

Joey Senat, *Papish v. Board of Curators*, Encyclopedia of the First Amendment, edited by David L. Hudson, David A. Schultz, & John R. Vile, Congressional Quarterly Press (Sept. 12, 2008).

Joey Senat, *Oklahoma Publishing v. District Court*, Encyclopedia of the First Amendment, edited by David L. Hudson, David A. Schultz, & John R. Vile, Congressional Quarterly Press (Sept. 12, 2008).

Non-Juried Creative Works:

Joey Senat, *FOI Oklahoma Blog*, foioklahoma.blogspot.com, initial posting in June 2009. (Written more than 400 postings on open government blog since creating it in June 2009. The blog has had more than 32,600 unique visitors and more than 128,000 page views. The visits have come from all 50 states and more than 60 countries/territories.)

Joey Senat, *Citizen's Pocket Guide to Oklahoma Sunshine Laws*, First Edition, 2008; Second Edition, 2011. (Some 9,000 have been distributed across the state.)

Invited Presentations

International Audiences

Joey Senat, *Building Stronger FOI Laws*, Edward R. Murrow Program for Journalists, International Visitor Leadership Program, U.S. State Department, Tulsa, Okla.: April 20, 2012 (Panel discussion for 20 Middle Eastern journalists and government officials.)

Joey Senat, *The Role of a Free Press and FOI Laws in a Strengthening a Democracy*, Edward R. Murrow Program for Journalists, International Visitor Leadership Program, U.S. State Department, University of Central Oklahoma: Oct. 6, 2009 (Panel discussion for 18 Latin American journalists. Focused on censorship, media law and freedom of information laws. Other panelists were UCO professor Mark Hanebutt and OU professor Charles Self.)

Joey Senat, *Freedoms of Speech and Press*, Edward R. Murrow Program for Journalists, International Visitor Leadership Program, U.S. State Department, Oklahoma Attorney General's

Office: Oct. 10, 2008 (Panel discussion for 21 Latin American journalists. Focused on censorship, media law and freedom of information laws. Other panelists were Oklahoma Attorney General Drew Edmondson and UCO professor Mark Hanebutt.).

National

Joey Senat, *Digital Dodges and the Email Sleight of Hand*, panel discussion at 2013 FOI Summit, National Freedom of Information Coalition, New Orleans: May 18, 2013.

Joey Senat, *We're All Citizens of Intern Nation: Perspectives on the Professional, Legal and Academic Issues Surrounding Internships*, panel discussion at Association for Education in Journalism and Mass Communication Midwinter Conference, University of Oklahoma: March 3, 2012.

Joey Senat, *Is the Internet Really Free?* Association for Women in Communications 2011 National Conference, Tulsa: Oct. 14, 2011.

Mike Sowell Associate Professor

Book Chapters

"Hack Miller: Baseball's Strong Man," in *When Boston Still Had The Babe*, Bill Nowlin, editor. (The Society of American Baseball Research). Cleveland, Spring-Summer 2008.

Articles in Refereed Journals

"Is She or Isn't He? Exploring the Gender Identity Controversy Over the First Female Byline in a National Sports Publication," Mike Sowell. *Journalism History*, Vol. 37, No. 4, Winter 2012, pp. 228-237.

"Flipping the field: The next generation of newspaper sports journalists," Ray Murray, John McGuire, Stan Ketterer, Mike Sowell. *Journal of Sports Media*, 2011, Vol. 6, No. 2, pp. 65-88.

Refereed Conference Papers

"Is She or Isn't He: Exploring the Gender Identity Controversy Over the First Female Byline in a National Sports Publication," American Journalism Historians Association, 2009 Conference, Birmingham, Ala., Oct. 8, 2009.

Wayne Wanta Professor, Welch-Bridgewater Endowed Chair of Sports Journalism (Fall 2009-June 2011)

Books

Guy J. Golan, Thomas J. Johnson and Wayne Wanta (eds.), *International Media Communication in a Global Age*, New York: Taylor & Francis, 2009.

Scott Reinardy and Wayne Wanta, *The Essentials of Sports Reporting and Writing*, New York: Taylor & Francis, 2009.

Book Chapters

John McGuire, Lori McKinnon and Wayne Wanta, "Big Mac and a Side of Steroids: The Image Repair Strategies of Mark McGwire," in Joseph R. Blaney, LanceLippert and Scott J. Smith (eds.). *Repairing the Athlete's Image: Studies in Sports Image Restoration*, Rowman & Littlefield Publishers Inc., 2012.

Journal articles

Wayne Wanta and Guy J. Golan, "Coverage of Foreign Elections in the United States: A Model of International News Flow," in Guy J. Golan, Thomas J. Johnson and Wayne Wanta (eds.), *International Media Communication in a Global Age*, New York: Taylor & Francis, 2009, pp. 109-124.

Prologo," in Rocio Zamora Medina (ed.), *El Candidato Marca: Como Gestionar la Imagen del Lider Politico*, Madrid, Spain: Editorial Frangua, 2009, pp. 11-17.

Conference papers

Brian Bowe, Shahira Fahmy and Wayne Wanta, "The Second Level Agenda Setting Effect of News Coverage of Islam in American Newspapers." paper presented to the Religion and Media Interest Group at the Association for Education in Journalism and Mass Communication annual convention. St. Louis, Mo., August 2011.

Cyndi Frisby and Wayne Wanta, "Effects of Media Use on Athletes' Self-Perceptions," paper presented to the Mass Communication & Society Division at the Association for Education in Journalism and Mass Communication annual conference, Denver, August 2010.

Yusuf Kalyango Jr. and Wayne Wanta, "Media Agenda Setting on the Rule of Law and Legitimacy in East Africa," paper presented to the Journalism Studies Division at the International Communication Association annual conference, Singapore, June 2010.

Anastasia Kononova, Saleem Alhabash and Wayne Wanta, "The 2008 Russian Presidential Election Offers New Attributes: A First- and Second-Level Agenda-Setting Analysis of the U.S. Media Coverage," paper presented to the Global Communication Division at the International Communication Association annual conference, Singapore, June 2010.

Wayne Wanta and Simona Mikusova, "The Agenda-Setting Process in International News," paper presented at the International Conference of the Polish Communication Association, Wroclaw, Poland, November 2009.

"The Internet as a Tool in Agenda-Setting Research," paper presented at the International Conference of the Polish Communication Association, Wroclaw, Poland, November 2009.

Wayne Wanta and Hyun Jee Oh, "Polling Accuracy in the 2008 U.S. Presidential Election," paper presented at the World Association for Public Opinion Research annual convention, Lausanne, Switzerland, September 2009.

Hyun Jee Oh, Jongmin Park and Wayne Wanta, "Exploring Factors in the Hostile Media Phenomenon: Partisanship, Political Engagement and Media Use Patterns," paper presented to the Communication Theory & Methodology Division at the Association for Education in Journalism and Mass Communication annual conference, Boston, August 2009.

- 5. Provide relevant sections of faculty guides, manuals or other documents in which the unit specifies expectations for scholarship, research, and creative and professional activity in criteria for hiring, promotion and tenure. Describe how the unit's criteria for promotion, tenure and merit recognition consider and acknowledge activities appropriate to faculty members' professional as well as scholarly specializations.**

The School of Media Strategic & Communications has made great strides in clarifying expectations for research/creative endeavors by reviewing and approving its new on Reappointment, Tenure and Promotion and adopted a new policy Oct. 25, 2013. The adoption of this policy was the result of an intensive two-year review of the policy by the SMSC Personnel Committee, faculty review and discussion, and a final review in the College of Arts & Sciences to ensure that the policy adheres to college and university requirements for reappointment, tenure and promotion.

Pages 11-12 of the School's Policy on Reappointment, Tenure and Promotion (Appendix 11) clearly define the evaluation criteria for being Excellent, Outstanding, Excellent, Good, Minimal, and Inadequate in research/creative activity. Pages 17-19 clearly define the performance criteria for research/creative work. Furthermore, the policy stipulates that candidates for tenure and promotion to associate professor should be excellent or higher in teaching and research/creative work and good or higher in service. For promotion to full professor the candidate needs to be outstanding in either teaching or research/creative work or excellent in the other category. The policy also defines the nature of research/creative work in SMSC (pp. 18-19 and defines how quality in research/creative work should be evaluated:

Quality work, in either academic publishing or through any given creative endeavor, must be recognized as such in some formal way by one's peers if it is to have a chance at exerting influence in one's discipline. The tenured faculty shall be willing to evaluate any reasonable example of scholarship or creative activity that addresses an interesting or important issue, area or process in mass communication. In exchange, the candidate must provide the tenured faculty with external evidence that the creative or scholarly activity has achieved recognition as an example of an interesting or important contribution to one's field of study or creative endeavor, or has the likelihood of doing so post-tenure. (p. 24)

6. Describe the institution's policy regarding sabbaticals, leaves of absence with or without pay, etc.

The policy statement on faculty leaves is presented below:

Sabbatical Leaves.

(See Appendix 28 for the OSU Sabbatical Leave Policy)

The university may grant a sabbatical leave to faculty members to encourage them to enhance their professional qualifications through periodic study and involvement directed toward academic improvement. Preferably such study and/or involvement should take place in an off-campus setting. The university faculty member is entitled to apply for sabbatical leave of absence from regularly-scheduled duties for the purpose of improving professional competence and effectiveness of service to the university. Members of the faculty may apply for a maximum leave of one calendar year (12 months) at half salary or a maximum of one-half of a year (6 months) at full salary. Conditions of approval are consistent with appropriate budgetary and faculty arrangements so as not to disrupt the teaching program or other vital operations of the university. Typically, if a sabbatical is approved, the college will provide funding for a temporary replacement position. To qualify for leave, the candidate must have served as a faculty member for six academic years in a full time capacity. Sabbatical leave obligates the recipient to follow a program consistent with the purpose and conditions for which the leave was granted. Acceptance by the faculty member of a sabbatical leave entails an obligation to serve the university for one subsequent year or refund to the university the salary benefit earned while on leave. Sabbatical leave cannot be used as a means of augmenting personal income. Faculty members on sabbatical leave from the university may accept a fellowship, personal grant-in-aid, or government sponsored exchange lectureship for the period covered by the leave if such acceptance promotes the accomplishment of the purpose of the leave. The fellowship or grant-in-aid in this case is distinguished from a stipend or compensation for service performed.

Leaves of Absence Without Pay.

Upon recommendation of the President and with Board of Regents approval, a faculty member may be granted a leave of absence without pay for such period of time and conditions as stipulated.

Sick Leave.

(See Appendix 29 for the OSU Sick Leave Policy.)

Sick leave is defined as absence from assigned duty with pay, such absence resulting from a personal illness or incapacity or for care of an eligible dependent which is expected to continue for less than six calendar months or such absence resulting from the medical requirement and care for a qualifying family member who is ill or incapacitated. Faculty members accrue sick leave with pay while continually employed. The sick leave is 22 days per year with a maximum accrual of 200 working days or 1,600 hours.

Family and Medical Leave Act (FMLA)

(See Appendix 30 for the OSU Family and Medical Leave Act.)

In February 2008, OSU adopted adherence to the Family and Medical Leave Act of 1993 (FMLA). To be eligible for FMLA leave, an employee must have been employed by the

university for 12 months, which need not be consecutive, and must have worked at least 1,250 hours within the previous 12 months as of the date the leave commences. An eligible employee will be provided up to 12 weeks of family medical leave for a qualified event, which are the following:

- The birth and care of a child or placement of a child with the employee for adoption or foster care. Such leave must be taken within 12 months immediately after birth or within 12 months after placement. Leave may begin prior to birth or placement;
- Care of a family member (as defined) with a serious health condition. The employee must be needed to care for basic needs, psychological comfort, filling in for others, or making arrangements for the relative;
- When an employee's serious health condition (as defined) makes the employee unable to do his or her job due to illness, injury, impairment, or physical or mental condition that involves inpatient care or continuing treatments.

7. List faculty who have taken sabbaticals or leaves during the past six years, with a brief description of the resulting activities.

Faculty Member	Time frame	Project Description
John McGuire	Fall 2011	Complete the <i>Journal of Sports Media</i> article published in 2012 called "Convergence vs. traditional training: How newspaper sports editors view future sports journalists." Also completed the rewrite for a book chapter titled "Show me the numbers: Fantasy sports and media dependency" in <i>Sports Fans, Identity, and Socialization: Exploring the Fandemonium</i> . Developed a book proposal about ESPN accepted by Peter Lange publishing.
Jami Fullerton	Fall 2012	Worked at Queensland University of Technology in Brisbane, Australia, as a visiting scholar. In addition to collaborating with faculty, presenting guest lectures and advising students, she collected data from a large representative sample of Australian adults to expand the test of the bleed-over effect hypothesis. Upon returning to OSU, she used the rest of her sabbatical to analyze the data she collected and produced several research papers. One of the papers has been published in a national interdisciplinary journal and two others were presented at national and international conferences. She also used her time away from classes to finish other writing/research projects resulting in eight refereed journal articles published shortly after the sabbatical semester.
Lori McKinnon		Sabbatical leave time was spent conducting and compiling research on ethics in public relations education and in politics for the Page Legacy Scholar Grant. The primary focus was to conduct national research on public relations students' attitudes about ethics. Resulted in one peer-reviewed publication, four peer-reviewed presentations and several articles in progress.
Joey Senat		Writing a new edition of Mass Communication Law in Oklahoma, NewForums Press publishes as part of its State Law Series.

8. Describe travel funding, grant support, or other methods or programs the unit uses to encourage scholarship, research, and creative and professional activity.

- College of Arts & Sciences Dean's Incentive Grant (DIG) program for research. Under the program faculty in their first three years of service at Oklahoma State University compete for research funding from the college's share of "overhead" funds generated by research grants.
- College of Arts & Sciences Travel Program provides grants of \$1000 to support research travel. This is a competitive program and funding is not guaranteed.
- College of Arts & Sciences Summer Research Awards. Travel and/or salary funding is available for faculty engaging in research through a competitive application process.
- Summer internships/work experience programs through the Oklahoma Association of Broadcasters (OAB) or through the NATPE program.
- Freedom Forum teaching workshops held annually at Indiana University.
- Foundation workshops and programs for curriculum development and teaching in journalism such as those offered by the Scripps-Howard and Reynolds Foundations.
- Foundation faculty development programs such as the Edelman Fellowship offered through the Plank Center For Public Relations.
- Limited availability of funds from the School's foundation budget to provide miscellaneous expense for individual faculty research.
- Full or partial funding for attendance at national conventions when scholarly papers are selected via the juried process for presentation. Partial funding is also available for others faculty members attending.
- Poynter Institute workshops.
- Sabbatical leave available to faculty to conduct research, write books or otherwise engage in creative or scholarly work.
- The two endowed chairs in SMSC each has a \$10,000 Research and Travel Budget per year.

9. List faculty who have taken advantage of those programs during the past six years, with a brief description of the resulting activities.

Faculty Member	Program	Year	Project Description
Jami Fullerton	Queensland University of Technology	2012	Fully funded three-week visit to conduct research
	Page Legacy Scholar	2012-13	Study "Public Relations Students' Ethics"
Derina Holtzhausen	Fellowship, Scripps Howard Journalism Entrepreneurship Institute	2012	Program development in Journalism Entrepreneurship
	Fellowship, OSU Riata Center for Entrepreneurship	2011-13	Development of Entrepreneurship Programs in the School of Media & Strategic Communications
Kenneth Kim	A&S Research Iplus Grant	2013	Summer salary to develop research
	Dean's Incentive Grant	2012	Summer stipend to devote time to research

	Dean's Incentive Grant	2011	Summer stipend to devote time to research
Ray Murray	Donald W. Reynolds National Center for Business Journalism	2011	Program development in business journalism
	Knight News Challenge Grant	2011-12	Adopting Knight News Challenge technology development in the curriculum
	Arts & Sciences Travel Grant	2009	Travel to Los Angeles to conduct research on paparazzi
	Arts & Sciences Summer Research Grant	2008	Research on paparazzi
	Arts & Sciences Travel Grant	2008	Research on paparazzi
Cynthia Nichols	Plank Center For Public Relations, Edelman Fellowship	2012	Spent one week at Edelman in Chicago to study and observe current practice in strategic communication.
	Dean's Incentive Grant	2012	Summer stipend to devote time to research
	Dean's Incentive Grant	2011	Summer stipend to devote time to research
	Oklahoma NASA EPSCoR Travel Grant	2010	Research on use of strategic communication in promotion interest in STEM among middle school students
Joey Senat	Education Summit, Justice & Journalism Series, First Amendment Center & Judicial Branch of the Judicial Conference of the United States	2011	Creating a national program on training students to cover courts.