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William Allen White School of Journalism and Mass Communications

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CURRICULUM VITAE

ACADEMIC TITLE:

Dean and Associate Professor

RESEARCH AND TEACHING INTERESTS:

New technology implementation and implications in newsrooms; copy editing processes and skills; reporting; multiculturalism; media law and scholastic journalism

EDUCATION:

- Ph.D. in Mass Communication, School of Journalism and Mass Communication, University of Minnesota, 1994. Dissertation: "Pagination and the Newsroom: A Study of the Implementation of New Technology"
- M.A. in Journalism, College of Journalism, Marquette University, 1985. Thesis: "Acculturation and Hispanic Use of the Mass Media"
- B.A. in Journalism, Department of Journalism, University of Wisconsin-Eau Claire, 1976. Honors Paper: "Freedom of Expression and Prison Newspapers"

ACADEMIC EXPERIENCE:

- William Allen White School of Journalism and Mass Communications, University of Kansas, 2000 – present; Teaching areas: Online Journalism, Survey of Mass Media and Popular Culture, Research Methods, E-Commerce and the Media
- School of Journalism, University of Missouri-Columbia, 1992 - 2000; Teaching areas: New Media, Reporting, Editing, Mass Media Theory Seminar
- Department of Journalism, Marquette University, 1987 - 1991; Teaching areas: Publications Editing and Design, Desktop Publishing, Media Law, Reporting, Research Methods; Director: Wisconsin Freedom of Information Center, 1988 - 1991
- School of Journalism and Mass Communication, University of Minnesota; Research Associate: SJMC Research Division, 1986 - 1987; Instructor: News Writing and Reporting, 1984 - 1986; Teaching Associate: Producing Mass Media Messages, 1983 – 1984

PROFESSIONAL MEDIA EXPERIENCE:

- Director, Dow Jones Newspaper Fund Online Editing Workshop, University of Kansas, 1996 - 2002
- *Billings Gazette*, Billings, Montana; Editorial and Design Consultant, Arts and Travel Editor, 1991 – 1992
- St. Joseph Hospital, Marshfield, Wisconsin; Editor of hospital employee magazine and marketing publications, 1979 - 1981
- St. Anthony Retreat Center, Marathon, Wisconsin; Public Relations: Retreat promotions, print and audio-visual productions, 1977 - 1979
- *The Mosinee Times*, Mosinee, Wisconsin; News Editor, 1976 – 1977

BOOK CHAPTER:

- "Online Newspaper Advertising: A Study of Format and Integration with News Content," in D.W. Schumann and E. Thorson, *Advertising and the World Wide Web (Advertising and Consumer Psychology)*. Lawrence Erlbaum, 1999

REFERRED ARTICLES:

- "Using House Ads to Promote E-Newspapers: A Longitudinal Content Analysis," With Shelly Rodgers, Yan Jin, Yoon Choi, and Wanda Siu. *Newspaper Research Journal*, Spring 2006
- "Ad Placement in E-Newspapers Affects Memory, Attitude." With Shelly Rodgers and Glen Cameron. *Newspaper Research Journal*. Winter 2005
- "Old Media, New Values: Toward a Functional Analysis of Online Journalists," *Newspaper Research Journal*, Spring 2001
- "Way New Journalism: How the Online Pioneers are Doing," *Electronic Journal of Communication*, Vol. 7, No. 2, 1997, <http://www.cios.org/getfile/Brill_V7N297>
- "Silencing Scientology's Critics on the Internet: A Mission Impossible?" With Ashley Packard, *Communications and the Law*, December 1997
- "Online Child Pornography: State v. Federal Regulation," With Ashley Packard, *LAW/Technology Journal*, December 1996

OTHER PUBLICATIONS:

- "Career Guide to Online Jobs," *Dow Jones Career Guide*, 1996 - 1998 editions
- Special report: Survey of Missouri scholastic journalism teachers on the state of high school press freedom in Missouri since *Hazelwood*. *MIPA News-Gram*, February 1995
- "I got to see a Digital Missourian," (with George Kennedy) *AMPE Annual Report*, October 1994
- "The Digital Missourian: A Key Project Advances." (with Brian Brooks) *Annual IBM Report*, Spring 1994

CONVENTION PAPERS:

- "Using House Ads to Promote E-Newspapers: A Longitudinal Content Analysis," with Shelly Rodgers, Yan Jin, Yoon Choi, and Wanda Siu. Presented to Newspaper Division, AEJMC national convention, Toronto, Ontario, August 2004. *Judged one of four top faculty papers*
- "Learning to Cook: Applying Constructivist Learning Theory to Television and Online Programming," with Michele Costanza. Presented to Entertainment Studies Interest Group, AEJMC national convention, Kansas City, 2003
- "New Media/Old Values: What Online Newspaper Journalists say is Important to Them." Presented to Mass Communications and Society Division, AEJMC national convention, New Orleans, LA, August 1999
- "This page is brought to you by...An Experimental Test of Sponsorship Credibility in an Online Newspaper," with Shelly Rodgers and Glen T. Cameron. Presented to Advertising Division, AEJMC national convention, New Orleans, LA, August 1999
- "Examining Metaphor Use in On-Line Advertising," with James Coyle. Presented to Advertising Division, AEJMC national convention, Baltimore, MD, August 1998
- "Online Child Pornography: State v. Federal Regulation," with Ashley Packard. Presented to Law Division, AEJMC national convention, Anaheim, CA, August 1996
- "Approach with Caution: Rules of the Road on the Information Highway are still under Construction," with Ashley Packard. Presented to Communication Technology & Policy Division, AEJMC national convention, Washington, D.C., August 1995. *Judged one of three top faculty papers*

- "Online News Services and Traditional Newspaper Newsrooms: Developing Models of Integration," with Susan Cook. Presented to Communication Technology & Policy Division, AEJMC national convention, Washington, D.C., August 1995
- "Online Advertising: A Status Report," with Fritz Cropp. Presented to Advertising Division, AEJMC national convention, Washington, D.C., August 1995
- "Integrating Theory and Practice in Teaching Multimedia: Producing an Online Information Product for a Select Audience," with Jane Singer. Presented to Communication Technology & Policy Division, AEJMC national convention, Atlanta, August 1994
- "The Minnesota News Council: Who are these people and why are they second-guessing the media?" Presented to Media and Society Division, AEJMC national convention, Minneapolis, August 1990

PANELS AND OTHER SELECTED PRESENTATIONS:

- "Journalism and Mass Communication Leadership in Tough Economic Times," Panel. ASJMC winter meeting, Atlanta, February 2101.
- "Advice for new and prospective deans and directors," Panel. ASJMC winter meeting, New Orleans, February 2008.
- "What's New and What's Next in Communications." Panel lead. AWC convention, Sept. 2006
- "The Future of Journalism Education." Deans panel. AEJMC national convention. August 2006.
- "Using the Web to tell your story." Presentation. Missouri Hospital Association, June 2004
- "Online Storytelling." Featured speaker. Kansas Professional Communication Convention, April 2004
- "Promises and Pitfalls of Convergence." AEJMC national convention, August 2003
- "Online Journalism.Edu: Beyond Teaching How to make Links." Panel member. Online News Association Third Annual Conference and Awards Banquet, New York, October 2002
- "The Future of Interactive Journalism." Teaching Workshop, Panel member. AEJMC national convention, August 2002
- Panel member on streaming media at WEB 2000, San Francisco, November 2000
- Workshop presenter on online editing sponsored by the Dow Jones Newspaper Fund to faculty members of Historically Black Colleges and Universities, at Princeton, August 2000
- Panel member on editing at AEJMC national convention, Tucson, August 2000
- "Integrating Lecture and Lab in Teaching New Media," Panel member. AEJMC National Convention, Chicago, August 1997
- "Using the Web as a Research Tool." Keynote speech. Society of Professional Journalists Region 7 Conference, Kansas City, April 1997
- "How Technology is Changing Daily Life." Presentation. Columbia, MO, Area Chamber of Commerce, April 1997
- "Missouri's model of new media." Presentation. Visiting Chinese daily newspaper editors, Missouri School of Journalism, March 1997
- "Copy Editing Opportunities On-Line and in the New Media." Moderator and presenter. American Society of Newspaper Editors conference, *Refocus on Quality Editing*, University of Kansas, October 4 - 5, 1996
- "Using Online Resources to Track Election Coverage." Presentation. Columbia Public Schools media specialists, September 1996
- "Managing Change in the Newsroom." Speaker. Mid-America Press Institute Seminar, St. Louis, February 1996
- "The ABC's of Building Your Own Web Page." Invited Panelist. Associated Press Missouri/Kansas Annual Meeting, December 1995

- "Exploring Online Communications." Invited Panelist. Missouri Hospital Association Annual Meeting, Lake of the Ozarks, Missouri, November 1995
- Presentation on new media to visiting Korean journalists. Missouri School of Journalism, September 1995
- "Vision & Futures of Newspapers." Presentation to 1995 Multicultural Management Program Seminar, Missouri School of Journalism, October 1995
- "Teaching Newspaper Pagination And At What Price?" Invited Panelist. Association for Education in Journalism and Mass Communication Annual Convention, Washington, D.C., August 1995
- "New Media - New Journalism." Invited Speaker. European Journalism Training Center, Bologna, Italy, June 1995
- "Going Global--Scholastic Journalism on the Internet." Presented to Journalism Education Association national convention, San Diego, April 1995
- "Preparing for College: What You Should Know About Journalism Programs." Presented to JEA national convention, San Diego, April 1995
- "New Media in Journalism Training." Invited speaker, European Journalism Center, Maastricht, the Netherlands, March 1995
- "The Haitian Media: Defining our Role." Invited speaker, InterAmerican Press Association, Miami, March 1995
- "The Digital Missourian--What's New?" Brown Bag research presentation, Missouri School of Journalism, February 1995
- "Is Pagination Poisoning the Copy Desk?" Panel presentation, Society of Newspaper Design Conference, October 1994
- "Surviving in College: A Multicultural Approach." Presented to JEA national convention, Portland, April 1994
- "Extra! Extra! Producing an Online Daily Newspaper for Kids," with Brian Brooks and Jane Singer. Presented to Computers and Writing national conference, University of Missouri - Columbia, May 1994
- "Writing Creative Headlines." Presented to JEA national convention, Washington, D.C., November 1993
- "Freedom of Information and the Student Press." panelist, Society of Professional Journalists convention, Milwaukee, Spring 1990

GRANTS RECEIVED:

- \$150,000 (to School of Journalism) from McCormick Foundation to study relationship between media and military, 2008 - present
- \$6,500 from the Kansas Health Foundation to develop media stories about children's health for local media outlets, 2003
- \$4,200 General Research Funds from the University of Kansas to study the visible means of support for online news sites, 2001
- \$120,000 from Dow Jones Newspaper Fund to operate the Dow Jones Newspaper Fund Online Editing Workshop, 1996 – 2002
- \$1,500 from MU Institute for Instructional Technology to bring speaker to campus (John Pavlik, New Media director, Columbia University), 1996
- \$300,000 from Pulitzer Technologies (co-director with Dean Mills and Esther Thorson) of the Pulitzer/MIZZOU CyberNews 2000 Project, 1996 - 2000

MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS:

- Association for Education in Journalism and Mass Communication

- American Copy Editors Society
- Online News Association
- Association for Internet Researchers
- Communications Institute of Online Scholarship

CONSULTING AND FREELANCE EXPERIENCE:

- U.S. Russian Consulate. Presentation to Russian Journalists and graduate students, September 2008
- Vance Publishing Co., Lenexa, KS, online development consultant, Summer 2001
- News Tribune Company, Jefferson City, MO, Online Development consultant, 2000
- Dull Knife Memorial College, Lame Deer, Montana; Recruitment consultant, Brochure Writer and Designer, 1991 - 1992
- Wisconsin American Legion & Auxiliary, Milwaukee; Editorial and Design Consultant, 1990
- National Retiree Volunteer Center, Minneapolis; Consultant and Editor, 1986 - 1988
- Minnesota News Council, Minneapolis; Case Researcher/Writer, 1985 - 1987
- National Media Management & Economic Seminar, Minneapolis; Writer/Conference Assistant, 1985
- *Minnesota Daily*, Minneapolis; Advisor to +50,000 circulation newspaper, 1985 - 1986
- *The Milwaukee Journal*, Milwaukee; Research Consultant for Circulation, 1982 - 1983

PROFESSIONAL ACTIVITIES:

- Member. Elected to represent accredited schools of journalism on Accrediting Council on Education in Journalism and Mass Communications, 2008 - present
- Member: Steering committee. National Hearst Journalism Award Program. 2006 - present
- Editorial Board: *Newspaper Research Journal*, 2007 - present
- Editorial Board: *Journal of Interactive Advertising*, 1998 - present
- Chair: ACEJMC site accreditation team for North Texas University, October 2009; Michigan State University, November 2007; Washington and Lee University, 2006; Nichols State University, 2005; Team Member: Arizona State University, October 2003; University of Maryland School of Journalism, November 2003; University of North Carolina - Chapel Hill, February 2003; American University, November 2002
- Member: ASJMC Task Force on International Initiatives, 2009 - present
- Member: Association for Education in Journalism and Mass Communication (AEJMC) Elected Standing Committee on Professional Freedom and Responsibility, 2002 - 2008
- Editorial Board: *Journal of Website Promotion*, 2007 - 2009 (publication ceased)
- AEJMC National Convention Host Committee, member, 2002 - 2003
- Online News Association National Convention planning committee, 2002 - 2003
- AEJMC Newspaper Division: Liaison to the Commission on the Status of Women, 2001 - 2002; research chair, 2000 - 2001
- Paper Judge: AEJMC Communications Technology and Policy Division, 1999 and 2000; Newspaper Division, 2000 - present; Civic Journalism Interest Group, AEJMC, 1995; and International Communications Association, Law division, November 1994
- AEJMC Communication Technology and Policy Division: research chair, 1995 - 1996; newsletter editor, 1994 - 1995
- Panel member: New technology and management, AEJMC, Washington, D.C., 1995
- Journalism Education Association, Multicultural Committee, Fall 1993 - 1995
- JEA National Convention, workshop presenter, Fall 1993, Spring 1994 and Spring 1995
- AEJMC Law Division: Vice chair of Professional Freedom and Responsibility Committee, 1990 - 1991

UNIVERSITY AND SCHOOL SERVICE AT UNIVERSITY OF KANSAS:

- Member: Provost Search Committee, 2010
- Member: Tuition Advisory Committee, 2009 and 2010
- Member: Chancellor's committee on Retention
- Chair: University United Way Campaign, 2007 – 2008
- Member: University Strategic Planning Task Force subcommittee on Initiative 2015 - Teaching and Learning Task Force
- Member: Leadership Minor Advisory Committee, 2004 - present
- Chair: University Research Committee, 2004-2005; member: 2001 - 2005
- Member: University task force on new school of Information Science and Technology, Fall 2000

AWARDS AND HONORS:

- Nominated for University of Missouri Provost Outstanding Junior Faculty Teaching Award, School of Journalism, 1996 and 1997
- Named Outstanding Faculty Member by University of Missouri Panhellenic Council, 1997