

III. BRIEF DESCRIPTION OF YOUR TEACHING ACTIVITIES:

Your department chairman will attach copies of your Faculty Workload Reports for the current Fall and preceding Spring semesters to this outline. If you wish to provide additional information concerning your teaching workload during previous years, do so by means of an attachment.

I attempt to serve as a “utility infielder” for nearly all journalism courses (with an emphasis on advertising) as well as in the management emphasis of the graduate program. I teach applied research methods (surveys, content analysis, etc.) and both theory and applied media management/marketing/advertising courses. My professional experiences have prepared me to teach virtually any print-based course.

A primary accomplishment is in assisting graduate students with the preparation, acceptance and presentation of applied, in-depth research to refereed academic conferences. My students have, over the years, presented approximately 25 papers to national conferences. This speaks to the quality of our masters students in that they have successfully competed against the best nationally—primarily doctoral students and faculty—and have contributed to raising the national reputation of MTSU.

I have taught (undergraduate) Advertising Copy and Layout (ADV 316), Advertising Copywriting (ADV 4160), Advertising Management (ADV 4230), Advertising Media Planning (ADV 3480), Introduction to Mass Communication (now Understanding Mass Media/JOUR 1020), Media Writing (JOUR 2710), Mass Media Research (JOUR/EMC 4660), Media and Markets (MC 4780) as well as (graduate) Media Management (MC 6200) and Media in the Marketplace (MC 6230). I have taught small graduate courses (five to 15 students) and large (75+) undergraduate courses. I created the undergraduate Media and Markets course and, over the period of three years, “grew” it to the classroom capacity (85+). The undergraduate Mass Media Research course (JOUR/EMC 4660), once with floundering enrollment, this semester (Fall '04) has nearly 50 students and has been moved to classroom #104, poised to reach that room’s capacity (75+).

IV. INSTRUCTION AND RELATED AREAS:

Under each category below (a) describe your efforts and activities, and (b) list evidence of effectiveness and/or achievement(s).

1. Classroom teaching. (Include any honors and awards you have received.)

1a) Prepared curriculum, lectured, monitored lab work, graded assignments and tests, and advised students.

1b) As noted earlier, graduate students under my classroom instruction have presented 25 research papers accepted to conferences, most in refereed competition against doctoral students and faculty. Four presented at Rutgers in 2004, and seven presented in Boulder in 2003. Three of these papers were judged as the best graduate papers in the Media Management & Economics Division at the Convention of AEJMC, receiving first or second place in the respective year of acceptance. These were:

Allison Morgan

"Don't I know you? Understanding and Serving Audiences for Special-Interest Publications," judged nationally among all graduate students (including Ph.D. candidates) to be one of the two top student research papers accepted to the Media Management & Economics Division of AEJMC (2002 Miami Convention).

Andrew Vrakas

"Ensuring the Economic Viability of Public Radio: A Case Study of WPLN-FM," judged nationally among all graduate students (including Ph.D. candidates) to be the top student research paper accepted to the Media Management & Economics Division of AEJMC (1996 Anaheim Convention).

Lalida Silpacharn

"Market Segmentation: How Does a U.S. Company Identify Its Target Audience in an Overseas Market?," judged nationally among all graduate students (including Ph.D. candidates) to be the second best student research paper accepted to the Media Management & Economics Division of AEJMC (1996 Anaheim Convention).

1b) Letters from Vice President of Student Affairs: "You were cited by at least one graduate as a person at MTSU who makes a real difference in the lives of our students."

1a) I have served on five thesis committees (chaired twice) and one professional project (chair). I have accepted all such invitations extended by our graduate students.

1a & 1b) My student classroom teaching evaluations have remained positive, at or near the School's averages in most categories. My semester teaching load has been around a three course equivalent (when class size and graduate status are considered). I will be carrying the equivalent of a "six load" during the Spring 2005 semester, with one graduate course, one large (85+ students) undergraduate course, and also serving as Interim Director of Graduate Studies (six hours).

1a) Student evaluations and recent semester courseloads are found in the accompanying materials ("**Book II / Teaching / Evaluations**"). I have not been provided with my grade distribution average, but I believe that my grade distribution and average GPA rates are at or below (tougher than) the School's average.

1a & 1b) Prior to 1996, most of my classes were advertising "skills" courses, with an enrollment cap of 15 students. I presently teach a mix of large lecture courses as well as smaller graduate courses and undergraduate "skills" sources. I developed and teach the Media and Markets (JOUR 4780) course. It is perhaps the only journalism course that in detail considers the influence money has on media programming. The course has grown from about 35 students to now approximately 85 over the three years it has been offered.

1a) I have taught large courses (Introduction to Mass Communication, with 90 students), smaller "skills" courses (with an accreditation "cap" at 15 students), research

courses (both graduate as well as undergraduate Mass Media Research) and specialty courses (Media Planning, Advertising Layout, etc.).

1a) I was named to the College graduate teaching faculty (associate) in 1995 and now hold full graduate teaching. My teaching duties are primarily within the management sequence.

2. Development of new instructional techniques. (Include honors, awards you have received.)

- As noted earlier, many of my graduate students have presented research prepared in my courses to refereed academic conferences. Much of this is not by chance. In the accompanying teaching portfolio ("**Book II / Teaching / Teaching Portfolio**") I have provided examples of my instructional techniques that—section by section, throughout the semester (not simply turning in a term paper during the last week of class)—build for my students a strong research paper. As detailed in the portfolio, I have students submit just one section of a research paper (Introduction, Review of Literature, Hypotheses and/or Research Questions, Methodology, Results, Discussions and Conclusions) each week or two. That week's section is then "red pen" critiqued, providing each student with ample time to make the necessary revisions before turning in the entire redraft (of the then completed research paper) on the last week of class. I believe my approach (or system) more truly advances *teaching*—providing each student with the ability to take my critique and apply it to the student project *before* the final grade is determined (as opposed to most term papers, often due the last week of class, which provide students with little motivation to incorporate the instructor's comments into the final draft since the course grade has already been determined).
- I taught the undergraduate Mass Media Research course (JOUR/EMC 4660) for the first time in 1997 and for the last three fall semesters. The course serves as an introduction to those who know little or nothing about survey construction, sampling, SPSS, and other such concerns. The course calls for great effort in translating complex ideas into understandable, useable knowledge and employment skills. As noted earlier, this once floundering course (in terms of enrollment) has now both stabilized and has been moved to the largest classroom in our building (#104) in anticipation of future growth. As part of my instructional techniques students in that course have each semester, with training, written some of the survey questions appearing on the Middle Tennessee Poll. Prior to writing these survey questions my students identify and consider the literature (academic, popular press and trade) that "frame" the concepts embodied in these survey questions, write hypotheses and/or research questions, and interpret the results. In short, "real world" survey research experiences are fused with textbook and lecture learning.
- As noted earlier, I developed and teach Media and Markets (JOUR 4780), a course that considers the influence money has on media programming. Over the three years it has been offered the course has grown from about 35 students to now approximately 85.
- I presently teach two graduate courses (MC 6200 and MC 6230) partially online (one-third to one-half of the class sessions), with a higher percentage of class sessions during summer semesters. This save our graduate students drive time from surrounding cities.

3. Continued intellectual development in your area of specialization (efforts to keep abreast of your field).

- I attend sessions at the conventions of AEJMC which considered issues related to my teaching and research. Also, at AEJMC I have moderated about 10 sessions which centered on market-driven journalism and the societal impact. This subject is closely related to both my graduate and undergraduate teaching.
- I have several research projects underway that (by the nature of the work) require me to stay current on literature.
- I have reviewed perhaps 100 submissions to conferences and/or journals that require me to stay current on research literature (1992-Present).
- My applied research projects (detailed in **Book III, Research**) yield a great deal of information that is useful to undergraduates and graduate students. I often tie my research (and that of others) to the subject under discussion (1993-Present).
- I read textbooks in preparation for teaching assignments and my students' research papers and theses, written on a variety of mass communication subjects.

4. Curriculum or program development

- Curriculum and program development is central to my job as Interim Director of Graduate Studies in Mass Communication. I work with the College Graduate Studies Committee, the department chairs and school director, the college dean, the graduate teaching faculty, and the faculty in general to identify what courses—present and future—best meet the needs of our graduate students. Also, I am charged with recruitment and retention of these graduate students.
- Served on the accreditation subcommittees of Minorities and Internships (2003-'04).
- Participated on the 1996-1997 academic year Journalism Core Curriculum Committee, seeking to identify ways to improve the three core courses.
- Served on two Faculty Senate committees; one considered improvements in the student evaluation form, the other studied student access to all-use computer labs (1995-97).
- Coordinated the MTSU portion of three NAF events: a mentor reception (1997, with about 30 professionals and 30 MTSU students participating in this semester-long relationship); an internship reception (1996), with about 20 media companies and 25 MTSU students attending); and a session to "match" each student with his or her respective professional mentor (both in late 1995-1996).
- Assisted in updating promotional materials in support of the advertising sequence (1997, with more to be done).

- Sponsor and adviser for the MTSU Ad Club (1993-98).
- Worked with the other faculty in the advertising sequence to determine what (if any) new courses would enhance our students' education. (Specific sequence emphasis on this in 1996).
- Attended most of the discussions about potentially changing the School's curriculum, including discussions at retreats. Served on the School's Core Curriculum Committee (1997).
- Actively participated in a series of meetings to redefine the courses within the Mass Communication masters degree. Attended sessions for two of the three sequences within that degree program (methodology and management). Asked to create the curriculum for the "Media in the Marketplace" graduate course (1993-94).

5. Academic Advising

- I advise about 80 students. I have about 45 Advertising sequence advisees as well as about 40 graduate students as part of my duties as Interim Director of Graduate Studies in Mass Communication. In addition to this, I will advise about 150 prospective graduate students (phone and e-mail inquiries) each semester. Advertising students are divided alphabetically between the three faculty members (Applegate, A-H; Bodle, I-P; Parente, Q-Z) within the advertising sequence. Each has approximately the same number.
- I am here in my office in excess of 30 hours per week and available to students nearly all day, all week. I provide my students with my home phone number and cell phone, and I encourage them to call (before 9 p.m.!). Much of my grading, planning and research is done at my desk. (My research is generally based in content analysis.) I have 24 official office hours posted.

I also advise students on their academic research—refereed conference submissions, theses and professional projects. As noted earlier, graduate students under my classroom instruction have presented 25 research papers to conferences, most in refereed competition against doctoral students and faculty.

6. Supervision of specialized instructional activities (student research, thesis direction, internships, student teaching, etc.).

- As detailed in Section #5 and elsewhere, graduate students under my classroom instruction have presented 25 research papers accepted to conferences, most in refereed competition against doctoral students and faculty. Four were accepted to the Convention of AEJMC, with three of these judged as the best graduate papers in the Media Management & Economics Division (receiving first or second place during their respective years).
- Coordinator of a Mid-Year Research (emphasis) Conference, held in conjunction with the Poynter Institute in St. Petersburg, Florida (February 1997). Four AEJMC divisions

participated (Media Management & Economics, Newspaper, Radio/Television Journalism and Comm Tech and Policy). Orchestrated the national call for papers and judging for all four divisions. Coordinated program and accommodations.

- Always working with several students to meet requirements for a course needed for timely graduation. (Often assisting them in meeting the requirements of a course not offered during their last semester of activity at MTSU.)
- Served on the thesis committee of five graduate students (1995, two in 1997, one in 1998 and one in 2004). Also served on one professional project (2004).
- Collecting and administering comprehensive exam questions to graduate students as part of my responsibilities as Interim Director of Graduate Studies in Mass Communication and graded the responses.
- Conference coordinator for the 1994 Seigenthaler Chair/MTSU College of Mass Communication Research Conference, held in April 1994.

V. Research: (Arrange information in the columns indicated)

Type (Publication, projects, etc.) **Pub. Date:** **Description:**

JOURNAL PUBLISHING

Completed Manuscript	"Public Perceptions of the Phrase, 'God Bless America,'" a completed research study presented to AAPOR (Nashville 2003) and AEJMC (2003); to be submitted to an as yet undermined publication or journal. Co-author.
Completed Manuscript	"Perceptions and Purchasing of the Phrase, 'God Bless America,'" a completed research study presented to AAPOR (Nashville 2003) and AEJMC (2003); to be submitted to an as yet undetermined publication or journal. Co-author.
Accepted for Publication 2004	"Research Preferences, Links and Levels of Inclusion by Gender: Scholarship Rates by Women Within AEJMC Divisions, Interest Groups and Commissions (1994-2003)," accepted for Publication in <i>Journalism & Mass Communication Educator</i> . Co-author.

Publication	2004	<p>Gender and Journal Productivity: A 15-Year Census on How Women are Doing?", <i>Journalism & Mass Communication Educator</i> 59 (Summer 2004) 2: 156-170. Refereed. Co-author. National distribution. COPY AVAILABLE</p> <p><i>NOTE: This study is the only published census of journal research in 20 years. Data gathering for this project took 10 years to gather and content analyze, and it included the coding of 6,535 articles in 10 journals. It represents a major shift in my research agenda. My time investment into this new database will yield several additional articles. Each of these articles will, in future years, spawn additional journal articles as journal productivity rates are updated.</i></p>
Publication	2001	<p>"How Readable are College Online Dailies?", <i>College Media Review</i>, 39 (Fall 2001) 4: 4-7. Refereed. Co-author. National distribution. COPY AVAILABLE</p>
Book Review	2000	<p>"The Taming of the Press: Cohen v. Cowles Media Company," requested 500-word book Review, <i>Journalism History</i>, 26 (Summer 2000) 2: 82-83. National distribution. COPY AVAILABLE</p>
Publication	1997	<p>"The Instructional Independence of Daily Student Newspapers," <i>Journalism & Mass Communication Educator</i>, 51 (Winter 1997) 4: 16-26. Refereed. National Distribution. COPY AVAILABLE.</p>
Publication	1996	<p>"Assessing News Quality: A Comparison Between Community and Student Daily Newspapers," <i>Journalism & Mass Communication Quarterly</i>, 73 (Autumn 1996) 3: 672-686. Refereed. National Distribution. COPY AVAILABLE.</p>
Publication	See Note on Date	<p>"Cracking the Media Monolith Myth: Comparing Public and Press Support for Free Expression," <i>Mass Comm Review</i> 21(1994; actual release date: Fall 1996) 3&4: 156-172. Co-author. Refereed. National Distribution. COPY AVAILABLE.</p>

Publication	1996	"When a Student Newspaper Competes for Advertising," <i>Ohio Journalism Monographs</i> 5 (January 1996): 1-33 . Edited by Guido H. Stempel III. Sent to all college media advisers and appropriate private-sector daily newspaper managers. National distribution. COPY AVAILABLE.
Publication	1996	"Survey Reports Amount and Type of Adviser Training: Most Favor Professional Experience Over Academics," <i>College Media Review</i> 33 (Winter 1996) 4: 22-23. National distribution. COPY AVAILABLE.
Publication	1995	"Research Presented at Conventions: How Well Are Women Doing?" <i>Journalism & Mass Communication Educator</i> , 50 (Summer 1995) 2: 14-22 (co-author). Refereed. National distribution. COPY AVAILABLE.
Publication	1994	"Measuring the Tie Between Funding and News Control at Student Newspapers," <i>Journalism Quarterly</i> , 71 (Winter 1994) 4: 905-913. Refereed. National distribution. COPY AVAILABLE.
Commentary	1994	"Evaluating Student Evaluations: The Search for Perspective," published in the commentary section of <i>Journalism Educator</i> .
Publication	1993	"Why Newspaper Advisers Quit: Stress and Professional Prestige," <i>Journalism Educator</i> . Refereed.
Book Review	1993	<i>Student Publications: Legalities, Governance and Operation</i> , by Louis Edward Ingelhart, <i>Newspaper Research Journal</i> .

RESEARCH IN PROGRESS

In Progress		"Scaling Perceptions of Political Bias Among Broadcast News Outlets," a completed research study presented to AAPOR (Phoenix 2004) and to be submitted to <i>Mass Comm & Society</i> .
In Progress		"Convention Scholarship as a Predictor of Future Journal Productivity Rates," to be submitted to <i>Journalism & Mass</i>

Communication Educator.

- In Progress "An Anthropological Viewing of Research Productivity in Mass Communication: The Evolution of Research Traditions Among Individuals and Institutions," to be submitted to *Journalism & Mass Communication Quarterly*.
- In Progress "Gender and Journal Scholarship in Mass Communication: How Well Are Women Doing? An Update," Summer 2004 FRCA summer grant, to be submitted to *Journalism & Mass Communication Educator*.

CONFERENCE PAPERS

- | | | |
|------------------|------|---|
| Conference Paper | 2004 | "Scaling Perceptions of Political Bias Among Broadcast News Outlets," presented to the Convention of the American Association of Public Opinion Research , Phoenix (August 2004). Refereed. COPY AVAILABLE. |
| Conference Paper | 2003 | "Gender and Journal Productivity: A 15-Year Census on How Women are Doing," presented to the Convention of the Association for Education in Journalism and Mass Communication , Commission on the Status of Women, Kansas City (August 2003). Co-author. Refereed. COPY AVAILABLE. |
| Conference Paper | 2003 | "Public Perceptions of the Phrase, 'God Bless America,'" presented to the Convention of the Association for Education in Journalism and Mass Communication , Mass Communication and Society Division, Kansas City (August 2003; revised paper). Co-author. Refereed. COPY AVAILABLE. |
| Conference Paper | 2003 | " Perceptions and Purchasing of the Phrase, 'God Bless America,'" presented to the Convention of the Association for Education in Journalism and Mass Communication , Advertising Division, Kansas City (August 2003; revised paper). Co-author. Refereed. COPY AVAILABLE. |
| Conference Paper | 2003 | "Public Perceptions of the Phrase, 'God Bless America,'" presented to the American |

		Association of Public Opinion Research , Nashville (May 2003). Co-author. Refereed. COPY AVAILABLE.
Conference Paper	2003	"Perceptions and Purchasing of the Phrase, 'God Bless America,'" presented to the American Association of Public Opinion Research , Nashville (May 2003). Co-author. Refereed. COPY AVAILABLE.
Conference Paper	2001	"Print and Television News Websites: A Comparative Readability Study of Media Voices in Transition," presented to the Southeast Colloquium of AEJMC (three AEJMC divisions), Columbia, SC (March 2001; revised paper). Co-author. Refereed. COPY AVAILABLE.
Conference Paper	2000	"How Readable are Online Student Dailies?," presented to the Convention of College Media Advisers , New York City. (March 2000). Co-author. Refereed. COPY AVAILABLE.
Conference Paper	2000	"Print and Television News Websites: A Comparative Readability Study of Media Voices in Transition," presented to the AEJMC Midwinter Research Conference (three AEJMC divisions), Denver (February 2000). Co-author. Refereed. COPY AVAILABLE.
Conference Paper	1999	"In Search of an Endangered Species: Pure Competition Between Dailies in Non-Metro America," presented to the AEJMC Midwinter Research Conference (six AEJMC divisions), Nashville. (February 1999). Refereed. COPY AVAILABLE.
Conference Paper	1998	"In Search of an Endangered Species: Pure Competition Between Dailies in Non-Metro America," presented to the National Newspaper Association , Reno (September 1998).
Conference Paper	1997	"Gender, Scholarship and AEJMC: How Well Are Women Doing? A Ten-Year Study," presented to the Convention of the Association for Education in Journalism and Mass Communication, Commission on the Status of Women , Chicago (August 1997). Co-author. Refereed. COPY AVAILABLE.

Conference Paper	1996	"Scaling the Instructional Independence of Student Newspapers," presented to the the Convention of College Media Advisers , Orlando. Refereed. COPY AVAILABLE.
Conference Paper	1995	"Similarities and Differences Between Student Newspapers and Community Dailies in the Use of Three Primary Graphic Elements," presented to the Convention of College Media Advisers , Washington D.C. Co-author. Refereed. COPY AVAILABLE.
Conference Paper	1995	"Comparing Public and Press Support for Free Expression: Breaking the Media Monolith Myth," presented to the Convention of the Association for Education In Journalism and Mass Communication, Mass Communication and Society Division , Washington D.C Co-author. Refereed. COPY AVAILABLE.
Conference Paper	1994	"The Quiet Competitor: When a Student Newspaper Competes for Advertising," presented to the Convention of the Association for Education in Journalism and Mass Communication, Advertising Division , Atlanta. Refereed. COPY AVAILABLE.
Conference Paper	1994	"How News Directors and Newspaper Editors Compare in Support for First Amendment Rights: Nationwide Surveys of RTNDA and ASNE," presented to the Convention of the Association for Education in Journalism and Mass Communication, Radio and Television Division , Atlanta, August 1994 Co-author. Refereed. COPY AVAILABLE.
Conference Paper	1994	"Ranking Research Productivity Among Mass Communication Doctoral Programs," presented to the Convention of the Association for Education in Journalism and Mass Communication, Qualitative Division , Atlanta. Co-author. Refereed. COPY AVAILABLE.
Conference Paper	1994	"Scholarship and AEJMC: How Well Represented are Women in Divisional Paper Competition?," presented to the Convention of the Association for Education in

**Journalism and Mass Communication,
Commission on the Status of Women,**
Atlanta. Co-author. Refereed. COPY AVAILABLE.

- | | | |
|------------------|------|--|
| Conference Paper | 1994 | "How News Directors and Newspaper Editors Compare in Support for First Amendment Rights: Nationwide Surveys of RTNDA and ASNE," presented to the Convention of the Broadcast Education Association , Las Vegas. Co-author. Refereed. COPY AVAILABLE. |
| Conference Paper | 1993 | "Carving a Niche: A Student Newspaper Competes for Advertising Market Share," presented to the Convention of College Media Advisers , Dallas. Also presented to the Southeast Colloquium, Association for Education in Journalism and Mass Communication, Newspaper Division , Tuscaloosa, Alabama. Refereed. COPY AVAILABLE. |
| Conference Paper | 1993 | "A Comparative Analysis of Accuracy Between Community Dailies and Student Newspapers: A Synthesis of Research Studies," presented to the Convention of College Media Advisers , Dallas. Co-author. Refereed. COPY AVAILABLE. |
| Conference Paper | 1993 | "Why Newspaper Advisers Quit," presented to the Convention of the Association for Education in Journalism and Mass Communication, Newspaper Division , Kansas City. Also presented to the Ohio University Communication Research Conference , Athens, Ohio. A Graduate Research Award winner; and to The Convention of College Media Advisers . Refereed. COPY AVAILABLE. |
| Conference Paper | 1993 | "A Comparative Analysis of Advertising Rates in Chain-owned and Independently-owned Metropolitan, Regional and State Magazines," presented to the Convention of the Association for Education in Journalism and Mass Communication, Media Management Division , Kansas City, August 1993. Also presented to the Ohio University Communication Research Conference , |

		Athens, Ohio. Co-author. Refereed. COPY AVAILABLE.
Conference Paper	1993	"Why Newspaper Advisers Quit: A Qualitative Study on the Perceptions of College Newspaper Advisers," presented to the Convention of College Media Advisers , Chicago. Refereed. COPY AVAILABLE.
Conference Paper	1992	"The Quality of News in Student Newspapers: Is It as Good as the Cross-Town Community Daily?", presented to the Convention of College Media Advisers , Chicago, Refereed. COPY AVAILABLE.
Conference Paper	1992	"A Study of Accuracy Perception Between Sources and Reporters in Student and Community Newspapers," presented to the Convention of College Media Advisers , Chicago. Co-author. Refereed. COPY AVAILABLE.
Conference Paper	1992	"Are Student Newspapers as Readable, Interesting and Thorough as Community Newspapers?", presented to the Convention of the Association for Education in Journalism and Mass Communication, Newspaper Division , Montreal, Canada. Refereed. COPY AVAILABLE. <i>This paper received "First Place" in the MacDougall Competition. It later was accepted to Journalism Quarterly.</i>
Conference Paper	1992	"Source and Reporter Contributions to News Articles: A Content Analysis Procedure," presented to the Regional Conference, Association for Education in Journalism and Mass Communication, Theory and Methodology Division , Cleveland, Ohio. (April 1992) Co-author. Refereed. COPY AVAILABLE.
Conference Paper	1992	"Applying Newspaper Market Economic Theory to Magazines," presented to the Regional Conference, Association for Education in Journalism and Mass Communication, Cleveland, Ohio . (April 1992) Co-author. Refereed. COPY AVAILABLE.
Conference Paper	1992	"A Public Relations and Print Media Review of the 1948 Indiana Republican Convention Fight," presented to the Southeast

		Colloquium, Association for Education in Journalism and Mass Communication, History Division , Stone Mountain, Georgia. (March 1992) Refereed. COPY AVAILABLE.
Conference Paper	1992	"Accuracy in Student Newspapers: A Comparative Analysis with Dailies," presented To the Convention of College Media Advisers , Dallas (Spring 1992). Refereed. COPY AVAILABLE.
Conference Paper	1992	"A Coorientational Study of Accuracy: How Frequent Are Errors and Who is Responsible?", presented to the Southeast Colloquium, Association for Education in Journalism and Mass Communication, Newspaper Division, Stone Mountain , Georgia (March 1992) Co-author. Co-author. Refereed. COPY AVAILABLE.
Conference Paper	1991	"A Content Analysis of International News Coverage Among Ohio Small Daily Newspapers Prior To, During and Following the Outbreak of the 1990 Persian Gulf Crisis," presented to the Convention of the Association for Education in Journalism and Mass Communication Convention , International Division, Boston, Massachusetts. Co-author. Refereed. COPY AVAILABLE.
Conference Paper	1991	"A Comparison of Advertising Rates in Chain-Owned and Independent City and Regional Magazines," presented to the Regional Conference, Association for Education in Journalism and Mass Communication, Magazine Division , Oxford, Mississippi. (November 1991) Co-author. Refereed. COPY AVAILABLE.

OTHER PUBLICATIONS/CITATIONS

Trade Citation	1996	"David vs. Goliath Struggle? Not Always: Community papers that start editions to drain revenue from campus papers are not always successful." <i>Editor & Publisher</i> (September 21, 1996). The edition's emphasis (lead stories and editorial) was on student newspapers in competition against community dailies. The centerfold article discussed two research studies by John V.
----------------	------	--

		Bodle that document annual gross revenues of student newspapers and other competitive factors.
Published Abstract	1995	"A Comparative Analysis of Research Among Women in Journalism and Mass Communication," <i>Women and Media Studies</i> (Spring 1995).
Published Abstract	1995	"Accuracy in Student Newspapers: A Comparison with Community Dailies and Weeklies," <i>College Media Review</i> (Winter 1994): 10-11.
Trade Citation	1994	"Low-key players in the battle for ad dollars: Student newspapers commonly siphon hundreds of thousands of their community's print advertising dollars, study reveals." A two-page article in <i>Editor & Publisher</i> magazine discussing survey data compiled by this researcher.
Faculty Newspaper	1994	"Advertising study is noted," appearing on the front page of the MTSU faculty / staff weekly newspaper, <i>MTSU Record</i> . The article discussed research on student newspapers compiled by this researcher.
Published Abstract	1993	"Carving a Niche: A Student Newspaper Competes for Advertising Market Share," <i>Proceedings of the AEJMC Southeast Colloquium, II</i> (October 1993).
Published Abstract	1993	"Why Newspaper Advisers Quit: A Qualitative Study on the Perceptions of College Newspaper Advisers," <i>CMA Review</i> (Winter / Spring 1993).
Published Abstract	1993	"The Quality of News in Student Newspapers: Is It as Good as the Cross-Town Community Daily?", <i>CMA Review</i> (Winter / Spring 1993).
Published Abstract	1993	"A Study of Accuracy Perception Between Sources and Reporters in Student and Community Newspapers," <i>College Media Review</i> (Winter / Spring 1993): 9-10.
Published Abstract	1992	"A Comparison of Accuracy Levels Between Male and Female Reporters in Student and

		Community Newspapers," <i>Ohio Journal for Gender Studies</i> (Spring 1993): 15.
Published Abstract	1992	"A Public Relations and Print Media Review of the 1948 Indiana Republican Convention Fight," <i>Proceedings of the AEJMC Southeast Colloquium</i> (Winter 1992).
Published Abstract	1992	"A Coorientational Study of Accuracy: How Frequent Are Errors and Who is Responsible?" <i>Proceedings of the AEJMC Southeast Colloquium</i> (Winter 1992).
Published Abstracts	Since 1991	Approximately 12 abstracts have appeared in the Convention of AEJMC proceedings, published annually in the <i>AEJMC News</i> since 1991. They correspond to paper acceptances at the annual convention and are named in the "Conference Papers" section of this Outline of Faculty Data.

VI. Public Service: (Arrange information in the columns indicated)

Type (Publication, projects, etc.)	Date:	Description:
Liaison	1993 – '98	Attended luncheon meetings of Nashville Advertising Federation in Nashville and meetings of its Education Committee when these mid-day activities did not interfere with my teaching schedule; coordinated student service with the annual ADDY awards night.
Internship Reception	1995- '97	Coordinated the MTSU portion of three Nashville Advertising Federation (NAF) events: an Internship Reception (with about 20 media companies and 25 MTSU students attending, a Mentor Reception (with about 30 professionals and MTSU students participating in this semester-long relationship) and a session to "match" students with their professional mentor. Held two consecutive academic years during 1995 to 1997.
Tour	1996 – '99	Took advertising students on a tour of Dye Van Mol & Lawrence, Ericson Marketing in Nashville and Hersch Media.

Unpaid Consulting	1995	Unpaid consulting, assisting a Nashville software company with promotional material.
Conference Coordinator	1994	Coordinated MTSU Communication Research Conference , with 70 of the nation's top mass communication researchers attending (Office of Communication Research).
Unpaid Consulting	1994	Occasional unpaid consulting for two publications: a weekly newspaper in Oregon and a corporation in Indiana that produces a newsletter for its employees and owners.
Tours	1994-'98	Took students to advertising agencies in Nashville (twice in 1994); annually to <i>Daily News Journal</i> advertising and production Departments; annual tour of student newspaper, <i>Sidelines</i> .
Judge	1993	Judged advertising in college newspapers and magazines, Southwest Journalism Congress
Judge	1993	Judged news headlines and cutlines, Kansas Press Women Communications Contest (1993).
Judge	1992	Judged special sections from weekly newspapers, Ohio Newspaper Association .
Judge	1991	Judged general excellence of newspapers, Air Force (Logistics Command) Media Contest.
Judge	1991	Judged news headlines for the Ohio-based Sun Newspapers group.

VII. University, College and School/Department Service:

(Arrange information in the columns indicated)

Type
(Publication, projects, etc.)

Date:

Description:

UNIVERSITY

Committee	2001 – '03	Graduate Council, College of Graduate Studies Committee oversees the actions and policies of the College of Graduate Studies.
-----------	------------	--

Committee	1995 – '99	Appeals Committee (Grades), Faculty Senate Instructed to hear from both student and instructor, and render a decision.
Committee Chair	1994 – '97	Student Affairs Committee, Faculty Senate Committee Chair in 1996 - 97 academic year. Instructed to identify issues of concern to MTSU students and resolving them. In 1996, the committee considered availability of computers on campus for student work and university residency/ domicile guidelines. Previously, the committee has focused on the university's student evaluation tool for classroom instruction and provided the Faculty Senate with suggested improvements.
Committee	1997-'98	Faculty Welfare Committee. A Faculty Senate Committee charged with considering issues of interest or concern to faculty members.
Committee Chair	1996-'97	Chair, Faculty Senate Student Affairs Committee. Instructed to identify issues of concern to MTSU students and resolve them.
Committee	1995-'97	University Appeals Committee (Grades). Instructed to hear from both student and instructor, and render a decision.
Committee	1996-'99	University Appeals Committee (Residency). Heard from students seeking in-state tuition rates and rendered decisions. Issues centered on residency/ domicile issues and translating state guidelines.
Committee	1994-'96	Student Affairs Committee, Faculty Senate. Instructed to identify issues of concern to MTSU students and resolving them.
Committee	Fall, 1994	A one-semester assignment on Faculty Research Committee while the college representative (Edd Applegate) was on sabbatical.
Committee	1994	Master Classroom Committee. Along with committee members, I assisted University participants in determining what was necessary to provide a multi-media/Internet teaching classroom.

- 1994 Advised evening students for the Department at the request of the Adult Services Center (Fall semester).
- 1994 Participated in athletic advising for football prospects considering mass communications.

COLLEGE

Administrative	July 2004- Present	Interim Director of Graduate Studies Care for existing masters students and recruitment of others. Scheduling of course offerings; administering of comprehensive exams, theses and professional projects; selection, placement and oversight of graduate assistants (GAs); ongoing review of curriculum and implementation of improvements; promotion of events and development of seminars.
Research Productivity	1995 - Present	Graduate Student Research Productivity Graduate students under my classroom instruction have presented 25 research papers accepted to conferences, most in refereed competition against faculty. Four presented at Rutgers in 2004, and seven presented in Boulder in 2003. Three of these papers were judged as the best graduate papers in the Media Management & Economics Division at the Convention of AEJMC, receiving first or second place in the respective year of acceptance. Three of the top student papers were accepted to the 1996 Anaheim Convention of AEJMC; the other to the 2000 AEJMC Convention in Miami.
Committee & Chair	2002 – '04	College Promotion and Tenure Committee; Chair (2003-'04).
Committee	2003 – '04	Internships and Diversity Accreditation committees.
Committee	2001 – '03	Dean's Advisory Committee
Committee	1999 – '00	Grade Appeals Committee
Committee	1999	Student Awards Committee. Planned annual end-of-year awards ceremony for Mass

		Communication students (1999) .
Symposium	1996	Symposium in Knoxville (3/9/96), with one of my graduate students presenting a refereed research paper.
Committee	1995-'96	College Faculty Concerns Committee. Collecting and responding to concerns expressed by the 50-plus faculty within the College.
Committee	1996 – '97	Elected to a two-year term on College Faculty Concerns Committee.
Committee	1995 - Present	Served on five thesis committees and one professional project committee in relation to our MS graduate students.
Committee	1995	Co-chaired Spring Forum
Committee	1995	Served on a committee discussing student recruitment activities for Spring.
Committee	1995	Elected to a one-year term on Faculty Concerns Committee.
Event	1995	Attended "Celebrating Diversity in Communication," "Writers in the Round," and several other College-sponsored events.
Graduate Program	1994 - Present	Submitted comprehensive exam questions to the Director of Graduate Studies.
Committee	1994-'95	College Graduate Teaching Faculty Committee. Primary involvement with two subcommittees: methodology and management sequences.
Conference Coordinator	1994	Coordinated MTSU Communication Research Conference , with 70 of the nation's top mass communication researchers attending (Office of Communication Research).
Events	1993 - Present	Attended College- and OCR-sponsored "brown bag" lectures throughout the years. Attended nearly all of the College- and OCR-sponsored "Brown Bag" sessions. Led one such

session, presenting my past and current research.

SCHOOL OF JOURNALISM

Committee	2002 – '03	School of Journalism Search Committee for faculty members.
Committee	2000 – '01	School of Journalism Curriculum Committee
Committee	1999 – '00	Chair, School of Journalism Tenure and Promotion Committee
Committee	1996 – '97	Department Core Curriculum Committee . Reviewing core curriculum and considering how to improve the existing courses within the core (Media Writing, Law, Introduction to Mass Communication).
Committee	1997– '98	Member of School Ad Hoc Committee considering the establishment of an on-line publication.
Sponsor/ Adviser	1993 – '99	Sponsor and adviser to the MTSU Advertising Club .
Critique	1994- Present	Attended end-of-semester presentations by students from their (Parente's and Applegate's) Advertising Campaigns class and participated in probing the strengths and weaknesses.
Committee	1995 - '97	Two Graduate Faculty Committee subcommittees (methodology and management sequences).
Speaker	1995	Spoke to high school students about newspaper finances/ advertising at Journalism Day.
Moderator	1995	Moderated discussion session featuring four media professionals at an MTSU Ad Club meeting.
Committee	1993 - '94	Ad Hoc Committee on Tenure/Promotion Guidelines (Department)

Committee	1993 – '96	Macintosh lab committee (Department)
-----------	------------	--------------------------------------

VIII. Service to Professional Organizations: (Arrange information in the columns indicated)

Type
(Publication, projects, etc.)

Date:

Description:

NATIONAL

Divisional Leadership

1994 -
Present

**Media Management & Economics
Division of AEJMC,
Division Head (1998-'99)
Division Vice-Head (1997-'98)**
National committee; Coordinator of the Mid-Year Research (emphasis) Conference, held in conjunction with the Poynter Institute in St. Petersburg, Florida (February 1997). Four AEJMC divisions participated (Media Management & Economics, Newspaper, Radio/Television Journalism and Comm Tech and Policy). Orchestrated the call for papers and judging for all four divisions. Coordinated program and accommodations. Previous responsibilities have included service as co-editor of the divisional newsletter and as a panel organizer for refereed paper sessions at the National Convention of AEJMC.

Research Chair

1993 - '00

**CMA Research Committee,
Research Chair (1997-'00)
Research Vice-Chair (1994-'97)**
National committee; The committee reviews entries to the annual Convention of College Media Advisers, submitted from among its 1,200 faculty members and other interested parties. Specific responsibilities for increasing adviser understanding of research principles and needs.

Liaison

1993 - '00

CMA/AEJMC Liaison
National in scope. Provides communication between the "green eyeshades" in College Media Advisers (CMA) and the "chi squares" in The Association for Education in Journalism and Mass Communication (AEJMC). I serve as a liaison between the two organizations, promoting the usefulness of research to those involved in practical journalism education and

		encouraging researchers to consider topics related to hands-on journalism education.
Referee	Annually	Refereed research papers to the Convention of AEJMC, Media Management & Economics Division (1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004).
Invited Lecture	2000	"New Research on Student Media," Convention of College Media Advisers , New York City (March 2000). Audience consisted of campus newspaper advisers and student editors.
Invited Lecture	1999	"The Latest Research on Student Media," Convention of College Media Advisers , Atlanta (October 1999). Audience consisted of campus newspaper advisers and student editors.
Referee	1997	Served as a paper judge for research submissions to the Convention of College Media Advisers .
Moderator	1997	Served as a moderator for a co-sponsored refereed paper session for AEJMC (Advertising and MM&E divisions) at the organization's convention.
Moderator	1997	Served as a moderator for a co-sponsored refereed paper session for AEJMC (Religion and Media Interest Groups and the MM&E Division) at the organization's convention.
Referee	1997	Advertising Division research paper competition, Convention of AEJMC .
Referee	1997	Refereed submissions to the Newspaper Division of AEJMC for the organization's convention.
Referee	1997	Refereed submissions to the Newspaper Division of AEJMC for the organization's convention.
Invited Lecture	1996	"Student Newspapers as Competitors to Professional Daily Newspapers," Convention of College Media Advisers , Kansas City (November 1998) and Orlando (November

		1996). Audience consisted of campus newspaper advisers and student editors.
Referee	1996	<i>Journalism & Mass Communication Educator</i> , for a blind submission to the "Articles" section of that publication (1996).
Judge	1996	Served as a paper judge for research submissions to the Convention of College Media Advisers .
Moderator	1996	Served as a moderator for a refereed paper session for AEJMC , MM&E Division, at the organization's convention.
Journal Referee	1995	Asked by <i>Southwestern Communication Journal</i> to review a submission on student evaluations of faculty. The invitation followed the publishing of an article in <i>Journalism Educator</i> on the subject a year earlier and an earlier review of the journal's submissions.
Moderator	1995	Served as a moderator at a refereed paper session for AEJMC , MM&E Division, at the organization's convention.
Invited Lecture	1995	"When Student Newspapers Compete for Advertising," Convention of College Media Advisers , Washington D.C. (November 1995). Audience consisted of campus newspaper advisers and student editors.
Invited Lecture	1995	"Administrators and News Control: Maybe Things Aren't So Bad," Convention of College Media Advisers , Washington D.C. (November 1995). Audience consisted of campus newspaper advisers and student editors.
Discussant	1995	Discussant for three papers at a poster session, Convention of AEJMC , Media Management & Economics Division.
National Committee	1994 - '95	Executive Committee of the Media Management Division . Primary responsibilities include serving as co-editor of the divisional newsletter and as a panel organizer for refereed paper sessions. The newsletter (generally published quarterly)

		has national distribution to members of the Media Management Division of The Association for Education in Journalism and Mass Communication . Duties include layout, design and story assignment and editing.
National Committee	1994 – '95	<p>On the CMA Research Committee. Committee members review entries to the annual Convention of College Media Advisers, submitted from among its 1,200 faculty members and other interested parties. Specific responsibilities include increasing adviser understanding of research principles and needs.</p> <p>Also CMA/AEJMC Liaison. Primary responsibilities include developing communication between the "green eyeshades" in College Media Advisers (CMA) and the "Chi Squares" in The Association for Education in Journalism and Mass Communication (AEJMC).</p>
Invited Lecture	1994	"Your Readers: How Much Do You Know About Them?," Convention of College Media Advisers , New Orleans (November 1994). Audience consisted of campus newspaper advisers and student editors.
Invited Lecture	1994	"Opinion Polls: How to Conduct Them the Right Way," Convention of College Media Advisers , New Orleans (November 1994). Audience consisted of campus newspaper advisers and student editors.
Referee	1994	Refereed submissions to <i>Southwestern Mass Communication Journal</i> . (Two submissions)
Referee	1993 - '96	Newspaper Division research paper competition, Convention of AEJMC (1993, 1994, 1995, 1996).