

Jason B. Reineke

School of Journalism
College of Mass Communication
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EDUCATION

Ph.D., Communication
The Ohio State University, 2008
Advisor: Dr. Andrew F. Hayes; Committee: Dr. Carroll J. Glynn, Dr. Gerald M. Kosicki
Certification: Graduate Interdisciplinary Specialization in Survey Research

Dissertation title: Support for censorship, family communication, family values, and political ideology

M.A., Journalism and Communication
The Ohio State University, 2005
Advisor: Dr. Andrew F. Hayes

Thesis title: Censorship and the individual: An examination of support for public censorship, self-censorship, and personality

B.S., Mass Communication
Miami University, 2002

RELEVANT EMPLOYMENT HISTORY

Assistant Professor, School of Journalism, College of Mass Communication (2008 – present)
Associate Director, MTSU Poll (2008 – present)
Middle Tennessee State University
Murfreesboro, TN

Graduate Research and Teaching Associate, School of Communication (2003 – 2008)
The Ohio State University
Columbus, OH

Student Web Developer, Center for the Enhancement of Learning and Teaching (2000 – 2002)
Miami University
Oxford, OH

AWARDS

Doris Gildea Morgan Scholarship Award (sole recipient), top senior graduate student research, School of Communication, The Ohio State University, 2007

Top student paper (sole author), Association for Education in Journalism and Mass Communication, Law and Policy division, 2006

Top 3 student paper (sole author), Midwest Association for Public Opinion Research, 2005

Top student paper (2nd author), Midwest Association for Public Opinion Research, 2005

RESEARCH

Publications

Slater, M. D., Hayes, A. F., Reineke, J. B., Long, M., & Bettinghaus, E. P. (*in press*). Newspaper coverage of cancer prevention: Multilevel evidence for knowledge gap effects. *Journal of Communication*.

Lambe, J. L., & Reineke, J. B. (2009). Public attitudes about government involvement in expressive controversies. *Journal of Communication*, 59, 225-242.

Slater, M. D., Long, M., Bettinghaus, E. P., & Reineke, J. B. (2008). News coverage of cancer in the United States: A national sample of newspapers, television and magazines. *Journal of Health Communication*, 13, 523-537.

Hayes, A. F., & Reineke, J. B. (2008). Perceiving reality: Meta-analyses. In W. Donsbach (Ed.) *The international encyclopedia of communication*. Blackwell.

Hayes, A. F., & Reineke, J. B. (2007). The effects of government censorship of war-related news coverage on interest in the censored coverage. *Mass Communication & Society*, 10, 423-438.

Glynn, C. J., Huges, M., Reineke, J. B., Hardy, B. W., & Shanahan, J. (2007). When Oprah intervenes: Political correlates of daytime talk show viewing. *Journal of Broadcasting & Electronic Media*, 51 (2), 228-244.

Conference Papers

Reineke, J. B., Morey, A. C., Blake, K. R., & Wyatt, R. O. (2009, August). *When there's little to fear: How perceived tolerance of others moderates fear of social isolation in the spiral of silence*. Manuscript presented at the annual convention of the Association for Education in Journalism and Mass Communication. Communication Theory and Methodology division

- Reineke, J. B. (2009, May). *The moral politics of censorship: Family communication patterns, political ideology, and support for censorship*. Manuscript presented at the annual conference of the International Communication Association in Chicago, IL. Political Communication division.
- Reineke, J. B., Hoffman, L. H., Blake, K. R., & Glynn, C. J. (2009, May). *Making sense of the "quasi-statistical sense": A study in the operationalization and analysis of perceptions of public opinion*. Manuscript presented at the annual conference of the American Association for Public Opinion Research in Hollywood, FL.
- Blake, K. R., Wyatt, R. O., & Reineke, J. B. (2008, November). *Time to dive from the train: Abandoning quasi-public environs for familiar spaces in spiral of silence research*. Manuscript presented at the annual conference of the Midwest Association for Public Opinion Research in Chicago, IL.
- Reineke, J. B., Blake, K. R., & Wyatt, R. O. (2008, November). *Age and religion in the 2008 presidential election*. Manuscript presented at the annual conference of the Midwest Association for Public Opinion Research in Chicago, IL.
- Slater, M. D., Hayes, A. F., Reineke, J. B., Long, M., & Bettinghaus, E. P. (2008, November). *Newspaper coverage of cancer prevention: Multilevel evidence for knowledge gap effects*. Manuscript presented at the annual conference of the National Communication Association in San Diego, CA. Health Communication division.
- Reineke, J. B., Hayes, A. F., & Richey, G. (2007, November). *Reporting on campaign finance success: Effects on perceptions of political candidates*. Manuscript presented at the annual conference of the National Communication Association in Chicago, IL. Political Communication division.
- Lambe, J. L., & Reineke, J. B. (2007, August). *Refining the willingness to censor scale: Public censorship attitudes and their predictors*. Manuscript presented at the annual convention of the Association for Education in Journalism and Mass Communication in Washington, DC. Communication Theory and Methodology division.
- Reineke, J. B., Slater, M. D., Bettinghaus, E. P., & Long, M. (2007, August). *Cancer research funding and the press: Identifying a relationship and raising the question of causality*. Manuscript presented at the annual convention of the Association for Education in Journalism and Mass Communication in Washington, DC. Mass Communication and Society division.
- Slater, M. D., Long, M., Bettinghaus, E. P., & Reineke, J. B. (2007, May). *News coverage of cancer in the U.S.: A national sample of newspapers, television and magazines*. Manuscript presented at the annual conference of the International Communication Association in San Francisco, CA. Health Communication division.

- Reineke, J. B. (2006, November). *Real answers when they're easy: A spiral of silence explanation for opinions and non-opinions in survey response*. Manuscript presented at the annual conference of the Midwest Association for Public Opinion Research in Chicago, IL.
- Reineke, J. B., & Hoffman, L. H. (2006, August). *Quantifying accuracy of public opinion perceptions*. Manuscript presented at the annual convention of the Association for Education in Journalism and Mass Communication, San Francisco, CA. Communication Theory and Methodology division.
- Reineke, J. B. (2006, August). *The politics of censorship: A curved explanation for a contentious phenomenon*. Manuscript presented at the annual convention of the Association for Education in Journalism and Mass Communication, San Francisco, CA. **Law division top student paper, winner of the Whitney and Shirley Mundt Award.**
- Hoffman, L. H., & Reineke, J. B. (2005, November). *Coorientation in a public opinion context: Predicting accurate perceptions of community opinion*. Manuscript presented at the annual conference of the Midwest Association for Public Opinion Research, Chicago, IL. **MAPOR Fellows Top Student Paper.**
- Reineke, J. B. (2005, November). *Doing unto others as one does unto one's self: Exploring the association between support for public censorship and self-censorship*. Manuscript presented at the annual conference of the Midwest Association for Public Opinion Research, Chicago, IL. **MAPOR Fellows Top Three Student Paper.**
- Border Sietman, R., Thomson, T., Glynn, C. J., & Reineke, J. B. (2005, November). *Discussion and selective attention: An overlooked explanation for learning from the news*. Manuscript presented at the annual conference of the National Communication Association, Boston, MA.
- Hayes, A. F., & Reineke, J. B. (2005, August). *The effects of government censorship of media coverage on interest in the censored coverage: A comparison of theoretical explanations*. Manuscript presented at the annual convention of the Association for Education in Journalism and Mass Communication, San Antonio, TX. Communication Theory and Methodology division.
- Reineke, J. B. (2004, November). *Faces of censorship: Willingness to censor, willingness to self-censor and support for First Amendment rights*. Manuscript presented at the annual conference of the Midwest Association for Public Opinion Research, Chicago, IL.

Funded Research Associate

Michael D. Slater (2006 – 2007)
 Carroll J. Glynn (2004 – 2005)
 The Ohio State University
 Columbus, OH

MEDIA INTERVIEWS

Mueller, B. (2009, March 8). This Week. *WKRN, ABC*. Nashville, TN.

Beres, N. (2009, March 4). MorningLine. *WTVF, CBS*. Nashville, TN.

Staff (2009, March 3). Tenn confident in Obama, not economy, MTSU poll says. *The Murfreesboro Post*. Murfreesboro, TN.

Staff (2009, March 3). Tennesseans confident in Obama, worried about economy. *Daily News Journal*. Murfreesboro, TN.

Staff (2009, March 3). Tennesseans confident in Obama, not state lawmakers. *Nashville Business Journal*. Nashville, TN.

Logue, G. (2009, January 4). MTSU on the record. *WMOT, NPR*. Murfreesboro, TN.

Shrade, B. (2008, November 2). Race question bedevils pollsters. *The Tennessean*. Nashville, TN.

Johnston, R. (2008, September 30). OpenLine. *WTVF, CBS*. Nashville TN.

Brooks, J. (2008, September 30). Poll gives McCain hefty lead in Tennessee; Obama has Nashville. *The Tennessean*. Nashville TN.

Locker, R. (2009, September 30). Poll shows McCain has commanding lead in Tennessee. *The Commercial Appeal*. Memphis TN.

Bundgaard, C. (2008, September 29). MTSU poll puts McCain ahead of Obama in Tennessee. *WKRN, ABC*. Nashville TN.

Staff (2008, September 29). Economy, jobs top list of voter concerns. *The Murfreesboro Post*. Murfreesboro TN.

TEACHING

Free Expression, Mass Media, and the American Public (EMC/JOUR./RIM 3650, MTSU, Fall, 2009): An examination of ethics, history, law and social science pertaining to freedom of expression and censorship. Topics include public opinion on civil liberties, defamation, obscenity, incitement to violence, protests, freedom of the press, copyright, the Federal Communications Commission, and expression on the Internet.

Quantitative Research Methods (MC 6110, MTSU, Spring 2009): Overview of quantitative research methods for mass communication research. Topics in research design include sampling, surveys, content analysis, experiments, and research ethics. Statistical topics include use of SPSS, descriptive statistics, correlations, t-tests, chi-square tests, OLS regression, and ANOVA.

Persuasive Communication (COMM 367, OSU, Autumn 2007): Principles of persuasion as reasoned discourse. Topics include theories of persuasion, audience analysis, and public speaking.

Communication Research Methods (COMM 660, OSU, Summer 2007): Overview of quantitative research methods. Topics include measurement, sampling, research ethics, survey research, experimental research, content analysis, and data analysis using SPSS.

Advertising and Society (COMM 644, OSU, Summer 2006): Discussion of advertising's impact on culture, the economy, and society in general from scientific and critical perspectives. Topics include advertising directed at youth, depictions of cultural and ethnic minorities, sex and sexism, political advertising, advertising and health, social responsibility, and ethics.

Communication in Society (COMM 200, OSU, Summer 2005): Overview of the major theories, perspectives, and approaches that guide understanding of communication in various contexts. Topics include the distinctions between social scientific and critical cultural perspectives, and various theories dealing with aspects of interpersonal, organizational, and mass communication.

SERVICE

Ad Hoc Reviewer

Association for Education in Journalism and Mass Communication 2009 Convention.
Communication Theory and Methodology division, Law and Policy division.

Association for Education in Journalism and Mass Communication 2009 Midwinter Meeting.
Communication Theory and Methodology Division

National

Association for Education in Journalism and Mass Communication, Communication Theory and Methodology Division: 2009/2010 Teaching Chair.

Term begins in October, 2009.

Association for Education in Journalism and Mass Communication, Communication Theory and Methodology Division: 2008/2009 Professional Freedom & Responsibility Chair and Executive Committee Member.

Arranged Convention Speaker's Funding Grant (\$900.00, the maximum amount allocated by the association) to bring Dr. George E. Marcus (Political Science, Williams College) to Boston from Paris to speak as part of the *Brain and Media* mini-plenary. Arranged co-sponsored panel at 2008 conference of the Midwest Association for Public Opinion Research. Helped develop division bylaws. Wrote articles on professional freedom and responsibility for *CT&M Concepts* newsletter.

Midwest Association for Public Opinion Research: 2007 Student Conference Committee Member.

Session moderator and technical support.

Association for Education in Journalism and Mass Communication, Communication Theory and Methodology Division: 2007/2008 Membership/Recruitment Chair.

Conducted extensive membership survey. Updated regular member recruitment flier. Wrote articles on membership and recruitment for *CT&M Concepts* newsletter.

Association for Education in Journalism and Mass Communication, Communication Theory and Methodology Division: 2006/2007 Graduate Student Liaison.

First graduate student to hold position. Point of contact for graduate student questions and concerns regarding the division. Wrote articles on graduate student issues for *CT&M Concepts* newsletter.

Midwest Association for Public Opinion Research: 2005 Conference Session Moderator

Local

Middle Tennessee State University: 2009/2010 Graduate School Advisory Task Force Member.
Member of committee that reviews and proposes policy for the MS program.

Middle Tennessee State University: 2009/2010 Search Committee Member.
Advertising line.

Middle Tennessee State University: 2009/2010 Faculty Learning Community.
Interdisciplinary committee charged with developing curriculum that explores and encourages civic engagement.

Middle Tennessee State University, School of Journalism: 2009/2010 Information Security Officer.
Oversaw faculty information security training and certification.

Middle Tennessee State University, School of Journalism: 2009/2010 Assessment Committee Member.
Worked toward development of entrance exam and update of exit exam.

The Ohio State University, Communication, Opinion, and Political Studies Group: 2007/2008 Coordinator.
Organized schedule and recruited participants for the group's research brownbag series.
Organized group travel and lodging for 2007 conference of the Midwest Association for Public Opinion Research.