

# CURRICULUM VITA

## JOHN V. BODLE

**Home address:** 614 Saratoga Drive, Murfreesboro, TN 37130

**Home phone:** (615) 896-7717; Cell: (615) 415-6601

**Office:** College of Mass Communication  
Department of Journalism, Box 64  
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**Teaching emphasis:** Applied research methods (surveys, content analysis, etc.) and both theory and applied media management/marketing / advertising courses. My primary emphasis is on advertising and media management, but my professional experiences have prepared me to teach virtually any print-based course.

**Research emphasis:** Analysis of research productivity by gender, academic rank and other variables. Also, research productivity from an anthropological perspective (the evolution of research traditions among groups and academic institutions). Primarily applied research (using print content analysis and/or surveys). Several conference papers were created from data gathered through the Middle Tennessee Poll.

## ACADEMIC EMPLOYMENT

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July 2004 – Present

**Interim Director of Graduate Studies, College of Mass Communication, MTSU**  
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.

August 1993 - Present

**Professor, Middle Tennessee State University**  
Classroom teaching assignments and research studies. Prepared curriculum, lectured, monitored lab work, graded assignments and tests, and advised students. Teaching assignments include: **Introduction to Mass Communication, Advertising Copywriting, Advertising Layout and Design, Advertising Management, Advertising Media Planning, Media Writing** and **Research Methods (undergraduate)**. Graduate teaching: **Media Management** and **Media in the Marketplace** (market-driven journalism and its cultural effects).

- Service and research productivity are listed separately.

*Graduate students under my classroom instruction have had 25 research papers accepted to conferences. Twenty-one were refereed in AEJMC divisional competition against*

*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).*

June 1990 - June 1993

**Teaching Associate, Ohio University**

Classroom teaching assignments with the same level of autonomy as provided to other faculty members. I taught 10 single-quarter sections during my three years in Athens. Prepared curriculum, lectured, monitored lab work and graded assignments and tests. Courses included **Advertising Copywriting, News Editing** and **Introduction to Mass Communication**. Team taught **Advertising Production**, which included group instruction of desktop publishing programs with a Macintosh system.

Primary courses prepared to teach:

*General:*

**Undergraduate:** All advertising courses, introduction to mass communication, desktop publishing, research methods, mass media ethics, graphics, publication printing and production, basic magazine and public relations courses.

**Graduate:** Media management, market-driven journalism and its cultural effects, research methods, secondary data analysis, historical, content analysis, survey design and sampling procedures.

*Sequential:*

**Advertising:** Principles, copywriting, layout and design, production, sales, planning and buying, promotions, management and campaigns.

**Business Journalism:** Media management, integrated marketing communication, agricultural publishing, newsletter production, media purchase, marketing and entrepreneurship.

**Public Relations:** Principles, publications, media relations, etc. I have three years of public relations employment as Director of Information for Farm Bureau in (at the time) the second largest agricultural dollar-producing county in the country (Kern County / Bakersfield, CA).

**News-Editorial:** News reporting and writing, news editing, information gathering, news release writing, feature writing, layout and design, and in-depth reporting.

## EDUCATION

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June 1990 - July 1993

**Ohio University** (Athens, Ohio)

**Ph.D. in Mass Communication** (degree awarded August 1993)

Emphasis: Advertising, Media Management and Research

Dissertation topic: "*When a Student Newspaper Competes for Advertising*"

**Master of Science, Journalism** (degree awarded March 1992)

Emphasis: Magazine Production and Desktop Publishing

Thesis: "*A Qualitative Study on the Perceptions of College Newspaper Advisers: Their Self-Image, Status and Prestige Concerns*"

1974 - 1977

**San Jose State University** (San Jose, California)

**Bachelor of Arts**

Double Major: Journalism (reporting and editing) and Political Science

Minor: Business (financial emphasis)

Classes also taken at Oregon State University (1972-74) and Bakersfield College (1979).

## PROFESSIONAL EMPLOYMENT (12 YEARS)

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March 1988 - December 1989

**Valley Post** (Owner/Publisher, Anderson, California)

Published two adjudicated weekly newspapers along with several monthly publications. Operation was failing when purchased, with gross revenues of \$90,000. Numerous corrections and improvements were initiated during the following 20 months, including: personnel additions, graphic improvements, advertising rate increases, circulation campaigns and community relations improvements. Directed all news gathering, writing, editing and advertising sales. A Macintosh desktop publishing system was used (with Microsoft Word and PageMaker software). Managed a staff of 25 (full time and part time). When sold, gross revenues were approaching \$350,000 with a net of 23 percent. The newspapers were on the verge of going twice-weekly when sold.

January 1981 - April 1988 (Owned and managed both the *Post* and *Star* operations for two months.)

**Cascade Web Publishing and Printing Co.** (Owner/Publisher, Merrill, Oregon)

Owned and operated three adjudicated weekly newspapers in small towns on both sides of the California/Oregon state line. Directed all news gathering, writing, editing and advertising sales. A Macintosh desktop publishing system was used (with Microsoft Word and PageMaker software). Managed a staff of 10 (full time and part time). Was responsible for all hiring and firing, setting of salaries, job typesetting and printing. Printed on a two-unit web (newspaper) offset press which I owned and operated. Supportive photo and plate work also was my responsibility. Newspaper was sold to employees.

January 1978 - December 1980

**Kern County Farm Bureau** (Director of Information, Bakersfield, California)

Created press releases (print and broadcast), set up press conferences, broadcast a daily radio farm news report and maintained community relations. Edited a twice-monthly farm newspaper, managing a small staff of news writers and advertising reps while orchestrating layouts, photography and advertising sales. Produced tabloid sections and an annual processed color magazine. Wrote in-depth articles on various political and economic issues.

## PUBLICATIONS

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*Note: I have not had a subordinate involvement on any article or presentation (alphabetical listing by author).*

### ARTICLES

Edd Applegate and John V. Bodle

“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 *Journalism and Mass Communication Educator* (Summer 2005).

Ken Blake, John V. Bodle and Ed Adams

"Gender and Journal Productivity: A 15-Year Census on How Women are Doing?" *Journalism & Mass Communication Educator* (Summer 2004).

*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.*

Ed Adams and John V. Bodle

"How Readable are College Online Dailies?", *College Media Review*, 39 (Fall 2001) 4: 4-7.

John V. Bodle

"The Taming of the Press: Cohen v. Cowles Media Company", requested 500-word book review, *Journalism History*, 26 (Summer 2000) 2: 82-83.

John V. Bodle

"The Instructional Independence of Daily Student Newspapers," *Journalism & Mass Communication Educator*, 51 (Winter 1997) 4: 16-26.

John V. Bodle

"Assessing News Quality: A Comparison Between Community and Student Daily Newspapers," *Journalism & Mass Communication Quarterly*, 73 (Autumn 1996) 3: 672-686.

Robert O. Wyatt, Julie Andsager and John V. Bodle

"Cracking the Media Monolith Myth: Comparing Public and Press Support for Free Expression," *Mass Comm Review* 21(1994; actual release date: Fall 1996) 3&4: 156-172.

John V. Bodle

"When a Student Newspaper Competes for Advertising," *Ohio Journalism Monographs*, 5 (January 1996): 1-33 . Edited by Guido H. Stempel III. Sent to all college media advisers and appropriate private-sector daily newspaper managers.

John V. Bodle

"Survey Reports Amount and Type of Adviser Training: Most Favor Professional Experience Over Academics," *College Media Review*, 33 (Winter 1996) 4: 22-23.

Edward E. Adams and John V. Bodle

"Research Presented at Conventions: How Well Are Women Doing?" *Journalism & Mass Communication Educator*, 50 (Summer 1995) 2: 14-22.

John V. Bodle

"Measuring the Tie Between Funding and News Control at Student Newspapers,"

*Journalism Quarterly*, 71 (Winter 1994) 4: 905-913.

John V. Bodle  
"Evaluating Student Evaluations: The Search for Perspective," *Journalism Educator*, 49 (Spring 1994) 1: 76-81.

John V. Bodle  
"Why Newspaper Advisers Quit: Stress and Professional Prestige," *Journalism Educator*, 48 (Autumn 1993) 3: 32-37.

John V. Bodle  
Book Review: "Student Publications: Legalities, Governance and Operation," by Louis Edward Ingelhart, *Newspaper Research Journal*, 14 (Fall 1993) 3&4: 160-161.

## PUBLISHED ABSTRACTS/PROCEEDINGS

Edward E. Adams and John V. Bodle  
"A Comparative Analysis of Research Among Women in Journalism and Mass Communication," *Women and Media Studies* (Spring 1995).

Edward E. Adams and John V. Bodle  
"Accuracy in Student Newspapers: A Comparison with Community Dailies and Weeklies," *College Media Review* (Winter 1994): 10-11.

John V. Bodle  
"Carving a Niche: A Student Newspaper Competes for Advertising Market Share," *Proceedings of the AEJMC Southeast Colloquium*, II (October 1993).

John V. Bodle  
"Why Newspaper Advisers Quit: A Qualitative Study on the Perceptions of College Newspaper Advisers," *CMA Review* (Winter/Spring 1993).

John V. Bodle  
"The Quality of News in Student Newspapers: Is It as Good as the Cross-Town Community Daily?," *CMA Review* (Winter/Spring 1993).

Edward E. Adams, John V. Bodle and Robert Nanney  
"A Study of Accuracy Perception Between Sources and Reporters in Student and Community Newspapers," *College Media Review* (Winter/Spring 1993): 9-10.

Edward E. Adams and John V. Bodle  
"A Comparison of Accuracy Levels Between Male and Female Reporters in Student and Community Newspapers," *Ohio Journal for Gender Studies* (Spring 1993): 15.

John V. Bodle  
"A Public Relations and Print Media Review of the 1948 Indiana Republican Convention Fight," *Proceedings of the AEJMC Southeast Colloquium* (Winter 1992).

Edward E. Adams, John V. Bodle and Robert Nanney  
"A Coorientational Study of Accuracy: How Frequent Are Errors and Who is Responsible?" *Proceedings of the AEJMC Southeast Colloquium* (Winter 1992).

Ten abstracts have appeared in the Convention of AEJMC proceedings, published annually in the *AEJMC News* since 1991. They correspond to paper acceptances at the annual convention and are named in the "Research Paper Presentations" section of this vita.

## NON-ACADEMIC AND PROFESSIONAL CITATIONS/PUBLICATIONS

"David vs. Goliath Struggle? Not Always: Community papers that start editions to drain revenue from campus papers are not always successful." *Editor & Publisher* (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.

"For Doctoral Students, Scripps School Ranks #1," published in the Scripps Howard in-house publication, *Scripps Howard News* (April 1995): 17. The article discussed a ranking of journalism and mass communication doctoral programs by Edward E. Adams and John V. Bodle. (A copy of the unpublished study is available on request.)

"Scripps Ph.D. Program Ranked First," published in *The Ohio Journalist* (Winter 1995):1. It discussed the study by Edward E. Adams and John V. Bodle which ranked the 33 journalism and mass communication doctoral programs.

"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 *Editor & Publisher* magazine discussing survey data compiled by this researcher.

"Advertising study is noted," appearing on the front page of the MTSU faculty / staff weekly newspaper, *MTSU Record*. The article discussed research on student newspapers compiled by this researcher.

## COMPLETED MANUSCRIPTS, TO BE SUBMITTED TO A JOURNAL

John V. Bodle

"Scaling Perceptions of Political Bias Among Broadcast News Outlets," a completed research study presented to AAPOR (Phoenix 2004) and to be submitted to *Mass Comm & Society*.

*Abstract:*

*Data from a Fall 2003 random sample found (through ANOVA testing) that there is the perception of a liberal bias in national television news—and a conservative bias as well. Respondents placed CNN, ABC and CBS on the "left" or liberal end of the spectrum. Also, they perceive Pat Robertson's "700 Club" to be at the "right" or conservative end of the continuum, with FOX News a bit to its left. Public Broadcasting and local television news was near the "neutral" point on the scale. (Data from Middle Tennessee Poll.)*

John V. Bodle and Larry Burriss

"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.

*Abstract:*

*The phrase "God bless America" has been virtually everywhere Americans are following the events of September 11, 2001. Through random sampling of Tennessee residents in 2002, this study probes the extent to which there is a simultaneous orientation (as embodied in coorientation theory) when people use or hear the phrase. Significant differences were found by political perspective, education, age, gender, income and race. Information from public (conversations with clergy) and media (newspaper readership) sources also appears to have influenced perspectives. Respondents were split over what President Bush means when he says "God bless America." (Data from **Middle Tennessee Poll.**)*

John V. Bodle and Larry Burriss

"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 undermined publication or journal.

*Abstract:*

*This study probes how meaningful the phrase "God bless America" is and whether it translates into the purchase of consumer goods. Through random sampling of Tennessee residents in 2002, this study probes the extent to which there is a simultaneous orientation (as embodied in coorientation theory) to purchasing items with the phrase written on them, or whether certain groups are more likely to buy them. Results indicate the phrase "God bless America" is meaningful to two-thirds of Americans—especially those calling themselves "born again" or "evangelicals." More than one-fourth purchase consumer items with the phrase. It is particularly endearing to those with household income below \$40,000—especially when a high school diploma is the highest education level. Women with at least some college were twice as likely as their male counterparts to buy such patriotic items. (Data from **Middle Tennessee Poll.**)*

## WORK IN PROGRESS

John V. Bodle and Ken Blake

"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**.

*Abstract:*

*A census of refereed articles (N=6,535) in 10 primary journalism and mass communication journals from 1986-2000 (by Bodle and Blake) indicates that over the time period women produced 28.6 percent of the journal scholarship. In recent years (1996-2000) women have produced 38.5 percent of journal scholarship. Women were found to collaborate on research at rates similar to men. Among women, assistant professors produced the most journal scholarship. But has this trend continued in recent years? This present study will provide current data (2001-2003) as well as expand the existing number of mass communication journals considered (from 10 to 17), providing a broader and more inclusive (adding specialized journals in media ethics and broadcast, for example) viewing of research productivity. Additionally, this study will continue to monitor rates of collaboration (co-authorship) and research productivity by academic rank.*

John V. Bodle & Edd Applegate  
"Convention Scholarship as a Predictor of Future Journal Productivity Rates," to be submitted to *Journalism & Mass Communication Educator*.

John V. Bodle and Ken Blake  
"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* about Fall 2005. (Perhaps a half-dozen related articles will result from the quantitative data gathered for this study.

## RESEARCH PAPER PRESENTATIONS

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### NATIONAL

John V. Bodle  
"Scaling Perceptions of Political Bias Among Broadcast News Outlets," presented to the **Convention of the American Association of Public Opinion Research**, Phoenix (August 2004).

Ken Blake, John V. Bodle and Edward E. Adams  
"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).

John V. Bodle and Larry Burriss  
"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).

John V. Bodle and Larry Burriss  
"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).

John V. Bodle and Larry Burriss  
"Public Perceptions of the Phrase, 'God Bless America,'" presented to the **American Association of Public Opinion Research**, Nashville (May 2003).

John V. Bodle and Larry Burriss  
"Perceptions and Purchasing of the Phrase, 'God Bless America,'" presented to the **American Association of Public Opinion Research**, Nashville (May 2003).

Edward E. Adams and John V. Bodle  
"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).

Edward E. Adams and John V. Bodle  
"How Readable are Online Student Dailies?," presented to the **Convention of College Media Advisers**, New York City. (March 2000).

Edward E. Adams and John V. Bodle  
"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).

John V. Bodle

"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).

John V. Bodle

"In Search of an Endangered Species: Pure Competition Between Dailies in Non-Metro America," presented to the **National Newspaper Association**, Reno (September 1998).

Edward E. Adams and John V. Bodle

"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).

John V. Bodle

"Scaling the Instructional Independence of Student Newspapers," presented to the **Convention of College Media Advisers**, Orlando (November 1996).

John V. Bodle and Robert Nanney

"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. (November 1995).

Robert O. Wyatt, Julie Andsager and John V. Bodle

"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. (August 1995).

John V. Bodle

"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 (August 1994).

Robert O. Wyatt, John V. Bodle and Dennis O'Neal

"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).

Edward E. Adams and John V. Bodle

"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 (August 1994).

Edward E. Adams and John V. Bodle

"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 (August 1994).

Robert O. Wyatt, John V. Bodle and Dennis O'Neal

"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 (March 1994).

John V. Bodle

"Carving a Niche: A Student Newspaper Competes for Advertising Market Share," presented to the **Convention of College Media Advisers**, Dallas (October 1993; revised).

Edward E. Adams and John V. Bodle  
"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 (October 1993).

John V. Bodle  
"Why Newspaper Advisers Quit," presented to the **Convention of the Association for Education in Journalism and Mass Communication**, Newspaper Division, Kansas City (August 1993; revised).

Edward E. Adams and John V. Bodle  
"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).

John V. Bodle  
"Why Newspaper Advisers Quit," presented to the **Ohio University Communication Research Conference**, Athens, Ohio (April 1993; revised). A Graduate Research Award winner. (Also accepted by CMA and later by the Convention of AEJMC).

Edward E. Adams and John V. Bodle  
"A Comparative Analysis of Advertising Rates in Chain-Owned and Independent City and Regional Magazines," presented to the **Ohio University Communication Research Conference**, Athens, Ohio (April 1993).

John V. Bodle  
"Carving a Niche: A Student Newspaper Competes for Advertising Market Share," presented to the **Southeast Colloquium, Association for Education in Journalism and Mass Communication**, Newspaper Division, Tuscaloosa, Alabama (March 1993).

John V. Bodle  
"Why Newspaper Advisers Quit: A Qualitative Study on the Perceptions of College Newspaper Advisers," presented to the **Convention of College Media Advisers**, Chicago (October 1992).

John V. Bodle  
"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 (October 1992).

Edward E. Adams, John V. Bodle and Robert Nanney  
"A Study of Accuracy Perception Between Sources and Reporters in Student and Community Newspapers," presented to the **Convention of College Media Advisers**, Chicago (October 1992).

John V. Bodle  
"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 (August 1992). (This paper received "First Place" in the MacDougall Competition.)

John V. Bodle

"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).

Edward E. Adams and John V. Bodle  
"Applying Newspaper Market Economic Theory to Magazines," presented to the **Regional Conference, Association for Education in Journalism and Mass Communication**, Theory and Methodology Division, Cleveland, Ohio (April 1992).

John V. Bodle  
"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).

Edward E. Adams, John V. Bodle and Robert Nanney  
"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).

Edward E. Adams, John V. Bodle and Robert Nanney  
"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).

John V. Bodle et al. (seven authors)  
"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 (August 1991).

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## 1995-Present

### **AEJMC Graduate Student Research Productivity**

Graduate students under my classroom instruction have presented 25 research papers 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 to be 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).

## INVITED LECTURES/ ORAL PRESENTATIONS \_\_\_\_\_

"New Research on Student Media," **Convention of College Media Advisers**, New York City (March 2000). Audience consisted of campus newspaper advisers and student editors.

"The Latest Research on Student Media," **Convention of College Media Advisers**, Atlanta (October 1999). Audience consisted of campus newspaper advisers and student editors.

"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.

"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.

"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.

"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.

"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.

## SERVICE \_\_\_\_\_

### NATIONAL - COMMITTEES

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.

1993-2000 **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.

1993-2000

**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.

NATIONAL - REFEREE/REVIEWER/JUDGE

- Referee, *Journalism & Mass Communication Educator*, for a blind submission to the "Articles" section of that publication (1996).
- Moderator, refereed paper session, **Convention of AEJMC**, Media Management & Economics Division (1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004).
- Discussant, for three papers at a poster session, **Convention of AEJMC**, Media Management & Economics Division (1995).
- Referee, *Southwestern Mass Communication Journal*. Two submissions (1994-95).
- Referee, Media Management and Economics Division research paper competition, **Convention of AEJMC** (nearly every year between 1994 and 2003).
- Referee, Advertising Division research paper competition, **Convention of AEJMC** (1997).
- Referee, Newspaper Division research paper competition, **Convention of AEJMC** (1993, 1994, 1995, 1996).
- Judge, advertising in college newspapers and magazines, **Southwest Journalism Congress** (1993).
- Judge, news headlines and cutlines, **Kansas Press Women Communications Contest** (1993).
- Judge, special sections from weekly newspapers, **Ohio Newspaper Association** (1992).
- Judge, general excellence of newspapers, **United States Air Force** (Logistics Command) Media Contest (1991).
- Judge, news headlines for the Ohio-based **Sun Newspapers** group (1991).

UNIVERSITY

2001 – '03

**Graduate Council, College of Graduate Studies**

Committee oversees the actions and policies of the College of Graduate Studies.

1995 – '99

**Appeals Committee (Grades), Faculty Senate**

Instructed to hear from both student and instructor, and render a decision.

- 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.
- 1996     **Appeals Committee (Residency), University**  
 Heard from students seeking in-state tuition rates and rendered decisions. Issues centered on residency/ domicile issues and translating vague state guidelines.
- 1995     **MTSU Faculty Research Committee**  
 A one-semester assignment while the College representative was on sabbatical. As one of seven university-wide representatives, the committee is responsible for the annual allocation of tens of thousands of dollars for research and related released time.
- 1994     **Master Classroom Committee**  
 With committee members, assisted University participants in determining what was necessary financially and logistically to provide a multi-media/ Internet teaching classroom within the College of Mass Communication.

## COLLEGE / DEPARTMENT SERVICE

### Administrative

- Interim Director of Graduate Studies, College of Mass Communication (July 2004 – Present)

### Committees (*A sampling of committee work*)

- College Promotion and Tenure Committee (2002-'04); Chair (2003-'04)
- Internships and Diversity Accreditation committees (2003-'04)
- School of Journalism search committee (2002 –'03)
- School of Journalism Curriculum Committee (2000-'01)
- College/Dean's Advisory Committee (2001-'03)
- Chair, School of Journalism Tenure and Promotion Committee (1999-'00)
- Grade Appeals Committee; Chair (1999-'00)
- Student Awards Committee. Planned annual end-of-year awards ceremony for Mass Communication students (1999)
- 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). Working with ACEJMC to expand their definition of liberal arts to include some mass communication courses within the 60-credit hour requirement (1996 – '97).
- College Faculty Concerns Committee. Collecting and responding to concerns expressed by the 50-plus faculty within the College (1995 – '97).

- College Graduate Faculty Committee. Primary involvement with two subcommittees: methodology and management sequences.
- Sponsor and adviser to the MTSU Advertising Club (1994 – '97).
- Served on the thesis committee of one graduate student (1995).
- Co-chaired Spring Forum, a career/ future technology day (1995).
- Attended luncheon meetings of the National Advertising Federation (NAF) in Nashville and served on the organization's Education Committee as the liaison to the university.
- Served on a committee considering student recruitment activities.

**Activities** (*A sampling of activities*)

- As Interim Director of Graduate Studies, I am presently responsible for the care of our 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.
- Graduate students under my classroom instruction have presented 25 research papers accepted to conferences, most in refereed competition against faculty. Three of these papers were judged as the best graduate papers in the Media Management & Economics Division, receiving first or second place in the respective year of acceptance.
- Assisted students at the Nashville Advertising Federation (NAF) "Addies" award night (1994 – '95).
  - 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 '97.
- Produced a full-color newsletter (*Mass Communicator*) for the College for two semesters.
- Began actively collecting mass communication journals to build a College research library (1994 – '96).
- Assisted students with individual projects and independent study credit during the summer (1995 – '96).
- Spoke to high school students about newspaper finances/ advertising at Journalism Day (1995).
- CUSTOMS advising (academic orientation) of freshmen and transfer students (Summer 1994 – '96).
- Assisted students in submitting news articles to the campus newspaper, *Sidelines* (1994 – '96).

- Moderated discussion sessions featuring media professionals at MTSU Ad Club meetings.
- Critiqued end-of-semester presentations by students in Advertising Campaigns classes and participated in verbally probing for strengths and weaknesses.
- Unpaid consulting, assisting a Nashville software company with promotional material.
- Coordinated the MTSU Seigenthaler Communication Research Conference, with 70 of the nation's top mass communication researchers attending (1994).

## THESIS COMMITTEES

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Served on thesis committees of Alana Berry (1997), April Bonner (1997) and Kelly Lockhart (1995). Chaired thesis committee for Alison Morgan (2004) and Dianna Zeh (1998). Chaired professional project committee for Leanne Smith (2004).

## ASSOCIATIONS AND MEMBERSHIPS

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- 1991 – '05     **Association for Education in Journalism and Mass Communication**  
Member of the Association for Education in Journalism and Mass Communication (AEJMC) since beginning graduate school (1990). Affiliated with four divisions (Advertising, Scholastic Journalism, Newspaper, and Media Management & Economics) with research submissions accepted to nine divisions (Newspaper, History, International, Theory & Methodology, Magazine, Mass Comm & Society, Qualitative Studies, Advertising, and Media Management & Economics).
- 2003 – '05     **American Association for Public Opinion Research**  
Member of the American Association for Public Opinion Research (AAPOR). Research papers were accepted to the organization in both 2003 and 2004.
- 1994 – '00     **College Media Advisers**  
Member of College Media Advisers, the largest national organization for advisers of student publications. My involvement is in support of my research interests on student newspapers. I was first named to their national research committee in 1994 and currently serve as vice-chair. I also serve as liaison to AEJMC.
- 1996           **National Advertising Federation**  
I attend monthly meetings of the Nashville chapter of National Advertising Federation.
- Previous       **Past Memberships and Associations**  
National Newspaper Association (1989-'92), Kern County Press Club (1978-'80), California Newspaper Publishers Association (1981-'84), Lions (1981-'88), Kiwanis (1988-'89), Young Life (1972-'92), various chambers of commerce (1980-'89).

## HONORS AND AWARDS

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- 1995 – '04 Graduate students under my classroom instruction have presented 25 research papers accepted to conferences, most in refereed competition against faculty. Three of these papers were judged as the best graduate papers in the Media Management & Economics Division, receiving first or second place in the respective year of acceptance.
- 1998 – '99 **Association for Education in Journalism and Mass Communication (AEJMC)**  
Elected Head of the Media Management & Economic Division of AEJMC. (Served as Vice-Head from 1997-'98.)
- 1996 **American Advertising Federation (AAF)**  
First Place, Club Achievement Award for Education. The award was given to the Nashville Advertising Federation's Education Committee by the parent national organization, the American Advertising Federation (AAF). I served on the education committee and was the NAF liaison and coordinator for activities with the university. Among the activities noted by AAF: A successful student/professional mentoring program (with about 30 professionals and MTSU students matched in this semester-long relationship), an Internship Reception (with about 20 media companies and students attending) and the awarding of scholarships.
- 1992 **Association for Education in Journalism and Mass Communication (AEJMC)**  
First Place, MacDougall Student Paper Competition ("*Are Student Newspapers as Readable, Interesting and Thorough as Community Newspapers?*"). Awarded by the Newspaper Division of AEJMC at its annual convention in Montreal, Canada (August 1992). The MacDougall Competition seeks to identify the top student research papers on issues related to the newspaper industry.
- 1992 **Frank Luther Mott - Kappa Tau Alpha Award**  
Student research paper competition, AEJMC Newspaper division, August 1992.
- 1991 **Kappa Tau Alpha**  
National journalism honor society, with a 3.86 GPA.
- 1984 **California Newspaper Publishers Association**  
First place for weekly newspapers, Best Photo Essay (3,500 circulation or less).
- 1979 **Kern County Press Club**  
Best In-House Business Publication, as judged by the **Los Angeles Press Club**.
- 1978 **Kern County Press Club**  
Best In-House Business Publication, as judged by the **Los Angeles Press Club**.
- 1978 **Hearst Award**  
One of the top 20 in-depth news stories written by undergraduate journalism students nationally. Award received while completing my B.A. at San Jose State University.

## GRANTS AND SUPPORTED PROJECTS \_\_\_\_\_

### UNIVERSITY

- 2004 Summer Research Grant (Faculty Research and Creative Activity Committee)  
Abstract:

A census of refereed articles (N=6,535) in 10 primary journalism and mass communication journals from 1986-2000 (by Bodle and Blake) indicates that over the time period women produced 28.6 percent of the journal scholarship. In recent years (1996-2000) women have produced 38.5 percent of journal scholarship. Women were found to collaborate on research at rates similar to men. Among women, assistant professors produced the most journal scholarship. But has this trend continued in recent years? This present study will provide current data (2001-2003) as well as expand the existing number of mass communication journals considered (from 10 to 17), providing a broader and more inclusive (adding specialized journals in media ethics and broadcast, for example) viewing of research productivity. Additionally, this study will continue to monitor rates of collaboration (co-authorship) and research productivity by academic rank.

1995 Summer Research Grant (Faculty Research and Creative Activity Committee)  
"Expansion of an Endangered Species Category: Identifying Additional Pure Competition Newspaper Markets in Non-metro American Communities." The study hypothesized that pure competition between daily newspapers in America is more prevalent than previous researchers and practitioners have accepted, and that an expansion of the term and its application is necessary. It is hypothesized that about a dozen of the 101 student daily newspapers are participating in pure competition against a community daily.

1999 Summer Research Grant (Faculty Research and Creative Activity Committee)

## TEACHING INNOVATIONS & COMMENDATIONS

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- Honors College teaching faculty (1999-'04).
- Graduate teaching faculty (full membership) at MTSU (1994-'04)
- Letters from the 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."
- As noted earlier, graduate students under my classroom instruction have presented 25 research papers accepted to conferences, most in refereed competition against faculty. Three of these papers were judged as the best graduate papers in the Media Management & Economics Division, receiving first or second place in the respective year of acceptance.

## SPECIFIC EMPLOYMENT SKILLS

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### PROFESSIONAL:

- **Three years of public relations employment:** Creating press releases, a twice-monthly farm newspaper for members (and a related target audience) and organized press conferences.
- **Twelve years of advertising sales, layout, design and copy writing experience,** working with clients to meet their media goals.
- **Owned, operated and taught desktop publishing** on a Macintosh system.
- **Owned and operated a web press;** developed page negatives and plates.
- **Developed and printed black & white film,** including screened PMTs and glossy prints, using both trays and a print processor. Developed page negatives in trays and used horizontal and vertical cameras to burn page negatives and line art.

- **Produced magazines**, both tabloid (newsprint) and glossy.
- **Extensive "hands on" paste-up** (news, ads, page layouts, borders and graphics) with both phototypesetting and laser systems.
- **Knowledge of major national and international news and advertising organizations.** Visited facilities and interviewed business leaders at (**New York City**) *New York Times*, *Newsweek*, Associated Press, Black Star, Crain Communications, Asahi, Kyodo, USIA, Burson-Marsteller, DMB&B, ABC News, (**Paris**) *International Herald Tribune*, AP (bureau), ABC (bureau), Agence France Presse, Radio France Internationale, TF1 (television), *Readers Digest*, USIA, (**London**) *Daily Telegraph*, Reuters, BBC (external and television), McCann-Erickson, ABC (bureau) and three British weekly newspapers.

#### ACADEMIC:

- **Trained in grant writing procedures** for securing corporate and private donations (for both departmental improvements and research projects).
- **Capable of teaching classes in a variety of areas:** advertising, media management, newswriting, editing, public relations, magazines and publication production.

## REFERENCES

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### **Guido H. Stempel, III, Distinguished Professor**

Scripps School of Journalism, Ohio University, Athens, Ohio 45701 (614) 593-2609

### **Patrick S. Washburn, Professor**

Scripps School of Journalism, Ohio University, Athens, Ohio 45701 (614) 593-2593

### **John L. Fournier, Media Owner and Broker**

Post Office Box 750, Prosser, Washington 99350 (509) 786-4470

### **Stephen Lacy, Professor**

School of Journalism, Michigan State University, East Lansing, MI 48824 (517) 355-2489

## PERSONAL

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- Wife (Suzanne) and (with remarriage) six children.
- Activities: distance running, fishing and wrestling my kids. A life goal is to finish a marathon. (A love of chocolate chip cookies, however, may prevent this.)

## DISSERTATION AND THESIS ABSTRACTS

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### **Dissertation:**

### *"A Student Newspaper Competes for Advertising"*

The student newspaper at Ohio University sought to compete for advertising market share against two community newspapers: a general circulation twice-weekly and an adjudicated community daily. The management's expressed goal was to take market share away from the twice-weekly newspaper, which it viewed as its primary competitor for advertising.

Research questions considered: 1) Whether a student newspaper could compete effectively for advertising; 2) Whether market definition was enhanced when newspapers were in competition; 3) Whether the use of inducements and "personal selling" techniques influenced advertisers to buy. Additionally, each research question considered whether the student newspaper was dissimilar to the other two in regard to such concerns.

Newspaper managers and their sales representatives were interviewed, and 200 local advertisers were surveyed (fifty from each of the three newspapers, along with fifty others that advertised with all three newspapers).

In many ways the student daily newspaper seemed to compete in a manner not unlike the other two newspapers. However several significant differences were discovered. Advertisers were significantly less inclined to believe they held similar personal values with sales representatives from the student newspaper. They also reported that student sales representatives were significantly less accurate with their advertising copy. As considered in the Discussion section, this may reflect the transient status of students; they are commonly limited to a maximum of three or four years of relationship-building with their advertising clients.

There also appeared to be a correlation between the relative economic position of each newspaper and the level of relational conflict. Each manager reported the greatest conflict with the newspaper that had a gross income above its own. The newspaper with the highest gross advertising income had the greatest relational conflict with the newspaper which had the closest gross advertising income below its own.

This dissertation may be the first in-depth study of a student newspaper in competition for advertising. While limited to the competitive market in Athens, Ohio, this study has found that a student newspaper can successfully garner a sizable slice (in this community, 17.5%) of the available print advertising dollars.

Chair: Guido H. Stempel III

**Thesis:**

*"A Qualitative Study on the Perceptions of College Newspaper Advisers:  
Their Self-Image, Status and Prestige Concerns"*

A national survey of 232 student newspaper advisers determined why they quit at rates higher than many other categories of educators. (Qualitative perceptions were quantified.) Among the factors: preference for classroom teaching, perception of unfair tenure policies, belief they have lower teaching status and perception of less pay. The study concluded with suggestions to administrators on what characteristics to seek when hiring an applicant and what steps they can take to increase adviser longevity.

Chair: Guido H. Stempel III