

**Miglena Sternadori, Ph.D.**

Associate Professor  
 Journalism & Creative Media Industries  
 Women's & Gender Studies Director  
 Texas Tech University  
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**Faculty Appointments**

|   |                       |
|---|-----------------------|
| <b>Texas Tech University</b><br>Associate Professor, Journalism & Creative Media Industries (2015-present)                                      | <b>Lubbock, TX</b>    |
| <b>University of South Dakota</b><br>Associate Professor, Media & Journalism (2014-2015)<br>Assistant Professor, Media & Journalism (2008-2014) | <b>Vermillion, SD</b> |

**Administrative Appointments**

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|--|-----------------------|
| <b>Texas Tech University</b><br>Women's & Gender Studies Director (2023-present)<br>Journalism Degree Program Coordinator (2021-present)<br>Assistant Dean, Undergraduate Affairs, CoMC (2016)<br>Advisor to The Hub@TTU (2015-2016) | <b>Lubbock, TX</b>    |
| <b>University of South Dakota</b><br>Women and Gender Studies Program Coordinator (2009-2015)  | <b>Vermillion, SD</b> |

**Education**

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|---|---|------------------------|
| <b>University of Missouri</b><br>Ph.D. (2008). Journalism<br>M.A. (2005). Journalism              | Advisor: Kevin Wise<br>Advisor: Wayne Wanta | <b>Columbia, MO</b>    |
| <b>University for National and World Economy</b><br>B.S. (1997). International Business Relations |   | <b>Sofia, Bulgaria</b> |

**Awards and Honors**

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|-------------|--|
| <b>2023</b> | President's Leadership Institute (PLI) member, Texas Tech University                         |
| <b>2023</b> | Top paper diversity award, History Division, AEJMC   |
| <b>2022</b> | Texas Tech University Office of Planning & Assessment Fall 2022 Spotlight                    |
| <b>2022</b> | Top faculty-student paper, Commission on the Status of Women, AEJMC                          |
| <b>2019</b> | AEJMC Best Practices in Teaching Media Literacy Competition, second place                    |
| <b>2017</b> | Outgoing division chair award, Magazine Media Division, AEJMC                                |
| <b>2014</b> | Finalist, 2014 Lillian Lodge Kopenhaver Outstanding Junior Scholar Award                     |
| <b>2013</b> | Kopenhaver fellow, inaugural class, Women Faculty Moving Forward program, AEJMC              |
| <b>2012</b> | Finalist, Great Ideas for Teaching (GIFT) national competition of AEJMC                      |
| <b>2012</b> | Second-place faculty paper, Commission on the Status of Women, AEJMC                         |
| <b>2011</b> | Richard and Sharon Cutler Faculty Award in Liberal Arts – University of South Dakota         |
| <b>2006</b> | Finalist, Distinguished Achievement Award – Association of Educational Publishers            |
| <b>2001</b> | Outstanding achievement, Professional Development Year – International Media Training Center |

## Scholarship

### Books

**Sternadori, M.** *A cultural history of intersex in America (in progress)*.

**Sternadori, M.** (2015). *Mediated eros: Sexual scripts within and across cultures* (279 pages, 8 chapters). New York: Peter Lang Publishing. ISBN-13: 978-1119168096.

### Edited Collections (2)

**Sternadori, M.** & Holmes, T. (Eds.) (2020). *Handbook of magazine studies* (500 pages, 36 chapters). Hoboken, NJ: Wiley-Blackwell. ISBN-13: 978-1119151524.

**Sternadori, M.** & Prentice, C. (Eds.) (2016). *Gender and work: Exploring intersectionality, resistance, and identity* (279 pages, 16 chapters). Newcastle upon Tyne, UK: Cambridge Scholars. ISBN-13: 978-1443889827.

### Peer-Reviewed Journal Articles (22)

\* corresponding author

Kneisel, A., & **Sternadori, M.\*** (2023). Effects of parasocial affinity and gender on livestreaming fans' motivations. *Convergence*, 29(3), 322-341. <https://doi.org/10.1177/13548565221114461>

Milman, D., & **Sternadori, M.\*** (2022). "If you were a horse, you would have been shot": A thematic analysis of medical professionals' communication with mothers." *Journal of Communication Inquiry* (online-first publication). <https://doi.org/10.1177/01968599221116389>

**Sternadori, M.\***, & Abitbol, A. (2022). How male consumers respond to "enlightened manvertising" campaigns: Gender schema, hostile sexism, and political orientation feed attitudes. *Journal of Advertising Research*, 62(1), 87-101. <https://doi.org/10.2501/JAR-2022-006>

Pitchford, B.\*, **Sternadori, M.**, Starkey, J., & Koerber, A. (2021). From F-bombs to kissing students: Media framing of male and female professors accused of sexual harassment. *Journal of Communication Inquiry*, 45(4), 358-382. <https://doi.org/10.1177/0196859920977118>.

Williams-Turkowski, S.\* & **Sternadori, M.** (2020). The daily "periodical": How traditional and emerging magazine media appeal to Snapchat users. *Journal of Magazine Media*, 20(1-2), 89-116.

Abitbol, A., & **Sternadori, M.\*** (2020). Consumer location and ad type preferences as predictors of attitude toward femvertising. *Journal of Social Marketing*, 10(2), 179-195. doi.org/10.1108/JSOCM-06-2019-0085

Starkey, J.\*, Koerber, A., **Sternadori, M.**, & Pitchford, B. (2019). #MeToo goes global: Media framing of silence breakers in four national settings. *Journal of Communication Inquiry*, 43(4), 437-461. <https://doi.org/10.1177/0196859919865254>

**Sternadori, M.\*** & Abitbol, A. (2019). Support for women's rights and feminist self-identification as antecedents of attitude toward femvertising. *Journal of Consumer Marketing*, 36(6), 740-750. <https://doi.org/10.1108/JCM-05-2018-2661>

**Sternadori, M.** (2019). Famous women yearn for Putin, and other unlikely tales: Glamorizing rightwing populist actors in the Bulgarian editions of *Cosmopolitan* and *Elle*. *Central European Journal of Communication*, 12(2), 224-241. [https://doi.org/10.19195/1899-5101.12.2\(23\).7](https://doi.org/10.19195/1899-5101.12.2(23).7)

Blumell, L.\*, Huemmer, J., & **Sternadori, M.** (2019). Protecting the ladies: Benevolent sexism, heteronormativity, and partisanship in online discussions of gender-neutral bathrooms. *Mass Communication & Society*, 22(3), 365-388. <https://doi.org/10.1080/15205436.2018.1547833>

- Wollney, E. & **Sternadori, M.\*** (2019). Feminine, competent, submissive: a multimodal analysis of depictions of women in U.S. wartime persuasive messages during World War I and World War II. *Visual Communication Quarterly*, 26(1), 3-21. <https://doi.org/10.1080/15551393.2018.1530600>
- Abitbol, A.\* & **Sternadori, M.** (2019). Championing women's empowerment as a catalyst for purchase intentions: Testing the mediating roles of OPRs and brand loyalty in the context of femvertising. *International Journal of Strategic Communication*, 13(1), 22-41. <https://doi.org/10.1080/1553118X.2018.1552963>
- Spikes, C. & **Sternadori, M.\*** (2018). Boomerang effects of sexual-violence prevention messages on college men's attitudes. *Building Healthy Academic Communities Journal*, 2(2), 45-57. <https://doi.org/10.18061/bhac.v2i2.6583>
- Sternadori, M.** (2017). Empathy may curb bias: Two studies of the effects of news stories on implicit attitudes toward African Americans and Native Americans. *Contemporary Readings in Law and Social Justice*, 9(2), 11-27. <https://doi.org/10.22381/CRLSJ9220171>
- Abitbol, A.\* & **Sternadori, M.** (2016). You act like a girl: An examination of consumer perceptions of "femvertising." *Quarterly Review of Business Disciplines*, 3(2), 117-138.
- Kokesh, J. & **Sternadori, M.\*** (2015). The good, the bad, and the ugly: A qualitative study of how young adult fiction influences teenagers' gender construction. *Atlantic Journal of Communication*, 23(2), 139-158. <https://doi.org/10.1080/15456870.2015.1013104>
- Sternadori, M.** (2014). The witch and the warrior: Archetypal and framing analyses of the news coverage of two mass shootings. *Feminist Media Studies*, 14(2), 301-317. <https://doi.org/10.1080/14680777.2012.739571>
- Sternadori, M.** (2013). Heroines under control: Unexpected portrayals of women in the official newspaper of the Bulgarian Communist Party, 1944-1989. *Women's Studies in Communication*, 36(2), 142-166. <https://doi.org/10.1080/07491409.2013.795510>
- Sternadori, M.\*** & Wise, K. (2010). Men and women read news differently: Effects of story structure on cognitive processing of text. *Journal of Media Psychology: Theories, Methods, and Applications*, 22(1), 14-24. <https://doi.org/10.1027/1864-1105/a000003>
- Sternadori, M.** (2010). American dreaming: Critical perspectives on a media training program for emerging democracies. *Forum Qualitative Sozialforschung / Forum: Qualitative Social Research*, 11(3), Art. 7.
- Sternadori, M.\*** & Thorson, E. (2009). Anonymous sources harm credibility of all stories. *Newspaper Research Journal*, 30(4), 54-66. <https://doi.org/10.1177/073953290903000405>
- Wise, K.\*, Bolls, P., Meyers, J., & **Sternadori, M.** (2009). When words collide online: How writing style and video intensity affect cognitive processing of online news. *Journal of Broadcasting and Electronic Media*, 53(4), 532-546. <https://doi.org/10.1080/08838150903333023>

### **Editor-Reviewed Journal Articles (7)**

\* corresponding author

- Sternadori, M.\*** (2023). The catfight trope is dead. *Media Report to Women*, 51(3), 12-17.
- Blumell, L. & **Sternadori, M.\*** (2018). Godlike men and sex assault coverage: The cases of Cosby and Kumar. *Media Report to Women*, 46(3), 6-11, 21-23.
- Sternadori, M.\*** & Hagseth, M. (2014). Fashionable feminism or feminist fashion? Women's strife for equality as portrayed by *Cosmopolitan* and *Vogue*. *Media Report to Women*, 42(4), 12-21.
- Sternadori, M.** (2013). "Catfights" under the male gaze: Framing of the 2010 U.S. House Race between Kristi Noem and Stephanie Herseth Sandlin. *Media Report to Women*, 41(3), 6-11, 20-21.

**Sternadori, M.\* & Littau, J.** (2012). With a little help from my friends: Motivations and patterns in social media use and their influence on perceptions of teaching possibilities. *Journal of Media Education*, 3(2), 5-21.

**Sternadori, M.** (2010). Birthing narratives in the news: Gendered notions of "real" womanhood. *Media Report to Women*, 38(3), 6-11, 19-22.

**Sternadori, M.** (2007). Sexy, tough, or inept: Portrayals of women terrorists in the news. *Media Report to Women*, 35(4), 14-22.

### **Book Chapters (6)**

**Sternadori, M.** (2022). The commodified materiality of magazines and magazine media (\*reprint of lead essay published in 2021 in the *Journal of Magazine Media*). In C. R. Cardoso and T. Holmes (eds). *Transforming magazines: Rethinking the medium in the digital age*, 51-67. Newcastle upon Tyne, UK: Cambridge Scholars. **Note: This chapter is a reprint of the lead essay in the 21(2) issue of the *Journal of Magazine Media*.**

**Sternadori, M.** (2020). Magazines as sites of didacticism, edutainment, and (sometimes) pedagogy. In M. Sternadori and T. Holmes (Eds.), *Handbook of Magazine Studies*, 278-292. Hoboken, NJ: Wiley Blackwell.

**Sternadori, M.** (2020). From grit to glitz: Magazine markets and ideologies in post-communist Europe and Asia. In M. Sternadori and T. Holmes (Eds.), *Handbook of Magazine Studies*, 440-452. Hoboken, NJ: Wiley Blackwell.

**Sternadori, M., & Sivek, S.** (2020). City and regional magazines—consumer guides or social binders? In M. Sternadori and T. Holmes (Eds.), *Handbook of Magazine Studies*, 307-321. Hoboken, NJ: Wiley Blackwell.

Weiss, D., & **Sternadori, M.** (2020). Viewing the magazine form through the lens of classic media theories. In M. Sternadori and T. Holmes (Eds.), *Handbook of Magazine Studies*, 51-65. Hoboken, NJ: Wiley Blackwell.

**Sternadori, M.** (2019). Situating the fourth wave of feminism in popular media discourses. In Marron, M., *Media and misogyny*, 31-55. Lanham, MD: Rowman & Littlefield.

### **Conference Proceedings Publications (4)**

Abitbol, A. & Sternadori, M. (2016, March). You act like a girl: An examination of femvertising and consumer perception. In *International Association of Business Disciplines 2016 Conference Proceedings* (online) (p. 52).

Alhabash, S., McAlister, A. R., Rifon, N. J., Quilliam, E. T., **Sternadori, M.**, & Richards, J. I. (2013). A different take on virality: the relationship among motivations, uses, and viral behavioral intentions on Facebook and Twitter. In American Academy of Advertising Conference Proceedings (online) (p. 24).

Leshner, G., Bolls, P. D., **Sternadori, M.**, Bailey, R. L., Norris, R., Gardner, E., ... & Eckler, P. (2008, January). The impact of Machiavellian and disgusting images in anti-tobacco ads on viewers' message processing. In *Psychophysiology* (Vol. 45, pp. S120-S120).

Wise, K., Alhabash, S., Eckler, P., Littau, J., Kononova, A., & **Sternadori, M.** (2008, January). Motivational activation during common online activities. In *Psychophysiology* (Vol. 45, pp. S119-S119).

### **Encyclopedia Articles (1)**

**Sternadori, M.** (2022). Women's magazines. In Borchard, G. (ed.), *Sage Encyclopedia of Journalism* (2<sup>nd</sup> ed.), (pp. 1775-1780). Sage Publications.

**Essays & Reviews (27)**

- Sternadori, M.** (2021). The masculine mystique. *Journal of Magazine Media*, 22(1), 163-165.
- Sternadori, M.** (2021). The commodified materiality of magazines and magazine media. *Journal of Magazine Media*, 21(2), 1-16 (**lead essay**).
- Sternadori, M.** (2021). How one magazine negotiated the abyss between capitalism and revolution. *Journal of Magazine Media*, 21(2), 113-115.
- Sternadori, M.** (2020). Magazines as varied texts. *Journal of Magazine Media*, 20(1-2), 140-142.
- Sternadori, M.** (2020). Measuring up American journalism. *Journal of Magazine Media*, 20(1-2), 146-149.
- Sternadori, M.** (2019). At the junction of two manly enterprises, a hero fantasy unfolds. *Journal of Magazine Media*, 19(2), 107-109.
- Sternadori, M.** (2019). The unbearable lightness of pre-1989 East European periodicals. *Journal of Magazine Media*, 19(1), 114-116.
- Sternadori, M.** (2019). The magazine form is even more varied than you think. *Journal of Magazine Media*, 19(1), 105-107.
- Sternadori, M.** (2018). Trashing wedding magazines, one gown at a time. *Journal of Magazine Media*, 18(2). <https://aejmcmagazine.arizona.edu/Journal/Spring2018/Sternadori.pdf>
- Sternadori, M.** (2017). Sisterhood? Whose sisterhood? *Journal of Magazine Media*, 18(1). <https://aejmcmagazine.arizona.edu/Journal/Fall2017/Sternadori.pdf>
- Sternadori, M.** (2017, June 25). Empathy. *Flash Fiction Magazine*. <https://flashfictionmagazine.com/blog/2017/06/25/empathy/>
- Sternadori, M.** (2017). The writing gods will see you now. *Journal of Magazine & New Media Research*, 17(2). <http://aejmcmagazine.arizona.edu/Journal/Winter2017/Sternadori1.pdf>
- Sternadori, M.** (2017). *Good Girls Revolt* offers teaching examples, discussion props. *Journal of Magazine & New Media Research*, 17(2). <http://aejmcmagazine.arizona.edu/Journal/Winter2017/Sternadori2.pdf>
- Sternadori, M.** (2016). *Orgasmic bodies*. *Sexualities*, 20(3), 403-404. doi:10.1177/1363460716665789.
- Sternadori, M.** (2016). The making of *Essence*. *Journal of Magazine & New Media Research*, 17(1). <http://aejmcmagazine.arizona.edu/Journal/Summer2016/Sternadori.pdf>
- Endres, K., Rhodes, L., Schwalbe, C. B., **Sternadori, M.**, & Sumner, D. (2015, November). Academic agility and collegial conversations: The past, present and future of the *Journal of Magazine & New Media Research*. *AEJMC News*, 8-9. <https://aejmcmagazine.arizona.edu/Journal/Fall2015/Endres.pdf>
- Sternadori, M.** (2014). Editor's reflection: Diversity in magazine research. *Journal of Magazine & New Media Research*, 15(2). <http://aejmcmagazine.arizona.edu/Journal/Summer2014/SternadoriReflection.pdf>
- Sternadori, M.** (2014). The no-matter-what rule of academic motherhood. *Chronicle of Higher Education*. <https://community.chronicle.com/news/738-the-no-matter-what-rule-of-academic-motherhood>
- Sternadori, M.** (2014). It's not all rainbows and unicorns in the brave digital world. *Journal of Magazine & New Media Research*, 15(2). <http://aejmcmagazine.arizona.edu/Journal/Summer2014/Sternadori.pdf>
- Sternadori, M.** (2014). Editor's reflection: Musings on power and normativity. *Journal of Magazine & New Media Research*, 15(1). <http://aejmcmagazine.arizona.edu/Journal/Spring2014/SternadoriReflection.pdf>

- Sternadori, M.** (2014). Language in use: The case of youth entertainment magazines. *Journal of Magazine & New Media Research*, 15(1). <http://aejmc magazine.arizona.edu/Journal/Spring2014/Sternadori.pdf>
- Sternadori, M.** (2013). Editor's reflection: Business as usual. *Journal of Magazine & New Media Research*, 14(1). <http://aejmc magazine.arizona.edu/Journal/Summer2013/Sternadori.pdf>
- Sternadori, M.** (2013). History of early American magazines repeating itself. *Journal of Magazine & New Media Research*, 14(1). <http://aejmc magazine.arizona.edu/Journal/Summer2013/SternadoriBookReview1.pdf>
- Sternadori, M.** (2013). French magazines encouraged women to lean in – 100 years ago. *Journal of Magazine & New Media Research*, 14(1). <http://aejmc magazine.arizona.edu/Journal/Summer2013/SternadoriBookReview2.pdf>
- Sternadori, M.** (2012). *Playboy* renegotiates gender, fights suburbia. *Journal of Magazine & New Media Research*, 13(1). <http://aejmc magazine.arizona.edu/Journal/Summer2012/Sternadori.pdf>
- Sternadori, M.** (2011). *Cosmopolitan's* improbable history. *Journal of Magazine & New Media Research*, 12(2). <http://aejmc magazine.arizona.edu/Journal/Summer2011/Sternadori.pdf>
- Sternadori, M.** (2010). *Seventeen* teaches teens to charm and spend. *Journal of Magazine & New Media Research*, 12(1). <http://aejmc magazine.arizona.edu/Journal/Fall2010/Sternadori.pdf>

### **Refereed Conference Presentations (53)**

- Sternadori, M.** (2023, August). *The last invisible minority: Journalistic portrayals of intersex from 1752 to the present*. Presented at the annual conference of the Association for Education in Journalism & Mass Communication, Washington, D.C.
- Sternadori, M., & Pitchford, B.** (2023, August). *A tale of three betrayals: News framing of women who support abusive men*. Presented at the annual conference of the Association for Education in Journalism & Mass Communication, Washington, D.C.
- Riggs, R., Brammer, S., & **Sternadori, M.** (2022, November). *Weaving survivor and victim narratives: An analysis of victim impact statements used in Larry Nassar's sentencing hearing*. Presented at the annual conference of the National Communication Association, New Orleans, LA.
- Milman, D. & **Sternadori, M.** (2022, November). *Examining "good mother" medical communication themes in relation to demographics, internalized maternal ideals, and burnout*. Presented at the annual conference of the National Communication Association, New Orleans, LA.
- Sternadori, M., & Abitbol, A.** (2022, August). *Age and Social Comparison as Antecedents of Attitude toward Masculinity-Focused Strategic Campaign*. Presented at the annual conference of the Association for Education in Journalism & Mass Communication, Detroit, MI.
- Sternadori, M., & Milman, D.** (2022, August). *Medical communication, internalized "good mother" norms, and feminist self-identification as predictors of maternal burnout* [top faculty-student paper]. Presented at the annual conference of the Association for Education in Journalism & Mass Communication, Detroit, MI.
- Milman, D., & **Sternadori, M.** (2022, May). *"If you were a horse, you would have been shot": A feminist thematic analysis of communication in medical settings and the pressure to be "the good mother."* Presented at the annual conference of the International Communication Association, Paris, France.
- Kneisel, A., & **Sternadori, M.** (2022, May). The effect of parasocial relationships and gender on the motivations of live streaming fans on Twitch.tv. Presented at the annual conference of the International Communication Association, Paris, France.
- Sternadori, M. & Abitbol, A.** (2020, August). Who is your daddy? Gender schema, hostile sexism, and political orientation as predictors of attitude toward "enlightened manvertising." Presented at the annual conference of the Association for Education in Journalism & Mass Communication (online).

- Sternadori, M.** (2020, July). *"Browse our collection": The commodified materiality of print magazines*. Presented at Mapping the Magazine 6 (MtM6) international conference (online).
- Pitchford, B., **Sternadori, M.**, Starkey, J., & Koerber, A. (2019, August). *From F-bombs to kissing students: Media framing of male and female professors accused of sexual harassment*. Presented at the annual conference of the Association for Education in Journalism & Mass Communication, Toronto, ON.
- Sternadori, M.** (2019, August). *Distinguishing fake from real news*. Presented in the Best Practices in Teaching Media Literacy Competition (second-place winner) at the annual conference of the Association for Education in Journalism & Mass Communication, Toronto, ON.
- Wollney, E. & **Sternadori, M.** (2018, August). *Feminine, competent, submissive: A multimodal analysis of depictions of women in U.S. wartime persuasive messages during World War I and World War II*. Presented at the annual conference of the Association for Education in Journalism & Mass Communication, Washington, D.C.
- Abitbol, A. & **Sternadori, M.** (2018, August). *Championing women's empowerment as a catalyst for purchase intentions: testing the mediating roles of OPRs and brand loyalty in the context of femvertising*. Presented at the annual conference of the Association for Education in Journalism & Mass Communication, Washington, D.C.
- Sternadori, M.** & Abitbol, A. (2018, August). *Explaining the success of femvertising: A structural modeling approach*. Presented at the annual conference of the Association for Education in Journalism & Mass Communication, Washington, D.C.
- Sternadori, M.** (2018, July). *Magazines as sites of popular pedagogy and edutainment*. Presented at the Mapping the Magazine 5 conference, Chicago, IL.
- Sternadori, M.** (2018, May). "Berlusconi's poodle has a Facebook page": How a global magazine brand mediates populism in a post-communist context. Presented at the International Communication Association pre-conference "Global Perspectives on Populism and the Media," Budapest, Hungary, May 21-23.
- Weber, S. & **Sternadori, M.** (2017, August). *"As long as I find myself adequate": Effects of exposure to fashion, celebrity, and fitness magazines on disordered eating*. Presented at the annual conference of the Association for Education in Journalism & Mass Communication, Chicago, IL.
- Blumell, L., Huemmer, J., & **Sternadori, M.** (2017, May). *"A plague on both your sides": Benevolent sexism in the debate on gender-neutral toilets*. Presented at the annual conference of the International Communication Association, San Diego, CA.
- Sternadori, M.** (2016, December). *"Sexy or skanky?" A feminist analysis of the conceptualization of sexually transgressive behaviors and sexual health in magazine research*. Presented at "Mapping the Magazine 4" conference, University of Sydney, Australia.
- Blumell, L. & **Sternadori, M.** (2016, June). *Damaged women, godlike men: rape mythologies in news coverage of Bill Cosby and Inder Kumar*. Presented at the annual conference of the International Communication Association, Fukuoka, Japan.
- Sternadori, M.** (2016, April). *"Mediating" the conflict between cisgender and male privilege: Entertainment and news media enter the turf*. Presented at the annual conference of the Women's Studies program at Texas Tech University. Lubbock, Texas.
- Abitbol, A. & **Sternadori, M.** (2016, March). *You act like a girl: An examination of femvertising and consumer perception*. Presented at the annual conference of the International Academy of Business Disciplines. Las Vegas, Nevada.
- Sternadori, M.** (2016, January). *Do gender and sexuality belong in gen ed? An exploratory analysis of pros and cons*. Presented at the Texas Women in Higher Education conference at Texas Tech University. Lubbock, Texas.

- Hagseth, M. & **Sternadori, M.** (2014, August). *Fashionable feminism or feminist fashion? Women's strife for equality as portrayed in Cosmopolitan and Vogue*. Presented at the conference of the Association for Education in Journalism and Mass Communication, Montreal, Canada.
- Sternadori, M.** (2014, June). *Spies and whipping boys: Bulgaria's investigative journalists, according to WikiLeaks*. Presented at the Holding Power to Account: International Conference on Investigative Journalism, Democracy and Human Rights, Winnipeg, Canada.
- Sternadori, M.** & Hagseth, M. (2014, May). *"It's a two-woman race ... doesn't that have a nice ring?"* Presented at the conference of the International Communication Association in Seattle, Washington.
- Sternadori, M.**, Nutting, B., Hulscher, F. & Dalldorf, C. (2014, May). *People vs. objects in media texts: Effects of content features on attention, arousal, and memory*. Presented at the conference of the International Communication Association in Seattle, Washington.
- Alhabash, S., **Sternadori, M.**, Yang, J. & Kim, S. (2013, October). *Drinking in 140 characters: Effects of alcoholism risk, motivational reactivity, and racial prejudice on evaluations of anti-alcohol tweets by Black and White protagonists*. Presented at the 2<sup>nd</sup> annual international conference on Journalism & Mass Communications (JMComm), Phuket, Thailand.
- Sternadori, M.** & Hagseth, M. (2013, August). *Scripted eros: Framing analysis of sexuality-related articles in women's and men's magazines*. Presented at the conference of the Association for Education in Journalism & Mass Communication, Washington, D.C.
- Sternadori, M.**, Alhabash, S., Yang, J. & Kim, S. (2013, June). *The moderating effects of motivational reactivity and implicit bias on processing anti-alcohol tweets by White and Native-American protagonists*. Presented at the conference of the International Communication Association in London, UK.
- Alhabash, S., McAlister, A., Rifon, N., Quilliam, E. T., **Sternadori, M.** & Richards J. (2013, April). *A different take on virality: The relationship among motivations, uses, and viral behavioral intentions*. Presented at the conference of the American Academy of Advertising, Albuquerque, New Mexico.
- Kokesh, J. & **Sternadori, M.** (2012, October). *How young adult fiction influences the gender construction of female adolescent readers*. Presented at the Biennial Women and Gender Research Conference, Vermillion, South Dakota.
- Sternadori, M.** (2012, August). *"Catfights" and the male gaze: Framing of the 2010 U.S. House race between Kristi Noem and Stephanie Herseth Sandlin*. Presented at the conference of the Association for Education in Journalism & Mass Communication, Chicago, Illinois. [**Second-place faculty paper, Commission on the Status of Women, AEJMC**]
- Alhabash, S. & **Sternadori, M.** (2012, May). *Individual differences matter: How motivational reactivity and implicit attitudes moderate the effects of race congruency on the persuasiveness of tailored health messages*. Presented at the conference of the International Communication Association in Phoenix, Arizona.
- Sternadori, M.** (2011, August). *Heroines under control: Unexpected news portrayals of women in the organ of the Bulgarian Communist Party*. Presented at the conference of the Association for Education in Journalism & Mass Communication, St. Louis, Missouri.
- Sternadori, M.** & Littau, J. (2011, August). *With a little help from my friends: Motivations and patterns in social media use and their influence on perceptions of teaching possibilities*. Presented at the conference of the Association for Education in Journalism & Mass Communication, St. Louis, Missouri.
- Sternadori, M.** (2011, May). *Effects of print and online stories on implicit attitudes: How valence and story structure of news influence spontaneous stereotyping of minorities*. Presented at the conference of the International Communication Association, Boston, Massachusetts.
- Sternadori, M.** (2011, May). *When gender matters: Archetypal and framing analyses of the news coverage of two mass shootings*. Presented at the conference of the International Communication Association, Boston, Massachusetts.

- Sternadori, M.** (2011, May). *Good news is no news? Effects of positive stories about African Americans on implicit bias*. Presented at the virtual conference of the International Communication Association, Boston, Massachusetts.
- Sternadori, M. & Wise, K.** (2010, June). *Effects of "burying" the news lead: How "macroproposition" placement influences cognitive resource allocation in reading of paced text*. Presented at the conference of the International Communication Association, Singapore.
- Sternadori, M.** (2010, March). *Gendered news routines: A case study of a male-managed newsroom*. Presented at the mid-winter conference of the Association for Education in Journalism and Mass Communication, Norman, Oklahoma.
- Sternadori, M.** (2010, March). *Birthing narratives in the news: Gendered notions of "real" womanhood*. Presented at the Lewis & Clark College Gender Studies Symposium, Portland, Oregon.
- Sternadori, M.** (2009, June). *American dreaming: The learning experiences of journalism trainees from emerging democracies*. Presented at "Beyond East and West" conference, Central European University, Budapest, Hungary.
- Sternadori, M. & Wise, K.** (2009, May). *Laboring the written news: Effects of story structure on cognitive resources, comprehension and memory*. Presented at the conference of the International Communication Association, Chicago, Illinois.
- Sternadori, M. & Wise, K.** (2009, May). *Do men and women read news differently? Effects of story structure on cognitive processing*. Presented at the conference of the International Communication Association, Chicago, Illinois.
- Sternadori, M.** (2009, May). *How gender affects reading news: Androgyny as a moderator of cognitive resources and comprehension*. Presented at the conference of the International Communication Association, Chicago, Illinois.
- Leshner, G., **Sternadori, M.**, Bailey, R., Norris, R., Eckler, P., Marchionni, D., Hun, H., Atkins, D., Chang, D. (2008, October). *The impact of Machiavellian and disgusting images in anti-tobacco ads on viewers' message processing*. Presented at the meeting of the Society for Psychophysiological Research, Austin, Texas.
- Wise, K., Alhabash, S., Eckler, P., Littau, J., Kononova, A., **Sternadori, M.** (2008, October). *Motivational activation during common online activities*. Presented at the annual meeting of the Society for Psychophysiological Research, Austin, Texas.
- Sternadori, M. & Thorson, E.** (2007, August). *Anonymous sourcing and "contest-winning" impact on story credibility*. Presented at the conference of the Association for Education in Journalism & Mass Communication, Washington, D.C.
- Sternadori, M.** (2007, May). *Sexy, tough, or inept: Portrayals of women terrorists in the news*. Presented at the annual conference of the International Communication Association, San Francisco.
- Sternadori, M.** (2007, May). *The discreet charm of foreigners: Anonymous sources and international news*. Presented at the conference of the International Communication Association, San Francisco.
- Sternadori, M.** (2005, August). *Use of anonymous, government and other types of sources in newspaper investigative stories*. Presented at the conference of the Association for Education in Journalism & Mass Communication, San Antonio, Texas.

### **Participation in Conference Panels (12)**

- (Re)defining magazine media: Expanded horizon or new frontier? (2018, August). *Annual conference of the Association for Education in Journalism and Mass Communication*. Panel sponsored by the Magazine Media Division. Washington, DC.

Teaching marathon (2018, August). *Annual conference of the Association for Education in Journalism and Mass Communication*. Panel co-sponsored by the Magazine Media and Visual Communication divisions. Washington, DC.

What is magazine media? Expanding the scope of magazine research. (2017, August). *Annual conference of the Association for Education in Journalism and Mass Communication*. Panel co-sponsored by Magazine Media Division and the Visual Communication Division. Chicago, IL.

Teaching marathon. (2017, August). *Annual conference of the Association for Education in Journalism and Mass Communication*. Panel co-sponsored by Magazine Media Division and the Visual Communication Division. Chicago, IL.

Industry-academy roundtable. (2016, December). Fourth international "Mapping the Magazine" conference. University of Sydney, Australia.

Promise and pitfalls in magazine research. (2016, August). *Annual conference of the Association for Education in Journalism and Mass Communication*. Panel co-sponsored by Magazine Division and the Graduate Student Interest Group. Minneapolis, MN.

Behind the pages of women's magazines: Professionals and researchers converse. (2015, August). *Annual conference of the Association for Education in Journalism and Mass Communication*. Panel co-sponsored by Magazine Division and Commission on the Status of Women. San Francisco, CA.

Under the covers with magazine research: Refining our methodologies. (2014, August). *Annual conference of the Association for Education in Journalism and Mass Communication*. Panel co-sponsored by Magazine Division and Critical and Cultural Studies Division. Montreal, Canada.

Bridging cultures: Montreal's bilingual publications (2014, August). *Annual conference of the Association for Education in Journalism and Mass Communication*. Panel co-sponsored by Magazine Division and Media Management & Economics Division. Montreal, Canada.

Teaching investigative journalism (2014, June). Holding power to account: Investigative journalism conference, University of Winnipeg, Winnipeg, Canada.

*Fifty Shades of Gray*: A feminist conflict? (2012, October). *Women and Gender Research Conference*. University of South Dakota, Vermillion, SD.

Women and health (2011, March). *Women's Research Conference*. University of South Dakota, Vermillion, SD.

### **Invited Presentations (2)**

**Sternadori, M.** (2016, April). *Exploring cultural cognition*. Faculty Brownbag Series. Texas Tech University, Lubbock, Texas.

**Sternadori, M.** (2011, February). *Heroines under control: Unexpected news portrayals of women in the organ of the Bulgarian Communist Party, 1944-1989*. Humanities Research Forum, University of South Dakota, Vermillion, S.D.

### **Grant Activity**

- 2023    Scripps Howard News Fund. Roy Howard Community Journalism Center: create a regional news wire and a master's program in community journalism (co-PI). \$3,000,000. Status: Not funded.
- 2023    U.S. Department of State. INFORM Eurasia: a training program for journalists and journalism students in Eastern Europe (co-PI). \$1,500,000. Status: Under review.
- 2023    Scripps-Howard News Fund. Design grant for a \$3 million grant application to create a community journalism center and master's program at Texas Tech University (co-PI). \$15,000. Status: Funded.
- 2022    Department of Defense MINERVA program: Russian speakers in online spaces (PI), \$2,000,000.

Status: White paper (grant pre-application) not selected to proceed to next stage.

- 2021 National Endowment for the Humanities Public Scholar Program, up to \$60,000  
A Cultural History of Intersex in America. Status: Not Funded.
- 2020 Scholarship Catalyst Program, Texas Tech University, \$3,500  
Being Intersex in America, through Journalists' Eyes. Status: Funded
- 2020 Senior Scholar Program, Association for Education in Journalism and Mass Communication, \$5,000  
Being Intersex in America, through Journalists' Eyes. Status: Not Funded.
- 2020 National Endowment for the Humanities, Awards for Faculty at Hispanic-Serving Institutions, \$35,000  
Being Intersex in America, through Journalists' Eyes. Status: Not Funded
- 2020 National Endowment for the Humanities Public Scholar Program, up to \$60,000  
A Cultural History of Intersex in America. Status: Not Funded
- 2019 Texas Tech Humanities Center Alumni College, \$3,000  
A Cultural History of Intersex in America. Status: Not Funded
- 2019 Institute for Humane Studies, Sabbatical Research Fellowship, \$50,000  
A Cultural History of Intersex in America. Status: Not Funded
- 2014 University of South Dakota College of Arts & Sciences Travel Grant Program  
Attendance of ICA Conference, Seattle, \$900. Status: Funded
- 2014 University of South Dakota College of Arts & Sciences Travel Grant Program  
Investigative Reporting Conference at University of Winnipeg, \$500. Status: Funded
- 2013 University of South Dakota College of Arts & Sciences Travel Grant Program  
Attendance of ICA Conference, London, \$900. Status: Funded
- 2012 Carrie Chapman Catt Prize for Research on Women and Politics  
Agency and objectification: Media coverage of six U.S. congressional races between women candidates.  
\$1,500. Status: Not Funded
- 2012 South Dakota Board of Regents, Competitive Research Grant Program  
Institute for Media Effects Research: A Psychophysiological Laboratory Measuring Cognitive and  
Emotional Responses to Advertising and News Content. \$42,949 Status: Not Funded
- 2012 Commission on the Status of Women (AEJMC), Mary Ann Yodelis Smith Award  
Feminist scholarship contribution to the area of gender and media, \$500. Status: Not Funded
- 2012 University of South Dakota College of Arts & Sciences Travel Grant Program  
Attendance of ICA Conference, Phoenix, \$900. Status: Funded
- 2011 Commission on the Status of Women (AEJMC), Mary Ann Yodelis Smith Award  
Feminist scholarship contribution to the area of gender and media, \$500. Status: Not Funded
- 2011 University of South Dakota College of Arts & Sciences Travel Grant Program  
Attendance of ICA Conference, Boston, \$800. Status: Funded
- 2010 University of South Dakota College of Arts & Sciences Travel Grant Program  
Attendance of ICA Conference, Singapore, \$800. Status: Not Funded
- 2009 Association for Education in Journalism and Mass Communication (AEJMC)  
A study of Twitter and Facebook uses among mass communication professors. With Jeremy Littau,  
Lehigh University. AEJMC Scholars Program, \$2,500. Status: Not Funded

- 2009 University of South Dakota College of Arts & Sciences Travel Grant Program  
Attendance of "Beyond East and West," Budapest, Hungary, \$800. Status: Funded
- 2008 National Endowment for the Humanities Summer Stipend Program  
Effects of news presentation style on stereotyping and implicit attitudes,  
University of South Dakota Junior Faculty Nomination, \$6,000. Status: Not Funded.
- 2007 Substance Abuse Policy Research Program, Robert Wood Johnson Foundation  
Testing the effectiveness of anti-tobacco messages created by the American Legacy Foundation on  
adolescent participants. PI: Glenn Leshner, Missouri PRIME Lab, \$53,500. Status: Not Funded.

## Teaching

### Texas Tech University

|  |  |
|--|--|
| MCOM 5364 Research Methods (M.A.)                          | Fall '17, Spring '18, Fall '21                       |
| MCOM 5364 Research Methods (Ph.D.)                         | Fall '19, Fall '22, Fall '23                         |
| MCOM 5366 Seminar in Mass Communications Theory (M.A.)     | Spring '20, Spring '21, Spring '22                   |
| MCOM 5344 Propaganda and Public Opinion (M.A./Ph.D.)       | Summer '15, Summer '16                               |
| JOUR 4370 Advanced Reporting                               | Spring '19, Fall '19, Spring '23                     |
| JOUR 4350 Multiplatform News Delivery (undergrad capstone) | Fall '15, Spring '16, Fall '16                       |
| JOUR 3370 Global Journalism                                | Fall '16-Sp '19, Sp '20, Sum '21, Fall '21, Fall '22 |
| JOUR 3316 Magazine Writing                                 | Spring '17, Spring '23                               |
| JOUR 3312 Reporting  | Fall '15   |

#### **Ph.D. Dissertation Committees Chaired (2)**

Mary Norman (2015-2018)  
Daisy Milman (2019-2023)

Ph.D., Completed

#### **Ph.D. Qualifying Exam Committees Chaired (3)**

Mary Norman, Jessica Foumena, Daisy Milman

Ph.D., Completed

#### **Ph.D. Qualifying Exam Committees Served On (7)**

Bailey Thompson, Jennifer Huemmer,  
Rebecca Densley, Samer Melhem, Rachel Riggs,  
Bethany Pitchford, Sydney Brammer

Ph.D., Completed

#### **Ph.D. Dissertation Committees Served On (8)**

Jennifer Huemmer, Bailey Thompson,  
Pria Khandelwal, Rebecca Densley,  
Desiree Markham, Rachel Riggs,  
Sydney Brammer, Bethany Pitchford

Ph.D., Completed

#### **Master's Thesis Committees Currently Chairing (1)**

Mackenzie Mickavicz

#### **Master's Thesis Committees Chaired (2)**

Easton Wollney, Ali Kneisel

MA, Completed

#### **Master's Thesis Committees Served On (4)**

Bethany Pitchford, Lucinda Holt,  
Fabiola Carrion, Claire Seigmund

MA, Completed

#### **Master's Projects Advised (16)**

Taylor Mitchell, Shannon Sudduth, Caitlin Spikes,  
Madison McCarty, Sarah Self-Walbrick,  
Jordan Warren, Chloe Vaughan, Marcos Rubio,  
Katrina Gonzalez, Kyndal Carter, Jessica Zapata,  
Patricia Martinez, Rachel Warman, Morgan Mendez,  
Eduardo Gomez, Callie Watson, Desiree Pete

MA, Completed

## Non-credit Instruction

Guest lecture on news coverage of the war in Ukraine, Media Ethics (undergraduate course), November 16, 2022  
 Guest lecture on journalism ethics codes, Global Journalism (undergraduate course), October 6, 2022  
 Guest lecture on journalistic independence, Principles of Journalism (undergraduate course), September 26, 2022  
 Guest lecture on historical methods, Research Methods (undergraduate course), October 21, 2020  
 Guest lecture on Rebecca Skloot and her writing style. Texas Tech Library Reading Group, April 3, 2017  
 Guest lecture, International Electronic Media (undergraduate course), October 21, 2016  
 Guest lecture, Seminar in Mass Communication Theory (master's course), March 29, 2016  
 Guest lecture, Introduction to Language and Culture (undergraduate course), February 9, 2016

## University of South Dakota

|   |  |
|---|--|
| Media Ethics (graduate seminar)                           | Spring '15                                       |
| Gender & Media (undergraduate/graduate course)            | Spring '13, Spring '11                           |
| Women & Gender Studies Introduction (foundation course)   | Spring '14, Fall '12, Fall '10                   |
| Your Brain on Media (undergraduate/graduate course)       | Fall '13, Fall '11                               |
| International Media (undergraduate/graduate seminar)      | Fall '13, Fall '12, Spring '10, Spring '09       |
| Advanced Reporting (capstone undergraduate course)        | Spring '15, Spring '14, Spring '13, Spring '12   |
| Mass Communication Theories (senior undergraduate course) | Fall '09, Fall '08                               |
| News Editing (undergraduate skills course)                | Fall '12, Fall '11, Fall '10, Fall '09, Fall '08 |
| Feature Writing (undergraduate skills course)             | Spring '11, Spring '10, Spring '09               |
| Basic News Writing (undergraduate skills course)          | Fall '08 through Spring '12                      |

### **Honors Thesis Committees Chaired (3)**

Jessica Kokesh, Darcy Semmler, Shelby Weber

BA/BS, Completed

### **Honors Thesis Committees Served On (7)**

Katarina Gombocz, Erin Rasmussen,  
 Chris Jessen, Elizabeth Lynum, Patrick Morrison,  
 Megan Card, Jackie Hendry

BA/BS, Completed

### **Master's Thesis/ Comps Committee Served On (4)**

Erik Tyger, Kyle Miller, BryAnn Becker,  
 Craig Priestley

MA, Completed

### **Ph.D. Committee Served On (1)**

Sara Henning

PhD, Completed

### **IdeaFest (Undergraduate Research) Student Presentations Sponsored (6)**

Alaina Novotny, Megan Card, Kyle Young, Hyewon Im, Lynae Tucker, Katelyn Troastle

## University of Missouri—Columbia

|                           |                                  |
|---------------------------|----------------------------------|
| News (skills course)      | Fall '06, Spring '07, Summer '08 |
| Reporting (skills course) | Winter Break '07-'08             |

## Pre-Tenure-Track Employment History

|           |   |
|-----------|---|
| 2006-2008 | Graduate Instructor and Research Assistant, University of Missouri              |
| 2005-2006 | Associate Editor, Missouri State Teachers Association (MSTA)                    |
| 2003-2004 | Reporter, <i>Columbia Daily Tribune</i> , Columbia, Missouri                    |
| 2002      | Summer intern, Center for Public Integrity, Washington, D.C.                    |
| 2001-2003 | Research Assistant, Investigative Reporters and Editors (IRE).                  |
| 2000-2001 | Interviewer (CATI), Center for Advanced Social Research, University of Missouri |
| 1997-2000 | Reporter, <i>Capital Weekly</i> , Sofia, Bulgaria                               |
| 1997      | Associate editor, <i>PC Magazine</i> - Bulgaria                                 |
| 1996-1997 | Reporter, <i>Pari Daily</i> , Sofia, Bulgaria                                   |
| 1995-1996 | Reporter, News Agency Balkan, Sofia, Bulgaria                                   |

## Service and Professional Affiliations

### National and International Service

|   |                      |
|---|----------------------|
| <b>Grant Application Reviewer</b> , NEH Media Studies Panel                 | 2023                 |
| <b>Vice Chair</b> , Feminist Scholarship Division, ICA                      | 2023 (two-year term) |
| <b>Research Committee Co-Chair</b> , CSW, AEJMC                             | 2022-Present         |
| <b>Reviews Editor</b> , <i>Journal of Magazine Media</i>                    | 2015-Present         |
| <b>Reviewer/Committee Member</b> , Mapping the Magazine 6 conference        | 2020                 |
| <b>Reviewer/Committee Member</b> , Mapping the Magazine 5 conference        | 2018                 |
| <b>Past Head</b> , Magazine Media Division, AEJMC                           | 2017-2018            |
| <b>Immediate Past Head</b> , Magazine Media Division, AEJMC                 | 2017-2018            |
| <b>Head</b> , Magazine Media Division, AEJMC                                | 2016-2017            |
| <b>Program Chair/ Vice-Head</b> , Magazine Division, AEJMC                  | 2015-2016            |
| <b>Research Chair</b> , Magazine Division, AEJMC                            | 2014-2015            |
| <b>Co-Editor for Gender Issues</b> , Media Diversity Forum                  | 2013-2017            |
| <b>PF&amp;R Chair</b> , Magazine Division, AEJMC                            | 2013-2014            |
| <b>Editor</b> , <i>Journal of Magazine and New Media Research</i>           | 2013-2014            |
| <b>Associate Editor</b> , <i>Journal of Magazine and New Media Research</i> | 2012-2013            |
| <b>Assistant Editor</b> , <i>Journal of Magazine and New Media Research</i> | 2011-2012            |

### Editorial Board Member

|  |              |
|--|--------------|
| <i>Frontiers in Psychology</i>                           | 2022-Present |
| <i>Journal of Magazine Media</i>                         | 2010-Present |
| <i>Contemporary Readings in Law &amp; Social Justice</i> | 2017-Present |

### Manuscript Reviewer

|  |              |
|--|--------------|
| <i>Convergence</i>   | 2022-Present |
| <i>Journal of Communication Inquiry</i>                      | 2020-Present |
| <i>Mass Communication &amp; Society</i>                      | 2015-Present |
| <i>Journalism &amp; Mass Communication Quarterly</i>         | 2014-Present |
| <i>Sexualities</i>   | 2019         |
| <i>International Journal of Strategic Communication</i>      | 2018-2020    |
| <i>Building Healthy Academic Communities Journal</i>         | 2018-2019    |
| <i>Contemporary Readings in Law &amp; Social Justice</i>     | 2017         |
| <i>Journal of Communication</i>                              | 2016         |
| <i>Journal of Youth Studies</i>                              | 2014-2015    |
| <i>Journal of Adolescent Research</i>                        | 2014-2015    |
| <i>Feminist Media Studies (special post-communism issue)</i> | 2014         |
| <i>American Journalism</i>                                   | 2013         |
| <i>Communication Research</i>                                | 2012         |
| <i>Journal of Broadcasting &amp; Electronic Media</i>        | 2009-2014    |
| International Communication Association                      | 2008-2014    |
| Assn. for Education in Journalism & Mass Communication       | 2012-2017    |
| World Journalism Education Council                           | 2010-2012    |

### Session Chair

|   |               |
|---|---------------|
| Commission on the Status of Women, AEJMC              | 2023, August  |
| Magazine Division, AEJMC                              | 2015, August  |
| Biennial Women & Gender Research Conference at USD    | 2012, October |
| Mass Communication Division, annual conference of ICA | 2010, June    |
| Journalism Studies Division, annual conference of ICA | 2009, May     |

### Conference Respondent/ Discussant

|   |              |
|---|--------------|
| Commission on the Status of Women, AEJMC                | 2023, August |
| Magazine Media Division, AEJMC                          | 2019, August |
| Minorities and Communication Division, AEJMC            | 2016, August |
| Magazine Division, annual conference of AEJMC           | 2013, August |
| Journalism Studies Division, annual conference of ICA   | 2012, May    |
| Information Studies Division, virtual conference of ICA | 2012, May    |

**Translator/ Coordinator**

Bulgarian version of Project Implicit, a virtual online lab  
[www.projectimplicit.org](http://www.projectimplicit.org)

2011-2020

**Committee Member**

Establish a Scholar Program, AEJMC

Spring 2009

**Texas Tech University/ College/ Department Service**

|  |                 |
|--|-----------------|
| Search Committee Member, Assistant Professor of Journalism           | 2023            |
| Search Committee Member, Journalism Lecturer                         | April-June 2023 |
| CoMC Dean's Five-Year Review Committee Member                        | April-July 2023 |
| Member of the CoMC Graduate Council                                  | 2022-Present    |
| Search Committee Chair, Morris Professor of Journalism               | 2021-2022       |
| Search Committee Co-Chair, Morris Visiting Professor of Practice     | 2020-2021       |
| Member of Departmental Hiring Committee                              | 2021-Present    |
| Member of the University's Book Award Committee                      | 2020            |
| Member of Third-Year Review Advertising Department Committee         | 2020            |
| Member of Departmental Journalism Curriculum Committee               | 2019-2020       |
| Chair of Departmental Journalism Curriculum Committee                | 2018-19         |
| Member of Third-Year Review College Committee                        | 2019            |
| Member of Dean's Faculty Council                                     | 2017-18         |
| Chair of Department Grammar Exam Revision Committee                  | 2016-17         |
| Member of Graduate Committee Evaluating Ph.D. Students               | 2016-17         |
| Member of Tenured Faculty Committee on Promotion and Tenure          | 2016-Present    |
| Member of COMC Scholarship Committee                                 | 2016-18         |
| Search Committee Chair, Asst. Prof. of Journalism & Electronic Media | 2016            |
| Search Committee Chair, Director of Multimedia Writing               | 2016            |
| Advisor to <i>The Hub@TTU</i>  | 2015-16         |
| Member of Graduate Faculty Committee                                 | 2015-17         |
| Member of JEM Department Recruitment & Retention Committee           | 2015-16         |

**University of South Dakota University/ College/ Department Service**

|   |             |
|---|-------------|
| Coordinator of the Women and Gender Studies program       | 2009-2015   |
| Faculty Senate, Social Sciences Division member           | 2012-2015   |
| Women and Gender Research Conference Steering Committee   | 2010-2015   |
| Writer/Editor of Department Newsletter                    | 2012-2014   |
| College of Arts & Sciences Diversity Committee            | 2013-2014   |
| Campus Climate Survey Subcommittee (Office of Diversity)  | 2013        |
| College of Arts and Sciences Research Committee           | 2011-2012   |
| Search Committee Chair, Assistant Professor of PR         | 2011-2012   |
| Search Committee Member, Asst. Professor of Advertising   | 2011-2012   |
| Member of Diversity Committee (department)                | 2008-2014   |
| Member of Assessment Committee (department)               | 2011-2012   |
| Member of Facilities Maintenance Committee (department)   | 2008-2011   |
| Chair of Grammar Exam Revisions/ Study Guide (department) | 2011        |
| Faculty Mentor, First-Year Students                       | 2010-2011   |
| Moderator, USD IdeaFest Panel on Teaching & Learning      | 2014, April |
| Moderator, USD IdeaFest Panel on Women Entrepreneurs      | 2012, April |

**University of South Dakota Community Service**

|  |                |
|--|----------------|
| Service learning project, Vermillion Middle School | Spring 2009-10 |
| Press release editor, Vermillion Area Swim Team    | 2010-2012      |

**Affiliations**

|  |              |
|--|--------------|
| Assn. for Education in Journalism & Mass Comm. (AEJMC) | 2005-Present |
| International Communication Association (ICA)          | 2007-Present |