

CURRICULUM VITAE

Joe Bob Hester

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Address (work):
University of North Carolina—Chapel Hill
School of Journalism and Mass
Communication
Carroll Hall, CB#3365
Chapel Hill, NC 27599
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Education

- May 1998 University of Alabama - Ph.D. (Mass Communication).
Dissertation: *The Environment Issue 1987-1991: A Time Series
Analysis of TV News, Real-World Cues, and Public Opinion.*
- May 1988 Texas Tech University - M.A. (Mass Communication).
Thesis: *The Organizational Impact of Advertising Awards.*
- May 1982 Texas Tech University - B.A. (Advertising).

Experience

Academic Experience

- *July 2007 - present*
Associate Professor, University of North Carolina—Chapel Hill
- *January, 2008 – December, 2010*
Associate Dean for Undergraduate Studies, School of Journalism & Mass
Communication, University of North Carolina—Chapel Hill
- *July 2001 – June 2007*
Assistant Professor, University of North Carolina—Chapel Hill
- *Sept. 1997 - May 2001*
Assistant Professor, Texas Tech University
- *Sept. 1995 - Sept. 1997*
Instructor, Southwest Texas State University
- *Sept. 1994 - Aug. 1995*
Visiting Assistant Professor, University of Southern Mississippi
- *Aug. 1992 - Aug. 1994*
Graduate Teaching Assistant, University of Alabama
- *Sept. 1991 - May 1992*
Instructor and Acting Director, ADV/PR Division, Texas Tech University

- *Sept. 1989 - May 1990*
Part-time instructor, Texas Tech University
- *Sept. 1987 - May 1989*
Instructor, Texas Tech University

Professional Experience

- *May 1989 - Oct. 1990*
Marketing Director, Gardski's Loft, Inc., Lubbock, Texas.
- *Sept. 1983 - Jan. 1989*
Art Director, R. Richard Communications, Lubbock, Texas.

Honors/Awards

- Semester Research Leave, School of Journalism & Mass Communication, University of North Carolina–Chapel Hill, Fall 2006.
- Top Paper Award - News Division (with Gibson, R.), Broadcast Education Association annual conference, 2003.
- Top Faculty Paper award (with Gibson, R.), AEJMC Southeast Colloquium, 2002.
- Top Paper Award - News Division (with Gibson, R.), Broadcast Education Association annual conference, 2002.
- School of Mass Communications' Nominee for President's Excellence in Teaching Award, Texas Tech University, 2000.
- Top Paper Award - News Division (with Gibson, R.), Broadcast Education Association annual conference, 2000.
- Ex-Students Association New Faculty Award & Stipend, College of Arts & Sciences, Texas Tech University, 1999.
- L.U. Kaiser Creative Teaching Award and stipend, First Place, School of Mass Communications, Texas Tech University, 1999.
- Top Paper award (with Jablonski, P.M.), Southwest Symposium of the Southwest Education Council for Journalism and Mass Communication, 1998,
- L.U. Kaiser Creative Teaching Award and stipend, Second Place, School of Mass Communications, Texas Tech University, 1998.
- Outstanding Graduate Teaching Assistant (doctoral), College of Communication, University of Alabama, 1993.
- American Advertising Federation 10th District (Arkansas, Louisiana, Oklahoma, and Texas) Educator of the Year, 1992.
- L.U. Kaiser Creative Teaching Award and stipend, First Place, School of Mass Communications, Texas Tech University, 1992.

Bibliography

Book Chapters

- Hester, J.B.** (2012). Hyper-targeted and Social: Why Facebook Advertising May Be the Advertising at its Best. In C. Pardun (Ed.), *Advertising and Society: Controversies and Consequences*. Wiley-Blackwell: West Sussex, UK.
- Hester, J.B., & Ganahl, D.** (2009). The Power of New Ideas. In B. Bendinger (Ed.), *Advertising & The Business of Brands: An Introduction to Careers & Concepts in Advertising & Marketing (fourth edition)*. The Copy Workshop: Chicago, 562-597. (first edition published 2000).
- Byars, Q, & **Hester, J.B.** (2008). Faculty Diversity Must Be the Culture of the Campus. In R. Izard (Ed.), *Diversity That Works: Report and Recommendations of a Conference on Successful Programs in Higher Education Diversity*. Manship School of Mass Communication: Baton Rouge, LA, 53-61.
- Hester, J.B.** (2005). *NY Times' Coverage Before, During and After 9/11*. In E.K. Grusin & S.H. Utt (ed.) *Media in an American Crisis: Studies of September 11, 2001*. Lanham, Maryland: University Press of America, Inc., 39-47.
- Perry, S. D., Jenzowski, S. A., **Hester, J. B.**, Yi, H., & King, C. M., (1999). Die kraft des humors: Kontextwirkungen von humorvollen programmumfeldern (The strength of humor: Context effects of humorous programming.) In M. Friedrichsen & S. Jenzowski (ed.), *Fernsehwerbung (TV Commercial)* (pp. 337-356), Opladen, Germany: Westdeutscher Verlag.

Articles in Refereed Journals and Proceedings

- Hester, J.B.** (2013). Sampling Considerations for Social Media Research. In Yi, G. & Li, Z. (Eds.) *The Strategic Use of New Media's Impact on Management and Risk in Theory and Practice: Proceedings of the 16th Annual International Public Relations Research Conference*. University of Miami, 223-336. Available online at http://www.iprrc.org/docs/IPRRC_16_Proceedings.pdf
- Hester, J.B., & Dougall, E.** (2007). The Efficiency of Constructed Week Sampling for Content Analysis of Online News. *Journalism & Mass Communication Quarterly*, 84(4), 811-824.
- Hester, J.B., & Gibson, R.** (2007). Effects of gay-themed advertising content on emotional response, attitude toward the ad, and changes in attitude toward the brand. *Advertising & Society Review*, 8(2), http://muse.jhu.edu/journals/asr/v008/8.2hester_gibson.html.
- Hester, J.B., & Gibson, R.** (2007). The agenda-setting function of national vs. local media: A time-series analysis for the issue of same-sex marriage. *Mass Communication & Society*, 10(3), 299-317.

- Gibson, R., & Hester, J.B. (2007). Effects of sources in coverage of same-sex marriage. *Newspaper Research Journal*, 28(2), 71-81.
- Hester, J.B., & Gibson, R. (2007). The relationship between tone of TV news coverage and public opinion for a controversial issue. *Electronic News*, 1(2), 89-102.
- Hester, J.B., & Jeong, Y. (2006). Magazine ad pricing revisited: Setting rates vs. selling pages. In Richards, J. (Ed.) *Proceedings of the 2006 Conference of the American Academy of Advertising*. The University of Texas at Austin, 255-261.
- Hester, J.B., & Gibson, R. (2003). The economy and second-level agenda setting: A time-series analysis of economic news and public opinion about the economy. *Journalism & Mass Communication Quarterly*, 80(1), 73-90.
- Gibson, R., & Hester, J.B. (2001). Reporters as sources: To what degree do broadcast news personnel offer expert testimony in news stories? *Web Journal of Mass Communication Research*, 5(1), <http://www.scripps.ohiou.edu/wjmc/vol05/5-1a.htm>.
- Gibson, R., Hester, J.B., & Stewart, S. (2001). Pull quotes shape reader perceptions of news stories. *Newspaper Research Journal*, 22(2), 66-78.
- Gibson, R., & Hester, J.B. (2000). Student Understanding of the Use of Quotes and Paraphrases. *Journalism and Mass Communication Educator*, 54(4), 59-66.
- Hester, J.B. (1999). An experiment in computer-mediated communication: Using a Web-based interactive test as a learning tool. *Journalism and Mass Communication Educator*, 54(1), 35-41.
- Hester, J.B. (1999). URLs in print advertising: An experimental investigation of their effects on evaluation of the advertiser. In Roberts, M.S. (Ed.) *Proceedings of the 1999 Conference of the American Academy of Advertising*. The University of Florida, 238-241.
- Jablonski, P.M., & Hester, J.B. (1999). A longitudinal time series analysis of agenda setting for the education issue: The agendas of the president, the media, and the public. *Southwestern Mass Communications Journal*, 14(2), 1-12.
- Hester, J.B., & Hudson, J.C. (1998). Abstract: Value and Prices, Brands and Customer Service among Senior Shoppers. *Western Social Science Association, Denver 1998 Abstracts*, 85.
- Perry, S.D., Jenzowski, J., Hester, J.B., King, C. M., & Yi, H. (1997). The influence of commercial humor on program enjoyment and evaluation. *Journalism and Mass Communication Quarterly*, 74(2), 388-399.

Perry, S.D., Jenzowski, S., King, C.K., Yi, H., **Hester, J.B.**, & Gartenschlaeger, J. (1997). Using humorous programs as a vehicle for humorous commercials. *Journal of Communication*, 47(1), 20-39.

Hester, J.B., & Gonzenbach, W.J. (1995). The environment: TV news, real-world cues, and public opinion over time. *Mass Comm Review*, 22(1 & 2), 5-20.

Hester, J.B., (1994). Abstract: The Presentation of Information Cues in Magazine Advertisements. In King, K.W. (Ed.) *Proceedings of the 1994 Conference of the American Academy of Advertising*. The University of Georgia, 206.

Schweitzer, J.C., & **Hester, J.B.** (1992). The importance of winning advertising awards shows. *Southwestern Mass Communication Journal*, 7(1), 56-67.

Refereed Academic Papers Presented at National and International Conferences

Sobel, M., **Hester, J.B.**, & Riffe, D. (2014, May). *Twitter Diplomacy: A Content Analysis of Eight U.S. Embassies' Twitter Feeds*. Paper presented to the International Communication Association 64th Annual Conference, Seattle, WA.

Hester, J.B. & Vargo, C.J. (2013, April). *Social Network Sites and Social Media: A New Research Paradigm for Strategic Communication?* Paper presented to the Annual Conference of the American Academy of Advertising, Albuquerque, NM.

Hester, J.B. (2013, March). *Sampling Considerations for Social Media Research*. Presented at the 16th International Public Relations Research Conference, Miami, FL.

Hester, J.B. (2010, August). *The Effects of Random Error in Content Analysis: What Does Intercoder Reliability Really Mean?* Paper presented to the Annual Convention of the Association for Education in Journalism and Mass Communication, Denver, CO.

Hester, J.B. (2010, August). *Incorporating Social Media in a Required Research Course for Advertising / PR / Strategic Communication Majors*. **Top 7 Paper** (out of 49 entries) in AEJMC Social Media in the Classroom competition. Available online at <http://aejmc.blogspot.com/2010/05/incorporating-social-media-in-required.html>

Gibson, R., Smith, D.C., & **Hester, J.B.** (2008, August). *Effects of Gay and Lesbian Exemplars in News Stories on Reader Perceptions*. Paper presented to the Annual Convention of the Association for Education in Journalism and Mass Communication, Chicago, IL.

- Gibson, R., & Hester, J.B. (2007, August). *Sexuality on Network TV: A Comparison of Sexual References and Behavior by Gay/Lesbian and Heterosexual Characters*. Paper presented to the Annual Convention of the Association for Education in Journalism and Mass Communication, Washington, DC.
- Jeong, Y. & Hester, J.B. (2007, April). *Three ads in a pod: The impact of the length of the immediately surrounding commercials on advertising effectiveness*. Paper presented to the 2007 Conference of the American Academy of Advertising, Burlington, VT.
- Jeong, Y., & Hester, J.B. (2007, January). *The Impact of Length of Immediately Neighboring Commercials on Advertising Effectiveness in Super Bowl Broadcasts*. Paper presented at the Ad Bowl Symposium (The Super Bowl: Advertising, Audience and American Culture), Columbia, SC.
- Jeong, Y., & Hester, J.B. (2006, August). *Brought to You By?: The Impact of Television Billboards on Advertising Effectiveness in Sports Broadcasts*. Paper presented to the Advertising Division of the Annual Convention of the Association for Education in Journalism and Mass Communication, San Francisco.
- Gibson, R., & Hester, J.B. (2006, April). *Sourcing Effects in News Coverage of Same-Sex Marriage*. Paper presented at Media and Sexual Minorities: A GLBT Media Studies Conference, Plymouth, NH.
- Hester, J.B., & Jeong, Y. (April, 2006). *Magazine Ad Pricing Revisited: Setting Rates vs. Selling Pages*. Paper presented to the annual conference of the American Academy of Advertising, Reno, NV.
- Hester, J.B., & Gibson, R. (August, 2005). *The Agenda-Setting Function of National vs. Local Media: A Time-Series Analysis for the Issue of Same-Sex Marriage*. Paper presented to the Communication Theory and Methodology Division of the Annual Convention of the Association for Education in Journalism and Mass Communication, San Antonio.
- Hester, J.B., & Gibson, R. (August, 2005). *Effects of Gay-Themed Advertising Content on Emotional Response, Attitude Toward the Ad, and Changes in Attitude Toward the Brand*. Paper presented to the Advertising Division of the Annual Convention of the Association for Education in Journalism and Mass Communication, San Antonio.
- Gibson, R., & Hester, J.B. (August, 2003). *Gays in the Military: A second-level agenda-setting analysis of TV news coverage*. Paper presented to the RTVJ Division of the Annual Convention of the Association for Education in Journalism and Mass Communication, Kansas City.
- Meyer, P., & Hester, J.B. (May, 2003). *Trust and the value of advertising: A test of the influence model*. Paper presented to the annual conference of the American Association of Public Opinion Research, Nashville.

- Hester, J.B., & Gibson, R.** (April, 2003). *Network television news coverage of gays and lesbians: An agenda-setting approach*. Paper presented to the Broadcast Education Association annual conference, Las Vegas. Winner of Top Paper Award (News Division).
- Hester, J.B., & Gibson, R.** (April, 2002). *Second-level agenda setting and the economy: A time-series analysis of televised economic news and public opinion about the economy*. Paper presented to the Broadcast Education Association annual conference, Las Vegas. Winner of Top Paper Award (News Division).
- Hester, J.B.** (2001). *Online Newspapers: A Content Analysis of Ad Formats and Rates*. Paper presented to the Advertising Division of the Annual Convention of the Association for Education in Journalism and Mass Communication, Washington, DC.
- Gibson, R., & Hester, J.B.** (2001). *Violence vs. Sex: Differences in Rap Lyrics by Male and Female Artists*. Paper presented to the Mass Communication & Society Division at the annual convention of the Association for Education in Journalism and Mass Communication, Washington, DC.
- Gibson, R., & Hester, J.B.** (2001). *Differences in Rap Lyrics by Male and Female Artists: A Content Analysis*. Paper presented to the Gender Issues Division of the Broadcast Education Association annual conference, Las Vegas.
- Gibson, R., Hester, J.B., & Stewart, S.** (2000). *Visual "Super Quotes": The Effects of Extracted Quotation in News Stories on Issue Perception*. Paper presented to the Visual Communication Division at the annual convention of the Association for Education in Journalism and Mass Communication, Phoenix.
- Hester, J.B., & Gibson, R.** (2000). *Reporters as Sources: To What Degree Do Broadcast News Personnel Offer Expert Testimony in News Stories?* Paper presented to the News Division of the Broadcast Education Association annual conference, Las Vegas. Winner of Top Paper award.
- Hester, J.B.** (1999). *URLs in Print Advertising: An Experimental Investigation of Their Effects on Evaluation of the Advertiser*. Paper presented at the annual conference of the American Academy of Advertising, Albuquerque.
- Hester, J.B.** (1998). *An Experiment in Computer-Mediated Communication: Using a Web-based Interactive Test as a Learning Tool*. Paper presented to the Teaching Standards Committee for the annual convention of the Association for Education in Journalism and Mass Communication, Baltimore. Received 5th Place award.
- Pasadeos, Y., Hester, J.B., & Yu, J.** (1997). *Effectiveness of Amount vs. Type of Information in Newspaper Advertisements*. Paper presented to the Newspaper Division of the mid-year meeting of the Association for Education in Journalism and Mass Communication, St. Petersburg, Florida.

Hester, J.B. (1994). *Signs of the Times: An Exploratory Content Analysis of Award-Winning Trademarks from the 1960s to the 1990s*. Paper presented to the Visual Communication Division of the annual convention of the Association for Education in Journalism and Mass Communication, Atlanta.

Hester, J.B. (1994). *The Presentation of Information Cues in Magazine Advertisements*. Paper presented to the annual conference of the American Academy of Advertising, Tucson.

Perry, S., Jenzowski, S., Gartenschlaeger, J., **Hester, J.B.**, Jablonski, C., & Yi, H. (1994). *The Power of Humorous Context to Affect Perception of Commercials, Programs, and Products*. Paper presented to the Advertising Division of the annual convention of the Association for Education in Journalism and Mass Communication, Atlanta.

Perry, S., Jenzowski, S., Gartenschlaeger, J., **Hester, J.B.**, Jablonski, C.K., & Yi, H. (1994). *Humorvoller Kontext: Die Wahrnehmung von Werbung, Produkten und Programm (Humorous Context: The Perception of Advertisements, Products, and Programs)*. Paper presented at the Seventh Film and Television Science Colloquium, Patsdam Babelsberg, Germany.

Breecher, M.M., Farnall, O.F., **Hester, J.B.**, Johnson, E., Kim, B., & Self, W. (1993). *The Four-Stage Evolution of Content Analysis Methodology: An Annotated Bibliography with Interpretation and Commentary*. Paper presented to the annual meeting of the American Journalism Historians' Association, Salt Lake City.

Hester, J.B., & Schweitzer, J. C. (1990). *The Importance of Advertising Awards*. Paper presented to the Advertising Division Special Topics Session at the annual convention of the Association for Education in Journalism and Mass Communication, Minneapolis.

Refereed Academic Papers Presented at Regional Conferences

Hester, J.B., & Gibson, R. (March, 2002). *The economy and second-level agenda setting: A time-series analysis of economic news and public opinion about the economy*. Paper presented to the AEJMC Southeast Colloquium, Gulfport, MS. Winner of Top Faculty Paper award.

Gibson, R., & **Hester, J.B.** (1999). *Paying Attention to Quotes: Recognizing the Power of Direct Quotations vs. Paraphrases in News Reports*. Paper presented to the Newspaper Division of the 1999 AEJMC Southeast Colloquium, Lexington.

Jablonski, P.M., & **Hester, J.B.** (1998). *A Longitudinal Time Series Analysis of Agenda Setting for the Education Issue: The Agendas of the President, the Media, and the Public*. Paper presented to the Southwest Symposium of the Southwest Education Council for Journalism and Mass Communication, El Paso. Received Top Paper award.

Hester, J.B., & Hudson, J. C. (1998). *Value of Prices, Brands and Customer Service Among Senior Shoppers*. Paper presented to the 40th Annual Conference of the Western Social Science Association, Denver.

Unrefereed Works

Hester, J.B. (2006, Winter). [Review of the book *Setting the Agenda: The Mass Media and Public Opinion*]. *Journalism & Mass Communication Quarterly*, 82(4), 1004-1005.

Hester, J.B. (2004). [Review of the book *Advertising Media Planning: A Brand Management Approach*]. *Journal of Advertising Education*, 8(2), 47-48.

Hester, J.B. (2000). *Integrating Technology Across the Advertising Curriculum*. 90-minute invited presentation to the pre-conference Teaching Session for the Annual Convention of the Association for Education in Journalism and Mass Communication, Phoenix.

Hester, J.B. (1999). [Review of the book *Advertising and the World Wide Web*]. *Journal of Advertising Education*, 3(2), 61-62.

Bryant, J.B., Rockwell, S.C., **Hester, J.B.**, Love, C.P., Maxwell, M., Oppliger, P., Pope, J., & Shastri, V.N. (1992) "*Integrated Science 7*" and "*Integrated Science 8*". Center for Communication and Educational Technology (CCET), University of Alabama.

Invited Presentations

Hester, J.B. (2014, April 18). *Hacking the API: Accessing Media Content and Metadata Via Application Programming Interfaces for Communication Research*. Presented at the University of Alabama College of Communication and Information Sciences Institute for Communication and Information Research Colloquium, Tuscaloosa, AL.

Hester, J.B. (2014, January 31). *Social Media Engagement*. Presented to the UNC Annual Engagement Units Summit, Chapel Hill, NC.

Hester, J.B. (2013, October 9). *Public Information Strategies for Social Media*. Presented to of the National Attorneys General Training and Research Institute (NAGTRI) of the National Association of Attorneys General (NAAG), Chapel Hill, NC.

Hester, J.B. (2012, March 31). *The Social Media Effect: How One UNC Professor Integrates Social Media into the Curriculum*. Presented to the UNC Young Alumni Leadership Council.

Hester, J.B. & Harrison, K. (2012, February 16). *From Tailgating to Tweeting: An Examination of Social Media, Alumni Communications and Fundraising Among*

Journalism and Mass Communication Programs. Presented to the ASJMC Winter Workshop. Las Vegas.

Hester, J.B. (2012, February 16). *The Social Media Effect: How One UNC Professor Integrates Social Media into the Curriculum*. Presented to the ASJMC Winter Workshop. Las Vegas.

Hester, J.B. (2011, November 9). *The Social Media Effect: How One UNC Professor Integrates Social Media into the Curriculum*. Presented to UNC Campus Communicators.

Hester, J.B. (2011, April 8). *The Social Media Effect: How One UNC Professor Integrates Social Media into the Curriculum*. Presented to UNC School of Journalism & Mass Communication Board of Advisors.

Hester, J.B. (2010, March). *Social Networking In and Out of the Classroom*. Panelist at AEJMC Southeast Colloquium, Chapel Hill, NC.

Byars, Q., & **Hester, J.B.** (2008, May). *Diversity and Faculty Recruitment in the School of Journalism and Mass Communication at the University of North Carolina at Chapel Hill*. Paper presented to the Diversity That Works conference, Baton Rouge, LA.

Hester, J.B. (2007, October). *Methodological Opportunities in New Media Research: An "Old Media" Researcher Learns New Tricks*. Presentation to the Mary Junck Research Colloquium Series, UNC–Chapel Hill School of Journalism and Mass Communication.

Other

AEJMC International Logo Competition, August, 2010: entry placed in top 15 out of 169 entries.

Teaching Record

University of North Carolina—Chapel Hill

- JOMC 170 Principles of Advertising
- JOMC 271 (formerly 171) Advertising Copy and Communication
Faculty Advisor, Yellow Pages Collegiate Advertising Challenge:
2009 (one team received Honorable Mention; another team received Special Recognition).
2008 (team received Honorable Mention).
- JOMC 272 (formerly 172) Advertising Media
- JOMC 279 Advertising & Public Relations Research
- JOMC 690 (formerly 670) Advanced Advertising Campaigns (AAF National Student Advertising Competition Team)
2014 (team placed 6th nationally, 8th in semi-finals, 1st in 3rd District)
2013 (team placed 3rd in 3rd District)

- 2009 (team placed 2nd in 3rd District)
- 2008 (team placed 4th in 3rd District),
- 2007 (team placed 2nd in 3rd District).
- JOMC 870 (370) Social and Economic Issues in Advertising (graduate)
- JOMC 801 (301) Seminar in Mass Communication Research Methods: Content Analysis (graduate)

Texas Tech University

- Contemporary Issues: Internet Advertising (graduate)
- Content Analysis Research (graduate)
- Theories of Mass Communication
- Advertising & Integrated Communication Administration
- Advertising Campaigns
- Advanced Advertising Creative Strategy
- Advertising Creative Strategy
- Advertising Media Planning
- Advertising for Electronic Media
- Media Sales

Texas State University (formerly Southwest Texas State University)

- Internet Advertising
- Advertising Media Planning
- Visual Communication

University of Southern Mississippi

- Advertising Management
- Layout and Graphic Design
- Advertising Campaigns

Dissertations and Theses Chaired

Dissertations

- Vargo, C. J. (2014). Brand Messages on Twitter: Predicting Diffusion with Textual Characteristics.
- Jeong, Y. (2007). The Relationship between Television Program Genres and Audience Evaluation of Embedded Commercials: A Model for Measuring the Impact of Context on the Effectiveness of Television Advertising.

Master's Theses

- Macon, K. (2010, UNC—Chapel Hill). Segmentation Opportunities for the EAS Brand: An Account Planner's Perspective.
- Wright, T. N. (1999, Texas Tech University). The Uses and Gratifications of a Threaded Discussion in an Educational Setting: A Pilot Study.

Undergraduate Honors Theses (at UNC—Chapel Hill)

- Jasmine, L. (2012). Disability Escape: Facebook Use by High School Students with Developmental Disabilities
- Neffa, D. (2009). The environment: A tough sell? The appeal of green magazine covers on the newsstand.
- Dawson, M. (2007). Reaching Television Audiences Beyond the 30-second Spot: Comparing the Effectiveness of Product Placement versus Traditional Television Commercials.
- Searcy, J. (2006). ¿Una Visión Cómica?: A Content Analysis of Humor in U.S. Hispanic and English-Language TV Advertising.
- Biggers, L.A. (2004). Political Dissent in Rap Music: Has Commercialization Negatively Affected the Content?

Grants

- Course Development Grant, UNC—Chapel Hill School of Journalism and Mass Communication. (2014). \$5,000.
- Grant for the Study of Media Coverage of Entrepreneurship, UNC—Chapel Hill Office for Research and Economic Development and UNC—Chapel Hill School of Journalism and Mass Communication. (2008-2009). \$10,000 per summer.
- Summer Grant for Research and Graduate Program-Related Activities, UNC—Chapel Hill School of Journalism and Mass Communication. (2003). \$6,500.
- Research Grant (with Rhonda Gibson), Center for the Study of Sexual Minorities in the Military, University of California, Santa Barbara. (2003). \$1,000.
- 2002 UNC—Chapel Hill/IBM Instructional Technology Development Grant (\$2,500).
- Summer Grant for Research and Graduate Program-Related Activities, UNC—Chapel Hill School of Journalism and Mass Communication. (2002). \$1,500.
- Faculty Incentive Grant, Texas Tech University Teaching, Learning, and Technology Center. (2001). \$4,980.
- William S. Morris III Scholar in Newspapers Award, Texas Tech University. (1999). \$4500 in travel and salary stipends over two years (2000-2001).
- School of Mass Communications' Faculty Research Award, Texas Tech University. (1999). \$500.
- Yellow Pages Publishers Association, National Advertising Competition (1998). \$2,000.
- Core Data Resources, Amarillo, TX. Advertising Creative Strategy course competition. (1998). \$1,000.

Service

UNC School of Journalism & Mass Communication

- Research Activity Coordinator for Subject Pool, 2006-present. The pool provides approximately 1,400 hours of research participation annually for 12 – 20 research projects by faculty and students.
- *Hacking Communication Research: A Workshop Introducing Programming with Python*. A 5-week workshop for graduate students and faculty with a focus on using the Python programming language in communication research. January – February 2014.
- *Google Analytics Workshop: Understand Your Online Presence*. Reese News Lab Open Lab Series. February 28, 2014. (with Jiang Gao).
- Knight Chair in Digital Advertising (and Marketing), Search Committee, 2010-2012.
- Public Relations Search Committee, 2010.
- Curriculum Committee, Chair, 2008-2010.
- Scholarship Committee, Chair (2006-2010), member (2001-2006).
- Faculty Advisor, The Ad Club, 2010-present.
- Knight Chair in Digital Economics, Search Committee, 2007.
- Advertising Search Committee, 2007-2008.
- Advertising Search Committee, 2005-2006.
- N.C. Advertising Hall of Fame Committee, 2005-2007.
- Ad Hoc Committee on Research Subject Pool, 2004-2005.
- IRB Committee, 2003-2005.
- Electronic Communications Search Committee, 2004-2005.
- Graduate Admissions Committee, 2004-2005.
- JOMC Undergraduate Honors adviser, 2003 – 2004, 2005 – 2006, 2006-2007, 2008-2009.
- Advertising Search Committee, 2003-2004.
- Distance Education Committee, 2001-2002.

To the University

- Provost's Committee on Enrollment Excellence Implementation, 2009-2010.
- Team of Examiners, UNC General Administration, Licensing of the Art Institute of Charlotte to conduct post-secondary degree activity (advertising), 2009-2010
- Provost's Task Force on Enrollment Excellence, 2008 – 2009.

To the Discipline

Association for Education in Journalism and Mass Communication

- *Journal of Advertising Education* Web master, June 2007 – 2011.
- Advertising Division Web master, 2004 – 2011. Responsible for maintenance and updating of organization Web site.
Revised 2010: <http://AdDivision.wordpress.com>
- Editorial Board, *Journal of Advertising Education*, 2002-2004, 2011-present.
- Reviewer
 - *Journalism & Mass Communication Quarterly*, 2008 - present.
 - *Journal of Advertising Education*, 1999 – 2000, 2010-present.
 - Advertising Division, 2005 – 2010, 2012 - present.
 - Newspaper Division, 2002-2003, 2008 - 2010.
 - Communication Technology & Policy Division, 2004.
 - *Mass Communication & Society*, 2001-2003.
 - Advertising Division Student Paper Competition, 2000 annual convention.
 - *Journalism & Mass Communication Educator*, 1999.
- Advertising Division Publications Committee, 1993-1994.

American Academy of Advertising

- AdForum listserv administrator, 2006 – present.
- Web master, 1999 – 2006. Responsible for redesign, maintenance and updating of organization Web site. <http://advertising.utexas.edu/AAA>
- Publications Committee Subcommittee, 2004-2006.
- Task Force on Electronic Publishing, 1999-2002.
- Reviewer
 - Papers for 2000, 2003 - 2009 annual conferences.
 - Special topics proposals for 2001, 2003 -2005 conferences.
 - Manuscripts for special issue of *The Journal of Advertising*, 2001.
- Discussant, 2004 & 2006 conferences

Other

- Tenure Dossier Reviews
 - University of Miami, 2011
 - Texas Tech University, 2009
 - Boston University, 2009
 - VCU, 2009
 - University of Oklahoma, 2008
 - University of Florida, 2008
- Judge, Atlanta Interactive Marketing Association Awards, 2011.
- Reviewer, *Health Communication*, 2011.
- Reviewer, *Electronic News*, 2008.

- Reviewer, *Psychology & Marketing*, 2007.
- Reviewer, *Political Communication*, 2005.
- Judge, Advertising Division, 2003 Newspaper of the Year Contest, Pennsylvania Newspaper Association Foundation.
- Judge, Advertising competition entries, *National Council of Farmer Cooperatives*, 2001-2006 Cooperative Information Fairs
- Judge, *North American Guild of Beer Writers*, 2002 Writing Contest
- Reviewer, *Journal of Broadcasting and Electronic Media*, 2001.

Other universities

Texas Tech University

- Faculty Advisor, AAF National Student Advertising Competition Team, 1990-1992, 1988-1989, 1999-2000, 2000-2001. (advised team that placed 1st in 10th District and 8th in the nation in 1989).
- Faculty Advisor for students entering the 1999 PPCEF National Collegiate Competition in Promotional Products Marketing. Three student teams placed 2nd (national), 3rd (national), and 3rd (district).
- Faculty Advisor for students entering the 1998 Yellow Pages Publishers Association Marketing Competition. Two student teams placed 2nd (national) and Honorable Mention (national).
- Judge, Texas Tech University & Howard Hughes Medical Center Undergraduate Research Days, March 29-30, 2001.
- Graduate Curriculum Committee, School of Mass Communications, 2000-2001.
- Faculty Awards Committee, School of Mass Communications, 2000-2001.
- Chair, Education/Training subcommittee of Technology Committee, School of Mass Communications, 1998-2001.
- Technology Committee, School of Mass Communications, 1998-2001.
- Scholarship Committee, School of Mass Communications, 1998-2001.
- Chair, Search Committee, School of Mass Communications, 1998-1999.
- Faculty Advisor, American Advertising Federation Student Chapter, 1997-present, 1990-1992, and 1988-1989.
- Faculty Advisor for students attending DSVC/DAL Student Seminar and Tour, April, 1999.
- Faculty Advisor for students attending the Houston Advertising Federation Student Competition and Conference, November, 1998 - 2000.
- Committee on Policies for Adjunct Instructors, School of Mass Communications, Summer 1998.
- Curriculum Committee, School of Mass Communications, 1997-1998.

College of the Southwest Center for Business Leadership

- Seminars for small- and medium-sized businesses, “Developing your Marketing, Public Relations, and Advertising Program” (Carlsbad, New Mexico, Sept. 18, 1997; Hobbs, New Mexico, Sept. 25, 1997)

Southwest Texas State University

- Faculty Associate Advisor, American Advertising Federation National Student Advertising Competition Team, 1996-1997 (team placed 1st in 10th District and 4th in the nation).
- Faculty Advisor, American Advertising Federation Student Chapter, 1996-1997.
- Technology Committee, Department of Mass Communication, 1996.
- Search Committee for advertising position, 1995.

(revised June 15, 2014)