

MEGHAN S. SANDERS

Manship School of Mass Communication
Louisiana State University
211 Journalism Building
Baton Rouge, LA 70803

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EMPLOYMENT

- 6/12-present Associate Professor and Associate Dean for Sponsored Research & Programs, Manship School of Mass Communication, *Louisiana State University*
- 8/06- 6/12 Assistant Professor, Manship School of Mass Communication, *Louisiana State University*
- 8/10-present Deputy Director, Manship School Media Effects Lab, *Louisiana State University*
- 8/05-8/06 Instructor, College of Communications *The Pennsylvania State University*
- 8/04-1/06 Media Effects Research Laboratory Coordinator, College of Communications
The Pennsylvania State University
- 8/01-8/04 Teaching and Research Assistant, College of Communications *The Pennsylvania State University*

EDUCATION

Ph.D. in Mass Communications, Minor-Social Psychology, **The Pennsylvania State University**, August 2006

Dissertation *Making a good (bad) impression: An examination of Disposition Theory's and the Continuum Model's tenets of impression formation.* Advisor: Mary Beth Oliver

M.A. in Media Studies, **The Pennsylvania State University**, May 2003

Thesis: *Making it personal: How personality affects identification and enjoyment of heroes and villains.* Advisor: S. Shyam Sundar

B. A. in Mass Communications, **Dillard University**, May 2001

RESEARCH AREAS OF INTEREST

- Cognitive processing of and psychophysiological response to media information
- Stereotypes and Counterstereotypes (processing and effects)
- Parasocial processing and moral processing of entertainment
- Enjoyment of media genres

TEACHING AREAS OF INTEREST

- Communication Research Methods
- Introduction to Mass Communication
- Mass Communication Theory & Media Effects
- Mass Communication and Representations of Women and Ethnic Minorities
- Public Relations

RESEARCH***Journal Articles***

- Sanders, M. S., & Ramasubramanian, S. (2012). Stereotype Content and the African American Viewer: An Examination of African Americans' Stereotyped Perceptions of Fictional Media Characters. *Howard Journal of Communication*, 23, 17-39.
- Sanders, M. S. (2010). Making a good (bad) impression: Examining the cognitive processes of disposition theory to form a synthesized model of media character impression formation. *Communication Theory*, 20(2), 147-168.
- Sanders, M. S., & Sullivan, J. M. (2010). Category Inclusion and Exclusion in Perceptions of African Americans: Using the Stereotype Content Model to Examine Perceptions of Groups and Individuals. *Race, Gender and Class*, 17, 201-222.
- Jeong, Y., Sanders, M. S., & Zhou, X. (2011). Bridging the gap between time and space: Examining the impact of commercial length and frequency on advertising effectiveness. *Journal of Marketing Communications*, 17(4), 263-279.
- Ramasubramanian, S., & Sanders, M. S. (2009). The good, the bad, and the ugly: Effect of perceived morality, attractiveness, and competence on affective dispositions toward and playability of video game characters. *American Journal of Media Psychology*, 2(3-4), 148-169.

Journal Manuscripts Under Review

- Sanders, M. S., & Tsay-Vogel, M. (under review). [REDACTED]
[REDACTED]
Journal of Communication.
- Tsay-Vogel, M., & Sanders, M. S. (under review). [REDACTED]
[REDACTED]
Mass Communication & Society.
- Sanders, M. S., & Porter, L. M. (under review). [REDACTED]
[REDACTED] *Journal of Media Psychology: Theories, Methods, and Applications*.

Book Chapters

- Sanders, M. S., & Banjo, O. (2013). Mass media and African American identities: Examining Black self-concept and intersectionality. In D. Lasorsa and A. Rodrigue (Eds.). *New Agendas: Social Identity and Communication* (pp.126-148). New York: Routledge.
- Sullivan, J. M., & Sanders, M. S. (2012). The President, the News, and the Oil Spill: An Examination of National and State Newspapers' Framing of Obama and his Administration's Response to the Deepwater Horizon Gulf Oil Spill. In A. Esmail and L. Eargle (Eds.). *Black Beaches and Bayous: BP Deepwater Horizon Gulf Oil Spill Disaster*. University Press of America.
- Sanders, M. S. (2011). Chapter 13: Introduction to Hypothesis Testing. In S. Zhou and D. Sloan (Eds.) *Research Methods in Communication* (2nd Edition) (pp. 181-202). Vision Press.

- Esmail, A. M., Sullivan, J. M., & Sanders, M. S. (2010). Charter school vs. public school: A test of implicit preference. In A. Esmail and A. Duhon-Ross (Eds.). *Charter Schools: Answering the call, saving our children* University Press of America.
- Sanders, M. S. (2009). Chapter 13: Introduction to Hypothesis Testing. In S. Zhou and D. Sloan (Eds.) *Research Methods in Communication* (pp. 181-202). Vision Press.
- Oliver, M. B., Kim, J., & Sanders, M. S. (2006). Personality. In J. Bryant and P. Vorderer (Eds.). *Psychology of entertainment* (pp. 329-342). Mahwah, NJ: Lawrence Erlbaum.
- Oliver, M. B. & Sanders, M. S. (2004). The appeal of horror and suspense. In S. Prince (ed). *The horror film* (pp. 242-260). New Brunswick, NJ, Rutgers University Press.

Works in Progress

- Sanders, M.S., & Tsay,-Vogel M. (May, 2012). *Examining parasocial breakups with long-time media friends and its connection to eudaimonic and hedonic motivations: A longitudinal study*. Manuscript in progress. Expected completion, December 2013.
- Sanders, M. S. *Expectancy violation and moral disengagement*. Data analysis in progress.
- Sanders, M. S. *Connecting parasocial breakups with moral judgments and moral disengagement*. Data collection completed.
- Sanders, M. S., & Sullivan, J. *Exploring the Impact of Negative News on the Implicit Attitudes Towards African American and Female Political Candidates*. This is a longitudinal study. Wave 1 data collected in 2008. Wave 2 data collection in progress.
- Sanders, M.S. *Entertainment Media and Meaningful Relationships* – Data collection from student sample completed. Data collection from non-student sample in progress.
- Sanders, M. S. *Who is Deserving of our Sweet Dispositions?: Expanding Disposition Theory—A Three-Part Study*. Design of experiment three in progress.

Competitively Selected Conference Presentations

- Sanders, M. S., & Tsay, M. (November, 2012). *Moral Disengagement and the Moral Continuum in the World of Harry Potter: Examining Moral Disengagement Strategies, Moral Judgments, Enjoyment and Appreciation*. Paper to be presented at the annual meeting of the National Communication Association (Mass Communication Division), Orlando, FL.
*Top Faculty Paper
- Sanders, M.S., Tsay, M., & Marks, K. (May, 2012). *Breaking up with a Gryffindor: Examining parasocial breakups with long-time media friends and its connection to eudaimonic and hedonic motivations*. Paper presented at the annual meeting of the International Communication Association (Information Systems Division), Phoenix, AZ.
- Sanders, M. S., & Porter, L. M. (November, 2011). *I want one!: Exploring parasocial relationships and character morality's effects on product placement effectiveness*. Paper presented at the annual meeting of the National Communication Association (Mass Communication Division), New Orleans, LA.

- Sanders, M. S. (August, 2011). *Using morality to distinguish between heroes and villains in entertainment media. Research Panelist for "The case for morality and media: Overviewing, reviewing, and previewing our understanding of morality in media uses and effects"* Panel accepted for presentation at the annual meeting of AEJMC, St. Louis, MO.
- Kim, N., & Sanders, M. S. (May, 2011). *Is It More Scary to Be Sick or to Look Ugly? The Role of Threats and Message Framing on Persuasion*. Paper to be presented at the annual meeting of the International Communication Association, Boston.
- Sanders, M. S., & Sullivan, J. M. (March, 2011). *African American stereotypes in the age of the Obama Presidency*. Paper presented at the Race, Gender and Class Conference, New Orleans, LA.
- Kim, N., & Sanders, M. S. (June, 2010). *Is It Better To Promote Fear Or Prevent Beauty?* Paper presented at the annual meeting of the International Communication Association, Singapore.
- Kim, N., Jeong, Y., & Sanders, M. S. *I Play, Therefore I am Persuaded: The Influence of Video Game Platform and Opponent on Players' Presence and Perceptions of In-Game Advertising Effectiveness*. Paper presented to the Entertainment Studies Interest Group of the Association for Education in Journalism and Mass Communication.
- Sanders, M. S. (May 2009). *Stereotype Content and the African American Viewer: An Examination of African Americans' Stereotyped Perceptions of Fictional Media Characters*. Paper presented at the annual meeting of the International Communication Association (Mass Communications Division), Chicago, IL.
- Ramasubramanian, S., & Sanders, M. S. (November 2008). *Playing Evil: Character Appraisal Affect Appreciation Model*. Paper presented at the annual meeting of the National Communication Association (Mass Communications Division), San Diego, CA.
- Sanders, M. S. (August 2008). *Perception is Everything: Examining the Cognitive Processes of Character Impression Formation and the Relationship with Viewer Enjoyment*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication (Entertainment Studies Interest Group) Chicago, IL.
- Sanders, M. S., & Kim, N.Y. (May 2008). *I've Changed My Mind: A Longitudinal Study of Viewers' Impressions of Fictional Characters*. Paper presented at the annual meeting of the International Communication Association (Information Systems Division), Montreal, Canada.
- Sanders, M. S. (May, 2007). *Gilligan, Homer, Hannibal, and Indiana—Cut From the Same Mold: An Examination of Mixed Stereotypes in the Media*. Paper presented at the annual meeting of the International Communication Association (Mass Communication Division), San Francisco, CA.
- Sanders, M. S. (November, 2006). *Making a good (bad) impression: An examination of Disposition Theory's and the Continuum Model's tenets of impression formation*. Paper presented at the annual meeting of the National Communication Association (Mass Communication Division), San Antonio, TX.
- Downs, E., Marathe, S. S., Sanders, M.S. & Sundar, S. S. (November, 2006). *CAM vs. CAS: Perceptions of social presence, enjoyment, and physiological arousal during video game play*. Paper presented at the annual meeting of the National Communication Association (Communication Technology Division), San Antonio, TX.
- Sanders, M. S. & Oliver, M. B. (November, 2005). *The enjoyment of psychological thrillers*. Paper

presented at the annual meeting of the National Communication Association (Mass Communication Division), Boston, MA.

- Sanders, M. S. (August, 2005). *Monsters, gangsters, jesters and psychopaths: The examination of trait characteristics of movie villains and emotional responses*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication (Entertainment Studies Interest Group) San Antonio, TX.
- Sanders, M. S. (May, 2005). *Evil is as evil does?: An examination of the impression content of media villains*. Paper presented at the annual meeting of the International Communication Association (Mass Communications Division), New York, NY.
- Sanders, M. S. & Tsay, M. T. (February, 2005). *It's real and personal: Examining the relationship between viewer personality and perceived realism of reality TV*. Paper presented at the mid-winter meeting of the Association for Education in Journalism and Mass Communication (Entertainment Studies Interest Group) Kennesaw, GA.
- Sanders, M. S. (November, 2004). *Making an impression: The impact of viewer personality and gender, and archetypal role on character perception*. Poster presented at the annual meeting of the National Communication Association (Mass Communication Division), Chicago, IL.
- Sanders, M. S. (August, 2004). *Liking them bad: Positive affective dispositions toward villainous characters*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication (Entertainment Studies Interest Group) Toronto, Ontario, Canada.
- Sanders, M. S. (May, 2004). *Is it a male or female thing?: Identification and enjoyment of media characters*. Paper presented at the annual meeting of the International Communication Association (Mass Communications Division), New Orleans, LA.
*Top Student Paper
- Raman, V.V., Sanders, M. S., Michael, P. W., & Warren, J. (May, 2004). *If you don't have anything nice to say...: The effect of systems breakdown on human-computer interactions*. Paper presented at the annual meeting of the International Communication Association (Communication and Technology Division), New Orleans, LA.
- Sanders, M. S. (February, 2004). *Liking them bad: Positive affective dispositions toward villainous characters*. Paper presented at the mid-winter meeting of the Association for Education in Journalism and Mass Communication (Entertainment Studies Interest Group), New Brunswick, NJ.
- Oliver, M. B. & Sanders, M. S. (November, 2003). *Enjoyment of frightening films: The importance of a horror/thriller distinction*. Paper presented at the annual meeting of the National Communication Association (Mass Communications Division), Miami, FL.
- Sanders, M. S. (July, 2003). *Making it personal: How personality affects identification and enjoyment of heroes and villains*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, (Entertainment Interest Group), Kansas City, MO.
- Sanders, M. S., Tchoi, D. Y., & White, H. L. (May, 2003). *What is the line between love and hate? Archetypal role, social behavior and their effects on character perception and attraction*. Paper presented at the annual meeting of the International Communication Association (Mass Communication Division), San Diego, CA.

Invited Lectures, Presentations, and Exhibitions

- “Entertainment Media and Meaningful Relationships,” Keynote Address given at BEA 2013 Research Symposium, Media and Social Life: The Self, Relationships, and Society, April 2013.
- “Meaningful Mediate Relationships in Entertainment Narratives,” Department of Communication Colloquium, University of Minnesota-Duluth, May 2013.
- “The President, the News, and the Oil Spill: An Examination of National and State Newspapers’ Framing of Obama and His Administration’s Response to the Deepwater Horizon Gulf Oil Spill,” LSU Black Academic Perspectives Lecture Series. February 2011.
- “Product Placement and Product Integration in the Entertainment Industry,” Manship Faculty Research Brownbag Series. November 2010.
- “Skin Conductance,” Media Effects Lab Workshop, Fall 2010.
- “What the Media Tell Us: Moral Disengagement in News and Fictional Media,” Guest lecture given to undergraduate political science course, Louisiana State University, Fall 2009.
- “Media as Parasocial Butterfly: Examining the Model of Stereotype Content in the Media,” Manship Faculty Research Brownbag Series. October 2009.
- “Who’s Worthy of our Sweet Dispositions?: Expanding Disposition Theory,” School of Communication Graduate Research Colloquium Series, Florida State University, October 2009.
- “Entertainment Media Representations: Moving from Ridicule to Segregation, to the Ensemble Cast,” Guest lecture given to undergraduate minorities and media course, Louisiana State University, Fall 2009.
- “Hypothesis Testing and Statistics,” Guest lecture given to graduate research methods course, Louisiana State University, Fall 2009.
- “Psychophysiology and Media,” Manship School Media Effects Lab Research Roundtable, Spring 2009.
- “The Unconventional Mentor: Advice on How to Survive in the 21st Century Academy” Panelist, Discussion session at the annual conference of the National Communication Association (Mass Communication Division) San Diego, CA.
- “Experimental Methods” Guest lecture given to research methods course, Louisiana State University, Fall 2008
- “The Black Professional Woman...According to the Media” Guest lecture given to minorities and media course, Louisiana State University, Fall 2008
- “The Do’s and Don’ts of Conference Attendance” Mass Communication Association of Graduate Students Workshop, March 2008.
- Panelist and Facilitator, Dillard University Graduate and Professional School Mini-Conference, Dillard University, March 2008.
- “The Recording Industry: Controversies in Rock ‘n Roll and Hip Hop” Guest lecture given to introduction to mass communication class (honors), Louisiana State University, Spring 2007.

“Sexual Violence in the Media” Guest lecture given to crime law and justice course on sexual and domestic violence, The Pennsylvania State University, March, 2006.

"De-Mystifying Psychophysiology: Skin Conductance" Workshop given to Media Effects Research Group, The Pennsylvania State University, March 2005.

“De-Mystifying Psychophysiology: What The Heart Can Tell Us” Workshop given to Media Effects Research Group, The Pennsylvania State University, March 2005.

“The Do’s and Don’ts of Conference Attendance” College of Communications Colloquium, March 2005.

“De-Mystifying Psychophysiology” Workshop given to Media Effects Research Group, The Pennsylvania State University, February 2005.

“The Importance of Professional Internships and Graduate School” Guest lecture given to public relations course, Dillard University, November 2004.

"Media Effects" Guest lecture given to introductory communications course, College of Communications, The Pennsylvania State University, June 2004.

“Is it a male or female thing?: Identification and enjoyment of media characters.” College of Communications Colloquium, The Pennsylvania State University, May 2004.

“If you don't have anything nice to say...: The effect of systems breakdown on human-computer interactions.” College of Communications Colloquium, The Pennsylvania State University, May 2004.

“Horror Films” Guest lecture give to introductory communications course, College of Communications, The Pennsylvania State University, June 2003.

“The Line Between Love and Hate? Archetypal Role, Social Behavior and Their Effects on Character Perception and Attraction” College of Communications Colloquium, The Pennsylvania State University, April 2, 2003; May 15, 2003.

“What is the Line Between Love and Hate? Archetypal Role, Social Behavior and Their Effects on Character Perception and Attraction” Guest lecture given to graduate level quantitative research methods course, College of Communications, The Pennsylvania State University, October 2002.

“What is the Line Between Love and Hate? Archetypal Role, Social Behavior and Their Effects on Character Perception and Attraction” Poster presented at The Pennsylvania State University Graduate Research Exhibition, University Park, PA, April 2002.

“What is the Line Between Love and Hate? Archetypal Role, Social Behavior and Their Effects on Character Perception and Attraction” College of Communications Colloquium, The Pennsylvania State University, March 2002.

GRANTS AND AWARDS

2011-2012 Recipient, G. Lee Griffen Professorship \$7,100
Manship School of Mass Communication, Louisiana State University

2011-2012 Recipient, Doris Westmoreland Darden Professorship \$8,000
Manship School of Mass Communication, Louisiana State University

2010-2011	Recipient, Douglas L. Manship Professorship <i>Manship School of Mass Communication, Louisiana State University</i>	\$7,100
2009-2010	Recipient, Tiger Athletic Foundation Teaching Award <i>Louisiana State University</i>	
2009-2010	Recipient, Douglas L. Manship Professorship <i>Manship School of Mass Communication, Louisiana State University</i>	\$4,100
2008-2009	Recipient, Mary P. Poindexter Professorship <i>Manship School of Mass Communication, Louisiana State University</i>	\$11,000
July 2008	Recipient, Council on Research Summer Stipend <i>Office of Research and Economic Development, Louisiana State University</i>	\$5,000
2007-2008	Recipient, Douglas L. Manship Professorship <i>Manship School of Mass Communication, Louisiana State University</i>	\$20,000
2005-2006	Recipient, Djung Yune Tchoi Graduate Student Teaching Award <i>College of Communications, The Pennsylvania State University</i>	
June 2005	Video Games, Their Content and Their Effects <i>College of Communications, The Pennsylvania State University</i>	\$2,100
2003-2004	Recipient, Graham Endowed Fellowship <i>The Graduate School, The Pennsylvania State University</i>	

COMPUTER SOFTWARE KNOWLEDGE AND OTHER SKILLS

- Data recording and analysis of physiological measures, eye-tracking, reaction time measures. Proficient with Biopac, MediaLab, DirectRT, Inquisit, Tobii software packages
- Proficient in SPSS, AMOS, MPLUS, Process, JUMP, and SAS data analysis software programs
- Experimental and survey research design, stimulus creation, paper-pencil and web-based data collection, and data analysis
- Lab administration, budgeting, equipment and supplies maintenance, and creation of lab training materials

AFFILIATIONS

Professional Organizations

- National Communication Association (NCA)
- International Communication Association (ICA)
- Association for Education in Journalism and Mass Communication (AEJMC)

Other Affiliations

- Delta Sigma Theta Sorority, Inc.

UNIVERSITY SERVICE

Departmental Committees

Media Effects Lab Deputy Director (2010-present)
 Jack Hamilton Graduate Research Grant Committee (2011-present)
 Graduate Committee (2012-present)
 Endowed Chair Search Committee (2012-present)
 Diversity Committee Chair (2010-present)
 Manship Diversity Committee (2008-present)
 MC2000 Assessment Coordinator (2009-2012)
 Media Effects Lab Operations Committee (2008-2010)
 Public Relations Area Committee (2006-present)
 Political Communications Area Committee (2006-present)
 The Forum on Media Diversity (2006-2008)
 PRSSA Faculty Advisor (2006-2007)
 Manship Undergraduate Admissions Committee (2006-2007)

University Service

Member, General Education Committee (2012-present)
 Member, Social Science Research Development Group (2010-present)
 Faculty Member, Senior-level General Education Assessment Pilot Program (2010)
 Member, Diversity Action Team (DAT) (2010-present)
 Member, DICE Advisory Board (2010-2012)
 Social Science Faculty Assistance with Pre-Doctoral Scholars Institute (2009-2011)

Participation in Student Research Committees

Doctoral Dissertations

Gennadi Gregoryvan (PhD Dissertation Committee Member)*
 Namyoung Kim (PhD Dissertation Committee Co-Chair)*
 HyunMee Kang (PhD Dissertation Committee Member)*
 Thomas Phillip Madison (PhD Dissertation Committee Member)*
 Laura Crosswell (PhD Dissertation Committee Member)*
 Amy Bourgeois (PhD Dissertation Outside Committee Member)
 Ryan McGeough (PhD Dissertation Minor Committee Member)*

Master's Theses

Chad Brewer (MA Thesis Committee Chair)*
 Arti Kulkarni (MA Thesis Committee Member)*
 Tamar Meguerditchian (MA Thesis Committee Member)*
 Liana Narcisse (MA Thesis Committee Chair)*
 Haley Edman (MA Thesis Committee Member)*
 Cara De Carlo (MA Thesis Committee Member)*
 Matthew Schafer (MA Thesis Committee Member)
 Dana Tumblin (MA Thesis Committee Chair)*
 Crystal Jackson (MA Thesis Committee Member)*
 Nicole Henry (MA Thesis Committee Chair)*
 Jasmine Haynes (MA Thesis Committee Member)*

Gabrielle Jones (MA Thesis Committee Chair)*
Cydne Palmer (MA Thesis Committee Member)*
Ben Miller (MA Thesis Committee Chair)*
Aariel Charbonnet (MA Thesis Committee Chair)*
Kristin Marks (MA Thesis Committee Member)*
Viktorya Mirzoyan (MA Thesis Committee Member)*
Kristen Higdon (MA Thesis Committee Chair)*
Christina Persaud (MA Thesis Committee Chair)*
Amanda Cortwright (MA Thesis Committee)
Dionell McNeal (MA Thesis Committee Chair)

Undergraduate Honors Theses

Rachel Miller* Kittu Panu*

McNair Research Scholars

Hope Carter (Research Director)*
Kristen Dufauchard (Mentor)*
Shiyla Goodie (UCSMB)

Undergraduate Distinguished Communicator Advising

Dana Corona (Public Relations)*
Samantha Simmons (Public Relations)*

**Graduated*

PROFESSIONAL SERVICE

Positions Held

2011-Present	Research Committee Member, Mass Communications Division, National Communication Association (NCA)
2007- 2009	Secretary, Mass Communications Division, National Communication Association (NCA)
2005- 2007	Member, Nominating Committee, Mass Communications Division, National Communication Association (NCA)
2004-2006	Secretary, Entertainment Studies Interest Group, Association for Education in Journalism and Mass Communications (AEJMC)
2003-2004	Vice President, The Pennsylvania State University Graduate Students in Communications
2003-2004	Membership Chair, Entertainment Studies Interest Group, Association for Education in Journalism and Mass Communications (AEJMC)
2002-2003	Secretary, The Pennsylvania State University Black Graduate Student Association

Journal Reviewer

Media Psychology (2007-present)

Communication Theory (2008-present)
Western Journal of Communication
Journal of Black Psychology (2008-present)
Journal of Criminal Justice and Popular Culture (2007-present)
Mass Communication & Society (2010-present)
Human Communication Research (2010-present)
New Media and Society (2010-present)
Communication Yearbook (2012)
Journal of Communication (2012-present)

Conference Paper and Exhibition Referee

April 2013	Paper Reviewer, Mass Communication Division, NCA
November 2012	Paper Reviewer, Mass Communication Division, ICA
April 2012	Paper Reviewer, Mass Communication Division, NCA Paper Reviewer, Communication Theory and Methods Division, AEJMC
April 2011	Paper Reviewer, Entertainment Studies Interest Group, AEJMC
November 2010	Paper Reviewer, Mass Communication Division, ICA
November 2010	Paper Reviewer, Information Systems Division, ICA
April 2010	Paper Reviewer, Entertainment Studies Interest Group, AEJMC
April 2009	Paper Reviewer, Visual Communication Division, AEJMC
November 2008	Paper Reviewer, Mass Communication Division, ICA
February 2008	Paper Reviewer, Mass Communication Division, NCA
November 2007	Paper Reviewer, Mass Communication Division, ICA
February 2007	Paper Reviewer, Mass Communication Division, NCA
March 2006	Paper Reviewer, Entertainment Studies Interest Group, AEJMC
March 2005	Paper Reviewer, Mass Communication and Society Division, AEJMC
March 2004	Judge, The Pennsylvania State University Graduate Research Exhibition
February 2004	Paper Reviewer, Third Annual Africana Research Symposium, The Pennsylvania State University
March 2003	Judge, The Pennsylvania State University Graduate Research Exhibition

Conference Session Moderator

(November 2008). Paper Respondent in Session "Immigration, Race, and National Context in News Coverage," at the annual conference of the National Communication Association (Mass Communication Division) San Diego, CA.

(November 2007). Paper Respondent in Session "Media Involvement," at the annual conference of the National Communication Association (Mass Communication Division) Chicago, IL.

(August, 2005). Refereed Paper Session "Top Papers in Entertainment Studies," at the annual conference of the Association for Education in Journalism and Mass Communication (Entertainment Studies Interest Group) San Antonio, TX.

(August, 2004). Panel entitled "Fantasy Leagues, the X-Games and ESPN's 'Playmakers': Sport from Fact to Fiction," at the annual conference of the Association for Education in Journalism and Mass Communication (Entertainment Studies Interest Group) Toronto, Ontario, Canada.

COURSES TAUGHT

Public Relations Research, MC3020 (junior level), Louisiana State University (Fall 2013; Spring 2014).

Advanced Quantitative Research Methods in Mass Communication, MC7201 (graduate level), Louisiana State University (Spring 2013).

Media Effects, MC7031 (graduate level), Louisiana State University (Spring, 2011; Fall 2012). *Developed in Spring 2011

Introduction to Mass Communication, MC2000 (general education), Louisiana State University (Fall, 2007; Spring 2008; Spring 2010; Spring 2011).

Research Methods in Mass Communication, MC7001 (graduate level), Louisiana State University (Fall, 2007; Fall 2010; Fall 2011, Spring 2012).

Public Relations Writing, MC4001 (junior level), Louisiana State University (Fall, 2006; Spring, 2007; Spring 2008; Fall 2008; Spring 2009; Fall 2009; Fall 2010, Spring 2012).

Foundations of Media Research, MC3018 (junior, senior levels), Louisiana State University (Fall, 2006; Summer 2009; Spring 2010, Summer 2011).

Foundations of Media Research, MC3019 (Honors: junior, senior levels), Louisiana State University (Fall, 2008).

Public Relations Cases, MC4004 (junior level), Louisiana State University (Fall, 2011).

Media Persuasion, MC2525 (sophomore, junior level), Louisiana State University (Summer, 2007).

Media Writing, MC2011 (sophomore level), Louisiana State University (Spring, 2007).

Mass Media and Society, COMM 100 (general education), The Pennsylvania State University (Spring, 2006; Summer, 2006).

Research Methods in Communication (Quantitative Research Methods), COMM 404 (senior level), The Pennsylvania State University (Fall, 2005).

Women, Minorities, and the Media, COMM 205/WMST 205 (sophomore, junior, senior levels), The Pennsylvania State University (Summer, 2004; Summer, 2005).

English as a Second Language (high school level), Summer Enrichment at Penn State (Summer, 2002).

Teaching Assistant

Data Analysis, COMM 597C (graduate level), The Pennsylvania State University (Spring, 2004) [Mary Beth Oliver].

Introduction to Mass Communication Research (Quantitative Research Methods), COMM 506 (graduate level), The Pennsylvania State University (Fall, 2003) [S. Shyam Sundar].

Media and the Public, COMM 413, (senior level), The Pennsylvania State University Worldcampus (online course) (Fall, 2003) [S. Shyam Sundar].

Research Methods in Communications (Quantitative Research Methods), COMM 404 (senior level), The Pennsylvania State University (Fall, 2003) [Mary Beth Oliver].

First Year Seminar: Media Technology and Psychology, PSU 009 (freshman, sophomore levels), The Pennsylvania State University (Fall, 2003) [S. Shyam Sundar].

Media Industries, COMM 489 (junior and senior levels), The Pennsylvania State University (Fall, 2001; Spring 2002) [Anne Hoag].

Cable and New Technologies Administration, COMM 488 (senior level), The Pennsylvania State University (Fall, 2001; Spring 2002) [Anne Hoag].

Intermediate Video Production, COMM 337 (junior level), The Pennsylvania State University (Fall, 2001) [Heather Hartley].

Beginning Scriptwriting, COMM 346 (junior level), The Pennsylvania State University (Spring 2002) [Heather Hartley].

Teaching Support/Grant Activities

Service-Learning Faculty Scholars Award (2009) – Funded
 Communication Across the Curriculum Summer Institute (2007) – Funded
 Vice Provost’s Seminar on Teaching-Fall 2006

PROFESSIONAL EXPERIENCE AND SKILLS

- 12/00-5/01* News Intern *WVUE-TV Fox 8/New Orleans Access* *New Orleans, LA.*
- 5/00-8/00* Electronic Products/Online Advertising Intern *The Houston Chronicle* *Houston, TX.*
- 1/00-5/00* News Intern *WVUE-TV Fox 8/New Orleans Access* *New Orleans, LA.*
- 12/99* Electronic Products/Online Advertising Intern *The Houston Chronicle* *Houston, TX.*
- 1/00-5/00* News Intern *WVUE-TV Fox 8/New Orleans Access* *New Orleans, LA.*
- 5/99-8/99* Display Advertising Intern *The Houston Chronicle* *Houston, TX.*