

SOJC Research Newsletter

May 2013



A free public screening of **Alina Padilla-Miller's** *Project MyVoice* will take place on Tuesday, May 28th at 5:00 pm at the Bijou Art Cinemas in Eugene. *Project MyVoice* was created to organize a team of community-oriented and socially responsible SOJC students, who are interested in working with underrepresented groups in Lane County. The project aims to make community connections through digital storytelling. Several short videos will be featured, including personal stories with artists such as Larry Hurst, who is on the autism spectrum and creates precisely measured miniature replicas of all the homes he has ever lived in without knowledge of basic math. Other stories include a jewelry-making program for women on the Autism spectrum and the Starry Night Prom.

Christopher Chavez's chapter, "Absolut Vodka: Defining, Challenging or Reinforcing Gay Identity?" is included in Natalie Tindall and Richard Waters (eds.), *Coming Out of the Closet: Exploring LGBT Issues in Strategic Communication with Theory and Research*. Chris also has published his article, "Building a New Latino in the Post-network Era: mun2 and the Reconfiguration of the US Latino Audience," in the *International Journal of Communication*.

Joy Chavez Mapaye (Ph.D. 2010) has been promoted to associate professor and granted tenure at the University of Alaska Anchorage.

Erica Ciszek has a chapter entitled, "Advocacy in the Digital Age: Participatory Media and the Empowerment of an LGBT Public," in an edited volume, *Coming Out of the Closet: Exploring LGBT Issues in Strategic Communication with Theory and Research*, which will be published this month. She has also received a Graduate Research Grant from The Center for the Study of Women in Society and a research grant for her dissertation research from the Waterhouse Family Institute for the Study of Communication and Society at Villanova University's Department of Communication. She will present her paper, "Social Media, Activism, and Issue Identity: Chick-Fil-A's Viral Public Relations Corporate Controversy" on a panel entitled, "Navigating the Social Media Landscape: LGBTQ Marketing Efforts and Branding Implications," at the AEJMC conference in Washington DC in August.

Tiffany Gallicano's study about teaching the infographics assignment, co-authored with Gee Ekachai and Karen Freberg, has won the top teaching paper award in the Public Relations Division of the AEJMC. Also, Tiffany's study, "Internal Conflict Management and Decision Making: A Qualitative Study of a Multi-tiered Grassroots Advocacy Organization," has been accepted by the *Journal of Public Relations Research*. The study will appear in a special issue on nonprofit public relations.

Harsha Gangadharbatla and a team of researchers from computer science, psychology, sociology, and business were awarded \$5000 as seed money by Research Innovation and Graduate Education (RIGE) as an IDEA Award for preparation of an interdisciplinary NSF grant proposal on online social networks.

Jher was awarded a Communication Ethics Certificate. He is only the third graduate student to earn this certification.

Hillary Lake (Ph.D., 2009) was awarded the "Freedom of Information Award" from the Tennessee Associated Press for a story that she and her producer, Michelle Flandreau, covered involving the former Knoxville Tourism and Sports Corporation. As a result of their pursuits, the CEO was eventually given an ultimatum: step down or get fired. She stepped down and the Board of Directors and staff re-organized, saving taxpayers millions of dollars. In May, Lake was also notified by Southern Oregon University (where she received her B.A. degree) that she has been chosen to be an "Alumni Ambassador" for the Department of Communication. She will be inducted at a ceremony in mid-October.

Peter Laufer, Gabriela Martinez and Dan Morrison, along with students Michelle Goris and Max Brown, participated in UNESCO's World Press Freedom Day events in San José, Costa Rica. The five produced a short video biography of the 2013 Cano World Press Freedom prize (<http://www.youtube.com/watch?v=Ce4fkD7drmA>)

While teaching Spring term in Vienna, **Peter Laufer** continues his research into the credibility of organic food certification and labeling, meeting with government officials, farmers, retailers, organic food advocates and skeptics in Austria, Hungary and Italy. His conclusions -- echoing Ronald Reagan's "Trust but Verify" -- are scheduled for a Spring 2014 book now titled "What Means Organic." Laufer took on the Austrian (and, too often, American) journalistic practice of "quote approval" in this De Standard op-ed: <http://derstandard.at/1363709674805/Warum-man-die-Autorisierung-von-Interviews-ablehnen-sollte-US-amerikanische-Perspektive#forumstart>.

Micky Lee (Ph.D. 2004) will present "Why 'Free Labour' Obscures an Understanding of the Audience Commodity" in an invited panel at Communication and Global Power Shifts, a Celebration of the 40th Anniversary of the School of Communication, Simon Fraser University, Vancouver, BC. In May, she will give a workshop on "How to Use a Blog as a Feminist Pedagogical Tool" at the 2013 Technology Symposium at Suffolk University. Lee is also wrapping up "Teaching Media Theory through Praxis," funded by the Center for Teaching Excellence at Suffolk University. The project was completed in a capstone media studies seminar in which students produced an eight-minute long instructional video on a theory/theorist. For a copy of the two videos (one on agenda-setting theory; the other on James Carey) and an accompanied teacher's handbook, e-mail mlee@suffolk.edu.

Ed Madison and Toby Hopp's paper "Using the Technological Acceptance Model to Examine iPad/Tablet Computing Adoption Intentions of K – 12 Educators" has been accepted by the Communication and Technology Division the AEJMC conference this August in Washington, DC.

Daniel Miller just returned from a brief trip away from London to Tel Aviv and Jerusalem, Israel, where he carried out several interviews with recent filmmakers, including a two-hour filmed interview with Dror Mohrer, Director of "The Gatekeepers." Mohrer commented about the subject of his film and its impact, and about documentary film as an important form of journalism. Miller also interviewed Just Vision producer, Jessica Devaney, about the recent Peabody award-winning "My Neighborhood." Miller also filmed an interview with "Soldiers on the Roof" director, Esther Herzog, a film about the daily lives of Israeli "settlers" in the Palestinian neighborhoods of Hebron, and attended two days of the "Doc-Aviv" Film Festival in Tel Aviv, filming a number of Q and A and short interviews, particularly about Israeli films. He will be giving a paper at the IAMCR conference in Dublin at the end of June about "The Gatekeepers" and the representation of political crisis.

Senyo Ofori-Parku will present two papers, "Toward a Cultural Cognition Theory of Smoking Risk: An Analysis of Values and Smoking Risk Perception" and "A Different Approach to an Old Problem: A Qualitative Study on the Role of Analytical and Experiential Processing on Patrons' Interpretation of *Organic*," at the AEJMC Conference in Washington, DC.

Geoff Ostrove has been selected as one of the recipients of the UO Public Impact Graduate Fellowship. His research was deemed by the Graduate School deans' selection committee to have the potential to make a significant impact on society. The Graduate School created this award to support excellent research and to heighten public awareness about the value of graduate student research, particularly research that speaks to critical issues facing society. Geoff will receive a stipend of \$6,000 over the 2013-14 academic year. He also has received the Urban Communication Foundation/IAMCR Research Grant, a \$1,000 award.

Arthur Santana (Ph.D., 2012) and Lindita Camaj will present their paper, "Facebook as a Campaign Tool during the 2012 Elections: A New Dimension To Agenda Setting Discourse," in the Political Communication Interest Group of the AEJMC conference this summer. Arthur will also present another paper, "Scanning and Sharing But Little Engagement: Newspaper Reporters' Use Of Social Media," in the Newspaper and Online News Division.

Janet Wasko presented a keynote lecture, "Political Economy, Media Industry Studies and Disney," at the University of Liverpool on May 14th. Two articles (with Eileen Meehan, Southern Illinois University) have been published: "In Defense of Political Economy of the Media," in *Javnost-The Public*, and "Critical Crossroads or Parallel Routes? Political Economy and New Approaches to Studying Media Industries and Cultural Products," in *Cinema Journal* (Spring).

Thanks to Kris Wright for editorial assistance on this issue of the SOJC Research Newsletter.

The **SOJC RESEARCH NEWSLETTER** is a semi-monthly electronic newsletter, announcing research and creative work by School of Journalism and Communication faculty and graduate students. The newsletter includes:

- publications • conference participation • awards, grants, fellowships
 - creative projects • community projects • theses, projects, dissertations • work-in-progress
 - other activities or achievements
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