

Mary Jackson Pitts, Ph.D.
Arkansas State University
Coordinator, Creative Media Production
Professor of Creative Media Production

Teaching & Research Interests

Theory Building, Audience Behaviors, Management Approaches, Cutting Edge Technology, Content Creation, Curriculum Development, Online Therapy Communities, Assessment

Employment History

- August 2019- Present** **Coordinator- Creative Media Production, School of Media and Journalism**
Lead ADHE Program Review for Creative Media Production program.
Lead Media Ministry emphasis addition to Curriculum
Lead Addition of Certificates to Online Degree in Creative Media Production
Assessment leader
- August 2018- Present** **Online Coordinator- Creative Media Production Program- Arkansas State University**
- June 2012-Present** **FULL PROFESSOR- Arkansas State University, Jonesboro, AR**
Teaching graduate level classes, along with lower level courses. Can teach Mass Communication in Modern Society, Audio Production, Electronic News gathering, Theory of Mass Communications, Quantitative research methods, Corporate Media Production, Sports Reporting, Communications Research, Media Management and Entrepreneurship. Documentary Video Production of Radio History in Arkansas with a grant from the Arkansas Broadcast Association. Thesis chair completions 27, Thesis project 2, Thesis member. Faculty Manager ASU-TV, Cable Access Channel 18.
- July 2010-May 2012** **Interim Chair- Arkansas State University, Jonesboro, AR**
Initiated and managed the overhaul of ASU-TV studios from Analog to Digital... Negotiated the addition of one additional staff member to the RTV department. Initiated a capital campaign that raised \$75,000. Wrote grants and received grant monies from KAYS Foundation and the Arkansas Broadcast Association for 20,000 and 10,000, respectively. Negotiated with ASU chancellor for renovation of a room for use by the LSDE program for content production. (10,000). Negotiated an additional set of internet connection for 12,000 dollars using IT monies. Negotiated for three studio area rooms to be renovated using deferred maintenance monies. Chaired Seven master's thesis while chair. Served on an additional four thesis as committee member. Taught corporate media production which netted the radio-television department 12,000 dollars in revenue. Served as executive

producer of two documentaries airing on AETN and thesis chair of five thesis.

- May 2004-July 2010** FULL PROFESSOR- Arkansas State University, Jonesboro, AR
Broadcast Documentary, Theory of Mass Communication, Communication Research, Mass Communication in Modern Society, Video Post Production
Co-Producer University Football and Basketball games—live
Familiarity with a variety of software packages: QuarkXpress, Final Cut Pro Express, Adobe Premiere, Final Cut Pro, SD Sony Cameras, peak system audio editing, SPSS
Chair and committee member for various thesis & dissertation project committees.
Academic Advising(37
Serving on University, College and Departmental committees. Works with college assessment committee and university research committee.
Recruiting for undergraduate and graduate programs for college of communication
Maintain personal website www.clt.astate.edu/mpitts
Averages 15,000 hits per year
Service activities with Paces, Inc. Board of Directors Chair
- May '98-May 2004** ASSOCIATE PROFESSOR-Arkansas State University
Jonesboro, AR--Teaching.. Teaching Mass Communication in Modern Society, Special Topics Seminar(Critical Analysis of Sitcoms, Sports Broadcasting, Media Ethics, Media Promotion, Media Impact on Teenage Sexual Behavior), Broadcast Documentary, Newswriting, Video Post Production, Reporting for the Electronic Media and Communication Research.
Editor, *Southwestern Mass Communication Journal*.
Familiarity with a variety of software packages: QuarkXpress, Final Cut Pro Express, Adobe Premiere, Media 100, linear editing, DVC pro cameras, peak system audio editing, SPSS
Chair and committee member for various thesis & dissertation project committees. Academic Advising(Current 38) and serving on University, College and Departmental committees.
Instrumental in initiating the 24 hour scope of ASU-TV cable access channel 18
- Aug '93-May '98** ASSISTANT PROFESSOR--Arkansas State University,
Jonesboro, AR--Teaching Radio Production, TV production,
Broadcast News I, Mass Communication in Modern Society,
Broadcast Seminar, Broadcast Documentary, Writing for Mass Media, TV ENG/EFP, & Broadcast News II.
Chair and committee member for various thesis & dissertation committees.
Advising and serving on University, College and Departmental committees.
- Jan '92-May '93** INSTRUCTOR OF RECORD--University of Southern
Mississippi, Hattiesburg, MS--Teaching TV Reporting and Broadcast Journalism Workshop.

Producing weekly news magazine program which airs on a cable access channel. Responsible for content and production of the program. Instructing students on how to write news, shoot television news and edit packages using Sony cameras. Workshop class is designed as an exit course in the curriculum. Students write, produce, and anchor news program.

- Aug '91-Dec '91** **TEACHING ASSISTANT--University of Southern Mississippi, Hattiesburg, MS-- Teaching TV production labs--Camcorders are used in labs to teach basic tv production. Assisting with weekly news magazine program.**
- Aug '88-May '91** **INSTRUCTOR--Arkansas State University, Jonesboro, AR-- Teaching radio production, tv production, broadcast news, copywriting for advertising, & introduction to broadcasting. News director--ASU-TV News 12, Cable Channel 12. ASU-TV News 12 is a 30 min. newscast produced and anchored by students. Sony cameras and editors. Advising, department and college committee work, sponsor of Women in Communication, Inc.**
- Jul '85-Jul '88** **EXECUTIVE PRODUCER--KAIT-TV, Jonesboro, AR-- Responsible for all KAIT-TV newscasts and their content; providing direction to individual newscast producers; involved in development of newscasts formats; creative writing, script editing, video editing under deadline, control room experience, live election experience using vidivote computer package, daily use of news software computers package.**
- Sept '84-Jul '85** **10 PM PRODUCER, ASSISTANT 6 PRODUCER-- KAIT-TV, Jonesboro, AR-- Responsible for producing 10 PM newscast. Coordinating the production of the news programs using local and national news.**
- Jun '84-Sep '84** **REPORTER- KAIT-TV, Jonesboro, AR--Responsible for general assignment reporting.**
- Jan '83-May '84** **GRADUATE ASSISTANT- Arkansas State University, Jonesboro, AR--Research assistant.**
- Jul '80-Aug '81** **NEWS PRODUCER, REPORTER, WEEKEND DJ KAAB-AM Radio, Batesville, AR**

Publications &Creative /Professional Activities

Pitts, M. J. & Bowman, M. (2023). Faculty and Student Buy-In: Selling The Value of The Assessment Process, Journal of Media Education, 14 (3), 10-15.

Henderson, W. J., & Pitts, M. J. (2022). Online Community Therapy: The Support Network (p. Lexington Books, Lanham.

Bowman, M., & Pitts, M. J. (2022). Media Portfolios & Two Minute Demo Reel: Career Changing Content. *Journal of Media Education*, 13(3), 25–31.

Makharesh, A., & Pitts, M.J. (2019). Arab Citizens' Perceptions of Investigative Journalism [reader-online] Investigative Journalism Education Consortium.

Hall, H., & Pitts, M.J. (2016). Being your own chief marketing officer: Student perceptions of personal branding. In Hana S. Noor Al-Deen (ed). *Social Media in the Classroom*. Peter Lang Publishing.

Combs, S., & Pitts, M.J. (2014). The Top Two: Their Tweets and How they Focused on Women in the 2012 Presidential Election.” Race, Gender & Class 2013 Conference special issue, 21(1-2), 169-184.

Hall, H., Hill, M., & Pitts, M.J. (2013). #knowwhatyoutweet—The FTC is watching. In Hana S. Noor Al-Deen & John Allen Hendricks (eds.), *Social Media and Strategic Communication*. Palgrave MacMillan, England.

Zeng, L., Hall, H., & Pitts, M. J. (2011). Cultivating a Community of Learners: The Potential and Challenges of Social Media in Higher Education. In Hana S. Noor Al-Deen & John Allen Hendricks (eds.), *Social Media: Usage and Impact*. Lanham, Maryland: Lexington Books.

Hill, M., Pitts, M.J., Smith, M.& Smith, B. (2010). The Obama Agenda versus a Meandering Maverick: A Descriptive Analysis of Online Press Releases in the 2008 General Election Presidential Campaign, *Southwestern Mass Communication Journal*, 26(1), 43-56.

Pitts, M.J. (2010). The value of podcasting: The experiment. *Journal of Media Education*, 1(2), 5-11. <http://www.calameo.com/read/0000917892c917d5d7556>

Pitts, M.J., & Zeng, L. (2010). “Media Management: The Changing Industry and Adaptability” in J.A. Hendricks *New Media Technologies: Economic and Management Implications for the Traditional Media Industry* (pp.23-39), Lanham, Maryland: Lexington Books

Pitts, M.J. (2008, May). Ipods in the Classroom, *BEA Feedback*, 49(3), 12-18.

Pitts, M. J. (August 2003). “Television web sites and changes in the nature of storytelling.” *Studies in Media & Information Literacy Education* 3.3 (2003).
<http://www.utpress.utoronto.ca/journal/ejournals/simile>

Pitts, M.J. (2003, December). “Radio Web Sites as Promotional Tools” *Journal of Radio Studies*, 10(2), 270-282.

Han, S. & Pitts, M.J. (2002). Prime time dramatic programming in South Korea: A content analysis of television violence, *Sungkok Journalism Review*, 12,59-76 .

Pitts, M.J., & Doyle, M. (2001) Educational Cable Access: A survey of who’s watching. *Southwestern Mass Communication Journal*, 17(2), 76-85.

Pitts, M.J., & Finch, H. (1998). Story sources: Are broadcast journalists telling us who they are? *STAM Journal*, 28, 9-27.

Pitts, M.J. (1997). Using media to gather political information: A survey of registered voters during a nonpresidential election year(NPEY). *STAM Journal*, 27, 67-78.

Pitts, M.J. (1997). The impact of television advertising in the 1994 general election in Arkansas: A survey of registered voters. *Southwestern Mass Communication Journal*, 13(1), 28-37.

Pitts, M.J. (1995). Student reaction to political campaign commercial placement in television newscasts. *Southwestern Mass Communication Journal*, 11(1), 55-66.

Pitts, M.J. (1995). Theory of affirmation: A symbolic interactionist approach to enhance press release placement. *Southern Public Relations Journal*, 1(2), 18-23.

Productions

Pitts, M.J. (2016, December). Lions Club TV auction. A production which aired on ASU-TV, Channel 18 and Cable Channel 14, and live streamed on Lionstvauction.com

Pitts, M.J., & Brown, A. (2016). Craighead County Spelling Bee. A production aired on ASU-TV.

Pitts, M.J. co-producer (2015). Arkansas Gubernatorial Debate. A program airing on KAIT-TV.

Fears, L., Pitts, M.J., Brown, A. (2014). Diversity Panel. Presented on ASU-TV.

Holifield, M., & Pitts, M.J. (2014, April). "Blowing Smoke: Harry J. Anslinger and the Marijuana Tax Act of 1937. Presented at the Little Rock, AR Documentary Festival.

Pitts, M.J. (October 2012). Executive Producer, 1st Congressional District Debate, KAIT-TV 8.2-ASU-TV.

Pitts, M.J. Executive Producer & Pasmore, J. (November, 2011) Dyess Colony. A documentary which aired on AETN.

Pitts, M.J. Executive Producer & Alkarimeh, B. (November, 2011). Hattie Caraway: The Silent Woman. A documentary which aired on AETN.

Pitts, M.J. Co-producer (2005, April 9). Education in Craighead County from 1900-1967: A Way Out for African Americans. A documentary shown at the Ozark Filmfest, Batesville, AR.

Pitts, M.J. Co-producer (2004, August 22). Education in Craighead County from 1900-1967: A Way Out for African Americans. A documentary aired on KAIT-TV, Jonesboro, AR.

Pitts, M.J. Co-producer (2004) ASU-TV, Cable Channel 18. University Football and Basketball

Smith, N., & Pitts, M.J. (2003, March). The black experience in the Arkansas delta, A documentary shown at the Delta Blues Symposium, Arkansas State University, Jonesboro.

Pitts, M. J. & Hall, K. (April 2003), "Mysteries of The Church of God in Christ." A radio documentary presented at the Southern States Communication Associations convention in Birmingham, AL.

Scholarly & Professional Presentations

- 2023** **Pitts, M.J., & Henderson, W. (2023). Hard Topics, Tough Finds: Using Mixed Methodologies. A paper presented at the Western Social Science conference at Tempe, AZ.**
- 2022** **Pitts, M.J. (2022). Assessment When a Pandemic Hits. A panelist at the Broadcast Education Association Convention at Las Vega, NV.**
- 2019** **Pitts, M.J., & Noi, S. (2019). Ghana Radio: Using the Web for Audience Engagement. A paper presented at the Global Fusion Conference at Austin, TX.**
- Veeramamreddy, J., & Pitts, M.J. (2019, October). Twitter usage by Indian embassies and consulate general offices for addressing Indian migrant issues in Saudia Arabia and United Arab Emirates. A paper presented at the Global Fusion Conference at Austin, TX.**
- Lujain Bugshan & Mary Jackson Pitts, Arkansas State University The role of social media in raising special needs awareness among Saudi people. A paper presented at the Global Fusion Conference at Austin, TX**
- Makharesh, A. & Pitts, M.J. (2019, September). Arab Citizens' Perceptions of Investigative Journalism. A paper presented at the Investigative Journalism Education conference at Hamburg, Germany**
- Pitts, M.J., & Bowman, M. (2019, April). The Data Said So: Moving from Legacy to Non-legacy Curriculum. A paper presented at the Western Social Science conference in San Diego, California.**
- Alqahtani, H., & Pitts, M.J. (2019, April). Buy that in a Snap (chat): Saudi Users Purchasing Behaviors. A paper presented at the Western Social Science conference in San Diego, California.**
- Makharesh, A. & Pitts, M.J. (2019, April). The Arab citizens' satisfaction and motivations towards investigative journalism. A paper presented at the Western Social Science conference in San Diego, California.**
- Alotaibi, R., & Pitts, M.J. (2019, April). Friendship In The Age of Social Media In Saudi Arabia. A paper presented at the Western Social Science conference in San Diego, California.**
- Henderson, W., & Pitts, M.J. (2019, April). A Therapeutic Role of Online Communities. A paper presented at the Southern States Communication Association Conference at Montgomery, Alabama.**

- 2018**
- Pitts, M.J. (2018, April). Real Time News: Meeting the FCC Call to Promote Digital Inclusion and Literacy. A paper presented at the Western Social Science Association conference at San Antonio, Texas.**
- Elhersh, G., & Pitts, M.J. (2018, October). Arabic Animation: Impact of Education and Government Support. A paper accepted for presentation at the 2018 Global Fusion conference at Charlottesville, Virginia.**
- Makareh, A., & Pitts, M.J. (2018, October). “Knowing or Not Knowing: Investigative Journalism in the Arab World” A paper accepted for presentation at the 2018 Global Fusion conference at Charlottesville, Virginia.**
- Alqahtani, H., & Pitts, M.J. (2018, October). In a Snap (Chat): E-Commerce Changes in Saudi Arabia. A paper accepted for presentation at the 2018 Global Fusion conference at Charlottesville, Virginia.**
- 2017**
- Islam, K., & Pitts, M.J. (2017, October). Perception of autism spectrum disorder (ASD) among college students. A paper presented at the Southwest Education Council Annual Convention in Phoenix, AZ.**
- Veeramreddy, J. R., & Pitts, M.J. (2017, October). Modi’fied India: Government response to Twitter request. A paper presented at the Global Fusion Conference in Athens, Ohio.**
- Alshareef, M.A., & Pitts, M.J. (2017, October). Saudi Arabian’s as Citizen Journalists: A survey. A paper presented at the Global Fusion Conference in Athens, Ohio.**
- Sheba, K.H., & Pitts, M.J. (2017, October). Refugee Perceptions of Healthcare in the United States. A paper presented at the Global Fusion Conference in Athens, Ohio.**
- 2016**
- Pitts, M.J., & Shirley, T. (2016, November). College Students News Seeking Tools. A paper presented at the Southwest Education Council Annual Convention in West Memphis, Arkansas.**
- Pitts, M.J. & Raycom media (2016, August). Engagement with news and video platforms by university students. A presentation to Raycom media group.**
- Aladaihani, Y., & Pitts, M.J. (2016, April). Survey examination of how an anonymous source gains credibility in the political discourse: @karametwatan twitter account as an example. A paper presented at the Western Social Science Association Conference at Reno, Nevada.**
- Pitts, M.J., & Hall, H. (2016, April). Creating your own personal brand: Differences among communication and business students. A paper presented at the Western Social Science Association Conference at Reno, Nevada.**

2015

Almalki, A., & Pitts, M.J. (2015, October). Twitter has changed the agenda: A content analysis of Saudi newspaper tweets. A paper presented at the Global Fusion Conference at Texas A & M at College Station, Texas.

Pitts, M.J. (2015, June). Storytelling in the Classroom. A workshop presented to Pocahontas Junior High School Faculty.

Frazier, E., & Pitts, M. (2015, March). Sports Gratification Theory: The Uses and Gratifications of Sports. A paper presented at the Western Social Science Association Conference at Portland, Oregon.

Pitts, M.J. (2015, February 25th). iMovies: Creating Documentaries in the Gifted Classroom. A workshop presented at the Arkansas Gifted and Talented Educators 36th Annual Conference at Little Rock, AR.

Pitts, M.J. (2015, February 18th). Using iMovies in a Gifted and Talented Classroom. A workshop presented to Gifted and Talented students at Brookland, AR public schools.

2014

Lai, Y., & Pitts, M.J. (2014, October). Online Game Addiction: Surveying China's younger generation to help understand online game addiction symptoms. A paper presented at the Global Fusion Convention at Austin, Texas.

Pitts, M.J., & Perkins, G. (2014, April). Missiles of the Airwaves. Presented at the Western Social Science Association conference in Albuquerque, New Mexico.

Pitts, M.J. (2014, January). iPad Initiative: Historical Perspective. Presented at the Spring Semester iPad Initiative Seminar at Arkansas State University.

Pitts, M.J. (2014, July). Mobile Media in the Classroom: Creating Content, Motivation and Merit. A workshop on iTechnology in the classroom presented to Gifted and Talent teachers at the Crowley's Ridge Educational Cooperative.

Pitts, M.J. (2014, April). iMovies: Creating historical content. A presentation to students at the Riverside High School and the Riverside Junior High.

2013

Pitts, M.J., & Sharefi, A (2013, Oct). Social Media: A Picture of Saudi Arabia Sharing Islam. A paper presented at the Global Fusion 2012 conference at Carbondale, Illinois.

Combs, S. & Pitts, M.J. (February, 2013). The Top Two: Their Tweets and How They Focused on Women in the 2012 Presidential Election. A paper presented at the Race, Gender, and Media conference in New Orleans, Louisiana.

Pitts, M.J., & Combs, S. (2013, April). Twitter: "That's how we campaigned, and that's who we are : A content analysis of the 2012 Democratic and Republican candidates' tweets. A paper presented at the Western Social Science Association Convention at Denver, Colorado.

Shareefi, A., & Pitts, M.J. (2013, April). **Sharing Islam through social media”** A paper presented at the Western Social Science Association Convention at Denver, Colorado.

2012

Pitts, M.J. Executive Producer & Alkarimeh, B. (November, 2011). **Hattie Caraway: The Silent Woman.** A documentary project presented and discussed at Southern States Communications Association.

Pitts, M.J., & Jallad, F. (October, 2012). **A content analysis of Al Jazeera English and Arabic Channels: Framing the 2008 War in Gaza.** A paper presented at the Global Fusion 2012 conference at Athens, OH.

2011

Murad, H. & Pitts, M.J. (2011) **Crisis communication: A paper presented at the Southern States Communication Association Convention at Little Rock, AR.**

Makhadmeh, M., & Pitts, M.J. **Swine flu coverage in Jordanian newspapers: A content analysis.** A paper presented at the Western Social Science convention in Salt Lake City, Utah

Holly Hall, Lily Zeng, and Mary Jackson Pitts (2011). **Cultivating the community of learners: The potential and challenges of social media in higher education.** A paper presented at the Western Social Science Convention in Salt lake City, Utah.

Makhadmeh, N., & Pitts, M.J. (2011) **A survey of the motivations for reading blogs by Jordanian university media and journalism students.** A paper presented at the 2011 SWECJMC annual conference, Dallas, TX

Pitts, M.J. Executive Producer & Pasmore, J. (June, 2011) **Dyess Colony.** A documentary presented at the ASU Student Union.

Pitts, M.J. Executive Producer & Alkarimeh, B. (July ,2011). **Hattie Caraway: The Silent Woman.** A documentary presented at the ASU student Union.

2010

Pitts, M.J. (2010, April). **Fools Rush In:” Elvis and Michael’s “We are the World’s” Legal Legacy.”** A paper presented at the Western Social Science Convention at Reno, Nevada.

Zeng, L., Pitts, M.J., Fowler, G. (2010, April). **Catastrophic Icing: When the lines of communications tumble down.”** A paper presented at the Western Social Science Convention at Reno, Nevada.

Smith, M., Pitts, M., Smith, B., & Hill, M. (2010) **Emails from the 2008 U.S. Presidential Campaigns: Communication and Mobilization.** A paper presented at the AEJMC convention in Denver, Co.

2009

Hill, M, Pitts, M.J., Smith, M., & Smith, B. (2009). **Straight from the Source: A Descriptive Analysis of Online Press Releases in the 2008 General Election Presidential Campaign.** A paper presented at the Southwest Education Council for Journalism and Mass Communication's Symposium in Arlington, TX.

Zeng, L., & Pitts, M.J. (2009, April 18). Teaching Science Through Multimedia Story-presented at the Western Social Science Association Convention at Albuquerque, NM.

Pitts, M.J. (2009, April 17). Web Satisfaction: Reaching Your Publics. A paper telling: Collaborative Learning Between Science Teachers and 6th -8th Graders. A paper Presented at the Western Social Science Association Convention at Albuquerque, NM.

Pitts, M.J. (2009, April 2). ObamaNews: He'll talk to them but not the Press. A paper presented at the 2009 Southern States Communication Association convention at Norfolk, VA.

Pitts, M.J. (2009). Podcasting Pedagogy: Improving Student Performance? A paper presented at the Broadcast Education Association Convention at Las Vegas, NV.

Pitts, M.J., & Zeng, L (2009, March 6). TEXTS workshop, Presented to ASU Nursing and Health Professions Faculty.

2008 Pitts, M.J., & Zeng, L. (2008, March 3). Podcasting for Teen Technology. A presentation at the Craighead County Library at Jonesboro, AR.

Zeng, L., & Pitts, M.J. (2008, April 18). Podcasting for Arkansas College Media Day. A presentation at the 2008 Arkansas College Media Day at Jonesboro, AR.

Pitts, M.J. (2008). "Podcasting in the Classroom: An Experiment to Measure Effect." A paper presented at the Western Social Science Association Conference at Denver, CO.

Pitts, M.J. (2008). Weaving the Web. Radio's Web content. A paper presented at the Western Social Science Association Conference at Denver, CO.

2007

Pitts, M.J., Amienyi, O., & Hill, M. (2007, April). Rubric Driven Assessment. A paper presented at the Southern States Communication Associations annual convention at Louisville, Kentucky.

Amienyi, O., Pitts, M., & Hill, M. (2007, April). Assessment of Student Learning Using ACEJMC Guidelines: ASU College of Communication Experience. A paper presented at the Western Social Science Association Convention at Calgary, Canada.

Pitts, M. (2007, April). Experimenting with Video Podcasting: Can it improve Student Learning? A paper presented at the Broadcast Education Association Convention at Las Vegas, NV.

Pitts, M. J., & Zeng, L. (2007, August). Podcasting for Librarians. A presentation at the Northeast Arkansas Librarians Association's Summer meeting at Jonesboro, AR.

2006 Pitts, M.J. (2006, April). Copyright laws: What students know. A paper presented at the Western Social Science Convention at Phoenix, AZ.

- Pitts, M.J. (2006, April). **A documentary demonstration: What happens with grant projects.** A presentation at Southern States Communication Association Spring Convention at Dallas, TX.
- Supernant, K., & Pitts, M.J (2006, April). **Adult and Children's Television Advertising: A content analysis of Production, Copy and Aesthetic Values.** A top four paper presented at the Southern States Communication Association Convention at Dallas, TX.
- 2005 Pitts, M.J. (2005, April). **Research Methods: Practical Applications for teaching students.** A paper presented at the Broadcast Education Associations convention, Las Vega, NV.
- Robinson, C., & Pitts, M.J. (2005, April). **Jamaican newspaper coverage of sports: A content analysis of the Jamaica Observer's and Jamaica Gleaner's web coverage.** A paper presented at the Western Social Science Conention, Albuquerque, NM
- Rowe, C, & Pitts, M.J. (2004, April). **Public Universities in Arkansas: A content analysis of how they are using their websites to reach their constituencies. ."** A paper selected by a faculty jury for presentation at the Southern States Communication Association Spring Convention.
- 2004 Pitts, M.J., & Collins-Standley, (2004, November). **West Nile Virus: A study of Newspaper coverage.** A paper presented at the Southwest Education in Journalism and Mass Communication conference. Little Rock, AR.
- Pitts, M.J. (2004, April). **Copyright Laws: It's the gray area that will get you.** A paper presented to the Broadcast Education Associations Convention at Las Vegas, NV.
- 2003 Pitts, M.J. (2003, April). **"A Mosquito Bite: Will It Hurt Me?" West Nile Coverage in Print Media,** A paper presented at the Southern States Communication Associations spring conference at Birmingham, AL
- Pitts, M.J. (2003, April). **"Content Analysis of College Recruiting Materials."** A paper presented at the Southern States Communication Associations spring conference at Birmingham, AL
- 2002 Pitts, M. J. (2002, April). **Curricula Convergence.** Presented at the Broadcast Education Association at Las Vegas, NV.
- Pitts, M.J. (2002, April). **Changing Trends in Mass Media Research.** Presented at the Southern States Communication Association at Winston Salem, North Carolina.
- Pitts, M.J. (2002, October). **Invited guest for Documentary film festival. Panel convened at the Hot Springs Film Festival in Hot Springs, AR.**
- 2001 Pitts, M.J. (2001, October). **Expert panelist for Documentary film festival. Panel convened at the Hot Springs Film Festival in Hot Springs, AR.**
- Pitts, M.J. (2001, March 8-9). **"Documentaries, what are they?" Hot Springs Children's Film Institute Festival.**
- Pitts, M.J. (2001, April 7). **College students' radio use: A pilot study.** A paper presented at the Southern States Communication Association Spring Convention.
- Pitts, M.J. (2001, April 20). **Television News Websites: What's there and What's Not.** A paper presented at the Western Social Science Convention in Reno, Nevada.

- Pitts, M.J. (2001, April 21). Cable Access Audiences. A paper presented at the Broadcast Education Association Spring convention in Las Vegas, Nevada.**
- 2000**
- Pitts, M.J. (2000, May). Cable satisfaction. A paper presented to the Jonesboro City Council.**
- Horton, L. & Pitts, M.J. (2000, April 20), Radio websites: A content analysis to determine how radio is using the Internet. A paper presented at the Pop Culture convention in New Orleans, LA (International)**
- Pitts, M. J., & Doyle, M. (2000, June 15-17). Cable access television and community involvement: The tale of a small town's use of access television. A paper presented at the "Public Broadcasting and the Public Interest," conference at the University of Maine. (Multi-national conference)**
- 1999**
- Shain, K., & Pitts, M.J. (1999, November 12). A content analysis of official hit movie web sites: The top revenue grossing movies of 1998. A paper presented at the Southwest Mass Communication Symposium at Jonesboro, Ar.**
- Han, S. Y., & Pitts, M.J. (1999, October 7). The depictions of TV violence found in prime time dramatic programming in South Korea: A content analysis. A paper presented at the 23rd annual Third World Studies Conference in Omaha, Nebraska.**
- Pitts, M. J. (1999, April 11). Civic Life and the broadcast Journalist. A paper presented to the joint meeting of the CSCA/SSCA convention in St. Louis, MO**
- Pitts, M.J. (1999, April 23). International in the Mid-South. A paper presented at the Western Social Science Convention in Fort Worth, TX.**
- 1998**
- Pitts, M.J. (1998). Where are the women? A picture of sports coverage in the Mid-South. A paper presented at the Southern States Communication Association meeting in San Antonio, TX.**
- Pitts, M.J., & Finch, H. (1998). Political advertising and news coverage: A longitudinal study of agenda setting. A paper presented at the Southern States Communication Association meeting in San Antonio, TX.**
- 1997**
- Pitts, M. J.,& Finch, H. (1997). A picture of Local Television News in the Mid-South: The Story of Attribution. A paper presented at the Southwest Education Council for Journalism and Mass Communication November 7 at Dallas, TX.**
- Pitts, M. J. (1997). Lending Credibility to Presidential Messages: A study of Presidential candidates and their references to sources in presidential debates. Presented at the Southern State Communication Association Convention, Savannah, GA , April 2-6.**
- 1996**
- Pitts, M.J. (1996). The media's role in the 1994 General election in Arkansas: A survey of Registered Voters. A paper presented at the Southwest Symposium in Monroe, LA, November 9.**
- Pitts, M. J. (1996). Media usage: A survey of registered voters during a non-presidential election year(NPEY). A paper presented at the Southern States Communication Association Convention in Memphis, TN, March 27-31.**
- Pitts, M. J. (1996). Sponsorship agenda setting: Comparisons between three markets. A paper presented at the Western Social Science Association convention in Reno, Nevada, April 15-21.**
- Finch, T. H., & Pitts, M. J. (1996). A content analysis of television commercials:**

A status report on the use of appeal and production techniques. A paper presented at the Southern States Communication Association Convention in Memphis, TN, March 27-31.

Lim, J. H., & Pitts, M. J. (1996). Employee relations: The question of job satisfaction. A top paper in the public relations division presented at the Southern States Communication Association Convention in Memphis, TN, March 27-31.

1995

Pitts, M. J. (1995, April 7). Political candidate use of sources in presidential debates. Presented at the Southern States Communication Association Convention in New Orleans, LA.

Pitts, M.J. (1995, April 6). Bypassing the news media's agenda: Political advertising's impact on the public agenda. Presented at the Southern States Communication Association Convention in New Orleans, LA.

Pitts, M.J. (1995, April 12). A content analysis of sponsors setting the television news agenda. Presented at the Popular Culture Association Convention in Philadelphia, PA.

1994

Pitts, M.J. (1994). Public Reaction to Political Campaign Commercial Placement in Television Newscasts. Paper presented at the Southwest Education Council for Journalism and Mass Communication's Symposium in Flagstaff, AZ.

Pitts, M.J. (1994). It's Hot, Cold or Wet: Getting the Weather Picture. Paper presented at the Popular Culture Association Convention in Chicago, IL.

1993

Pitts, M.J. (1993). Local Media Agenda Building: Implications for national and international news coverage. Paper presented at the Southern States Communication Convention in Lexington, KY. (received division honors)

Pitts, M.J. (1993). "Murphy Brown: Does the Series Have Values?" Paper presented at the Popular Culture Association Convention in New Orleans, LA.

1992

Pitts, M.J. (1992). "Television Assignment Editors: Gatekeeping Decisions." Paper presented at the Southern States Communication Association in San Antonio, TX.

Pitts, M.J. (1992). Video Showcase of Broadcast Journalism work. Presented at the Southern States Communication Association in San Antonio, TX.

1988

Pitts, M. J. (1988). "An examination of TV assignment editor's and the news selection process." Paper presented at the Southwest Symposium of Journalism and Mass Communications in Abilene, TX.

Professional and University Service

- | | |
|---------------|---|
| 2010-present | Mass Communication Section Co-Coordinator, World Social Science Association |
| 2015- present | Serve on the board of for Cedar Ridge High Schools Audio/Video Tech & Film Advisory board |
| 2015-present | Serve on the Board of the Jonesboro High School Business and Communication Academy |
| 2015-present | Serve on the board for Doniphan, Missouri Digital Media/Current River Broadcasting |

2015-2020 Work weekly with Math and Science Magnet School, teaching newscast production using Ipad technology

2013- 2018 Chair, Media and Communication PRT committee

2010 Chair, Public Relations Division, Southern States Communication Association

2009-2011 Board Director, Environmental and Spatial Technology board, Jonesboro Public Schools

2009-2012 Coordinator Production showcase, SSCA.

2009 Vice chair, Public Relations Division, Southern States Communication Association

2009-2012 Community Advisory Board, Bancorp South

2008-2012 Paces, Inc Board of Directors, Jonesboro, AR

2008-2010 Craighead County Single Parent Association, Jonesboro, AR

2007-2008 President, Paces, Inc Board of Directors, Jonesboro, AR

2007 Vice Chair, Craighead County Single Parent Association, Jonesboro, AR

2006 President, Paces, Inc Board of Directors, Jonesboro, AR

2006 Vice Chair, Craighead County Single Parent Association, Jonesboro, AR

2004-2005 Executive Vice President, PACES Board, Jonesboro.

2003-2010 Executive Board Member, PACES, Jonesboro, AR

2003-2010 Coalition Against Unwed Teenage Pregnancy, Craighead County

2003 Editor, *Southwestern Mass Communication Journal*,
Chair, Public Relations Division, Southern States Communication Association.
Executive Board, Southern States Communication Association

2002 Editor, *Southwestern Mass Communication Journal*
Chair, Popular Communication Division, Southern States Communication Association
Vice Chair/Planner, Public Relations Division, Southern States Communication Association
SSCA Outstanding New Teacher Award Committee.
Executive council Member, Ex-officio Southwest Educational Council for Journalism and Mass Communication

2001 Delta Studies Planning Committee, Grant writing for a documentary on the African American Experiences of Craighead County

2001 Northeast Arkansas Contact, Hot Springs Documentary Film Festival

2000 Editor, *Southwestern Mass Communication Journal*
Executive Council Member, Southern States Communication Association
Chair, Popular Communication Division, Southern States Communication Association

Association

Executive council Member, Ex-officio Southwest Educational Council for Journalism and Mass Communication

Vice Chair, Public Relations Division, SSCA

1999

Associate Editor, *Southwestern Mass Communication Journal*

Executive council Member, Ex-officio Southwest Educational Council for Journalism and Mass Communication

Vice Chair/Program Planner, Popular Communication Division, SSCA

1998

Associate Editor, *Southwestern Mass Communication Journal*

Chair, Mass Communication division, Southern States Communication Association

Executive Council Member, Southern States Communication Association

1997

Associate Editor, *Southwestern Mass Communication Journal*.

Vice Chair, Mass Comm Division of The Southern States Communication Association.

Interim member of the University General Education Committee

1996

Associate Editor, *Southwestern Mass Communication Journal*.

Secretary and News Letter Editor of the Mass Comm Division of The Southern States Communication Association.

Nominating Committee, Southern States Communication Association 1995-1996

University service

Committee work

A. Departmental Committees

1997-Present	PRT committee
1993-Present	Scholarship Committee
2012-2018	Faculty assessment committee
2012-2018	Multimedia Journalism Committee
2007	Merit Evaluation Committee, Chair
2007	Equipment Checkout Committee, Chair
2005	News Process Committee, Chair
2000-2012	RTV curriculum committee
2001-2002	Co-executive producer of programming on ASU-TV. More than 200 hours of programming for ASU-TV . Sports(football and basketball) and Fine Arts events (recitals)
2001- 2012	Video Learning Community, Chair
1999-2004	RTV Curriculum committee, Chair
1999- 2001	ASU-TV advisor
1994-2012	RTV Assessment committee

1994-present	Ted Rand Scholarship committee (Chair)
1995	Faculty Search committee for KASU station manager
1995	Faculty Search committee for instructor's position
1994	Marvin Vines Scholarship committee
1994, 1995	Subcommittee for Communications Research Class Proposal

B. College Committees

2013-2016	College PRT Chair
2009-2010	College PRT Chair
2001-2010	College PRT
2001-2011	Accreditation committee
1994-2011	College Assessment committee
1994	Tactical Planning committee
1994	Graduate Student Integration committee
1996	Student Affairs committee
1995-1996	Accreditation committee
1995	Major Fair committee
1995-1999	Student Recruitment committee
1993-present	Graduate Faculty committee
1997	Web Site Committee-Chair
1997-2010	Teaching Evaluation committee

C. University Committees

2016	Chair, UPRTC
2013-2018	UPRTC member and secretary
2006-Present	Earth Day, Publicity
2008-2010	University PRT, Chair
2007	Centennial Committee
2007	Web Design Committee
2007	Faculty Handbook Committee
2007	Academic Hearing Committee
2005	ASU Centennial Committee
2005	First year experience committee
2002-present	University Faculty Research Committee
2002-present	University Honors Committee
2001-2005	Student affairs committee
2000-2001	University faculty satisfaction committee

2000	Faculty Senate Distance Learning Committee
1998-2001	University Promotion and Tenure committee
1998-2001	University Faculty Research Committee
1994-1996	Major Assessment committee
1994-1996	Truman Scholarship committee
1994-1995	Student Affairs committee
1996	Investiture committee
1996	Strategic Planning committee (mission statement)
1996	Strategic Planning committee (attended forum at Tyson's food)
1997	General Education committee

Professional, Scholarly Memberships

Broadcast Education Association

Southern States Communication Association

Southwest Education Council in Journalism and Mass Communication

Education

1993	Doctor of Philosophy in Mass Communication University of Southern Mississippi, Hattiesburg, MS
1987	Master of Mass Communication Arkansas State University, Jonesboro, AR
1983	Bachelor of Science, Radio/TV Arkansas State University, Jonesboro, AR
1979	Batesville High School, Batesville, AR

Thesis Chair

2020 Noi, S. Thesis Chair. Assessing the living experiences of prostate cancer survivors in the Delta of Northeast Arkansas.

2019 Veeramamreddy, J. Thesis Chair. Twitter usage by Indian embassies and consulate general offices for addressing Indian migrant issues in Saudia Arabia and United Arab Emirates.

Alomari, Asem. Thesis Chair. The impact of social media use on students' academic performance: A field study at a mid-south university.

Bugshan, Lujain. Thesis Chair. The Role of Social Media in Raising Special Needs Awareness among

Saudi People

- 2018** Blackburn, K. Thesis Chair. **Clinton Versus Trump: A content analysis of framing and gender stereotypes in newspaper coverage of the 2016 Presidential General Election.**
- Elhersh, G. Thesis Chair. **The Arabic Animators' Perceptions of Arabic animation film industry.**
- Makharesh, H.O. Thesis Chair. **Arab Citizens' Perceptions of the Investigative Journalism.**
- Mouria, H. Thesis Chair **An examination of cultural sharing by Saudi Citizens using Instagram.**
- Alotaibi, R. Thesis Chair. **Friendship in the age of social media in Saudi Arabia.**
- Barker, J. Thesis Chair **Social Media and Self-Esteem: The relationship of social media usage and self-esteem.**
- Alqahtani, H. Thesis Chair **The role of snapchat in the dynamics of E-commerce and communication in Saudi Arabia.**
- Asmael, A. Thesis Chair **Binge watching motivations: A survey of content users.**
- 2017** Chung, S. Thesis Chair. **The relationship between social media advertising engagement and attitudes toward advertising on social media: Focusing on Facebook Users.**
- 2016** Al Shareefi, Maha Thesis Chair. **How facebook is being used in Saudi Arabia as a news sources.**
- Hermes, A. Thesis Chair. **Perceived Interactivity and Uses and Gratifications of Online Interactive Advertising**
- Almalki, A. Thesis Chair. **A Survey of Saudis' Behaviors Toward Twitter as a News Gathering Tool**
- 2015** Aldaihani, Y. A. Thesis Chair. **Survey Examination of How an Anonymous Source Gains Credibility in the Political Discourse @karametwatan Twitter Account as an Example**
- 2014** Almistadi, M. I. Thesis Chair. **Trendsetters vs. Agenda Setting: A Comparison of Agendas in Twitter and Newspapers of Saudi Arabia**
- Bramlett, J. Thesis Chair. **The tweeting of the U.S. Senate: Content analyses of usage, messaging, and strategies by U.S. Senators on Twitter**
- Bass, E. Thesis Chair. **Degrees and Dollars: An Analysis of Student Perception on Messages Influencing College Matriculation.**
- McCall, T. Thesis Chair. **Cognitive Dissonance: Observing the Links between Religiosity, Religious Beliefs, Gender and Religious Behavior.**
- Reaves, J. Thesis Chair. **Getting young adults tuned in to public radio: A survey of uses, perceptions, content and programming.**
- 2013** Holifield, M. Thesis Project Chair. **Blowing Smoke: Harry J. Anslinger and the Marijuana Tax Act**

of 1937"

2012

Sabir, F. Thesis Chair. A Content Analysis of the Media Agenda Setting in the Saudi National TV Newscasts

Shareefi, A. Thesis Chair, Islamic Presentation on Social Media Communication.

2011

Alkrihah, B . (2011). Thesis Chair. People's perception of women's stereotypes in films: A survey of college students

Jallad, F. (2011). A content analysis of how Al Jazeera English and Arabic channels framed the war on Gaza

Aljimi, F. (2011). Thesis Chair. Press Law in Kuwait.

Makhadmeh, N.M. Thesis Chair. A survey of the motivations for reading blogs by Jordanian university media and journalism students.

2010

Hobson, C. (2010). Thesis Project Chair. More than Just a Farm.

Murad, M. (2010) Thesis Chair. Better Communication During National Crisis.

1998

Han, S-Y. Thesis Chair. The depictions of TV violence in the United States and South Korea: A content analysis of prime-time dramas.

Teaching (Recognition of Student Research acceptance)

Hick, J. (2019, April). Media is Everything to People: How Media Exposure Affects the Job of Law Enforcement," A paper presented at the Western Social Science Conference at San Diego, California.

Almalki, Abdullah. (2016). A survey of Saudis' behaviors toward Twitter as a news gathering tool. A paper presented at the Western Social Science association conference at Reno, Nevada.

Hermes, Anna. (2016). Perceived interactivity and uses and gratifications of online interactive advertising. A paper presented at the Western Social Science association conference at Reno, Nevada.

Lyimo, N. (2016). Tanzania agenda building: The role of the mass media in the shaping of the public opinion in Tanzania. A paper presented at the Western Social Science association conference at Reno, Nevada.

Alimastdi, Mohammed, (2013). "A Survey of Mass Communications Educators on implementing Social Media in their Programs." Southwest Symposium of the Southwest Education Council for Journalism and Mass Communication, Tulsa, OK, November 2013.

Collins, Joy. (2008). Weather: A survey of college students to determine how they view weather in the media. A paper accepted for presentation at the SSCA Theodore Clevenger Undergraduate Student Research Conference at Savannah, Georgia.

Gay, Sara. (2008). Podcasts: A content analysis to determine podcast content of network news station. A paper accepted for presentation at the SSCA Theodore Clevenger Undergraduate Student Research Conference at Savannah, Georgia.

Lamkin, Rodney. (2008). Pirates on the internet: A survey A paper accepted for presentation at the SSCA Theodore Clevenger Undergraduate Student Research Conference at Savannah, Georgia.

Wilson, Andrew. (2008). The Herald: A survey to determine readership and opinion A paper receiving 5th place at the SEJC annual competition held at Mississippi.

Bland, Miranda (2007). War Lyrics: A content analysis. A first place research paper at the SEJMC spring competition.

Wilson, Andrew. (2007). The Herald: A survey to determine readership and opinion A paper accepted for presentation at the Southern States Communication Association Undergraduate Research Conference at Louisville, Kentucky.

Luster, Angela. (2007). A survey of college students' cell phone usage habits. A paper accepted for presentation at the Southern States Communication Association Undergraduate Research Conference at Louisville, Kentucky.

Lawrence, Elisha. (2007). A content analysis of film's portrayal of Greek organizations. A paper accepted for presentation at the Southern States Communication Association Undergraduate Research Conference at Louisville, Kentucky.

Johnson, Michael (2007). Studio photography: A survey of Jonesboro residents to determine their perception of studio photography. A paper accepted for presentation at the Southern States Communication Association Undergraduate Research Conference at Louisville, Kentucky.

Heath, Jeremy. (2007). Recall: A quasi-experiment of college students to study how much is retained from advertisements. A paper accepted for presentation at the Southern States Communication Association Undergraduate Research Conference at Louisville, Kentucky.

Speakes, Jeremy. (2007). Campaign coverage: A content analysis of election coverage on television news websites. A paper accepted for presentation at the Southern States Communication Association Undergraduate Research Conference at Louisville, Kentucky.

Shoultz, Lenore. (2006) "Cultural distortion: Media, Money & the Hillbilly Legacy. A paper presented at the 12th annual Delta Blues Symposium at Jonesboro, AR.

Madlock, Erika. (2006). The helping hand theory: A look at the spiral of silence and how it contributes to African American voting habits. A paper presented at the WSSA convention in Phoenix, AZ.

Bailey, Pamela (2006). Historical effects: African-Americans and the effects of history on their public opinion and willingness to speak out. A paper presented at the WSSA convention in Phoenix, AZ.

Davis, Richelle McCoy (2006). The negative image portrayals of African American women in the media: Cultivating a Theory. A paper presented at the WSSA convention in Phoenix, AZ.

Travis, Josh. (2006). Second Place research paper Southeast Journalism Best of the South Competition.

Woods, Amy (2006). Advertising: A content analysis of celebrity endorsement in magazine advertising. A paper accepted for presentation at the WSSA convention in Phoenix, AZ.

Beckwith, Chad. (2006) Internet advertising: A survey of college students to determine internet ad attitudes. A paper presented at 2006 Southern States Communication Associations Undergraduate Student Research Conference at Dallas, TX.

Lewellyn, Clint. (2006) Soap Operas: A study to examine the amount of violence, sex, and social issues in today's daytime serials. A paper presented at the 2006 Southern States Communication Associations Undergraduate Student Research Conference at Dallas, TX.

Franklin, Jessica. (2006). FCC guidelines and primetime television sitcoms: Are program ratings really a reflection of the network sitcom? A paper accepted for presentation at the 2006 Southern States Communication Associations Undergraduate Student Research Conference at Dallas, TX.

McClelland, Jennifer. (2006). The portrayal of Jesus Christ in movies: A content analysis. A paper presented at the 2006 Southern States Communication Associations Undergraduate Student Research Conference at Dallas, TX.

Mayhair, Paige. (2006). The differences in cultural advertising campaigns: Do the basics of advertising change from culture to culture? A paper accepted for presentation at the 2006 Southern States Communication Associations Undergraduate Student Research Conference at Dallas, TX.

Spradling, Meghan (2006). Media among Baptist collegiate ministries: Marketing the love of God to the masses. A paper presented at the 2006 Southern States Communication Associations Undergraduate Student Research Conference at Dallas, TX.

Johnson, Matt.(2006). CSI: What really happens in a forensic lab. A paper accepted for presentation at the 2006 Southern States Communication Associations Undergraduate Student Research Conference at Dallas, TX.

Jameson, Chris(2006). The Soprano's and Gangster Films:A content analysis of production style. A paper accepted for presentation at the 2006 Southern States Communication Associations Undergraduate Student Research Conference at Dallas, TX

Stacy D. Olm, (2005, April). Presidential election 2004–Bush vs. Kerry: What messages are they trying to send. ." A paper selected by a faculty jury for presentation at the Southern States Communication Association Spring Convention. Top four paper.

Stacy Hudson, (2005, April). College students: How they perceive politicians in relation to their uses of the media. ." A paper selected by a faculty jury for presentation at the Southern States Communication Association Spring Convention. PRSA Arkansas Prism Award Winner

Kila Williams, (2005, April). Press releases: A look at 2004 political conventions and press releases." A paper selected by a faculty jury for presentation at the Southern States Communication Association Spring Convention. PRSA Arkansas Prism Award Winner

Kyle Riley, (2005, April). What do students expect of college coaches? A study of the relationship between student perceptions of college coaches and media usage. ." A paper selected by a faculty jury for presentation at the Southern States Communication Association Spring Convention.

Makayla Connors, (2005, April). A content analysis of cable network television: The portrayal of gay characters. ." A paper selected by a faculty jury for presentation at the Southern States Communication Association Spring Convention.

Stacy Hudson, (2005, April). College students: How they perceive politicians in relation to their uses of the media. ." A paper selected by a faculty jury for presentation at the Southern States Communication Association Spring Convention. PRSA Arkansas Prism Award Winner

Kila Williams, (2005, April). Press releases: A look at 2004 political conventions and press releases. A paper selected by a faculty jury for presentation at the Southern States Communication Association Spring Convention. PRSA Arkansas Prism Award Winner

Carrie Chatman (2005, April). Ethnicity in magazine advertising: A content analysis of race portrayal in magazine advertising. ." A paper selected by a faculty jury for presentation at the Southern States Communication Association Spring Convention.

Olsen, M. (2005, April). ESPN Sportscenter: An examination of sports coverage 25 years later. A paper presented at the Arkansas Undergraduate Student Research Convention at Arkadelphia, AR.

Emmons, V. (2005, April). State Run Lotteries: How are states using their websites to promote their lotteries. A paper presented at the Arkansas Undergraduate Student Research Convention at Arkadelphia, AR.

George, B (2005, April). 1600 Pennsylvania Avenue: Democratic Candidates and their Use of Emails. A paper presented at the Arkansas Undergraduate Student Research Convention at Arkadelphia, AR.

Olsen, M. (2005, April). ESPN Sportscenter: An examination of sports coverage 25 years later. A paper

Ashley Martin (2004, April 16). Portrayal of race and gender in the advertisements of Super Bowl XXXVII. A paper presented at the Arkansas Undergraduate Student Research Conference at Arkadelphia, AR. A paper published in the proceedings of the same conference.

Krissie Files. (2004, April 16). Sports Coverage: Is there equality in coverage? A paper presented at the Arkansas Undergraduate Student Research Conference at Arkadelphia, AR.

Krista Housdan (2004, April 16). Gender in the public relations field: Does it affect positioning and salaries? A paper presented at the Arkansas Undergraduate Student Research Conference at Arkadelphia, AR. A paper published in the proceedings of the same conference

Logan Oliver (2004, April 16). Students' Perceptions of the Media's Ideal Body Image? A paper presented at the Arkansas Undergraduate Student Research Conference at Arkadelphia, AR.

Stephanie Easterly, (2004, April 16). The Media's Influence on Eating Disorders A paper presented at the Arkansas Undergraduate Student Research Conference at Arkadelphia, AR.

Malina Tabor, Using the Internet as a Public Relations Tool, A paper selected for presentation at the Arkansas State Undergraduate Student Research Convention at Henderson State University at Arkadelphia, AR. Paper also accepted for publication in Convention proceedings journal

Curtis Adams, (2003, April). Television Stations: How They Use the Internet to Find Employees? A paper selected for presentation at the Arkansas State Undergraduate Student Research Convention at Henderson State University at Arkadelphia, AR. Paper also accepted for publication in Convention proceedings journal.

Katrina Surprenant, (2003, April). Internet Radio: A Construction in Revolution . A paper selected for presentation at the Arkansas State Undergraduate Student Research Convention at Henderson State University at Arkadelphia, AR.

Jenny Wolff, (2003, April) Political Candidates Websites in the South: A Content Analysis of how

they target different audiences. A paper selected for presentation at the Arkansas State Undergraduate Student Research Convention at Henderson State University at Arkadelphia, AR.

Joshua Wright (2003, April), NBC'S Coverage of the 2002 Winter Olympics On the Internet. A paper selected for presentation at the Arkansas State Undergraduate Student Research Convention at Henderson State University at Arkadelphia, AR.

Audrey Wiggins Malone (2003, April) Shared experience.org Cancer patients chat room: What s being discussed? A paper selected for presentation at the Arkansas State Undergraduate Student Research Convention at Henderson State University at Arkadelphia, AR.

Shawn Brown, (2003, April) Minority Use of the Internet. A paper selected for presentation at the Arkansas State Undergraduate Student Research Convention at Henderson State University at Arkadelphia, AR.

Brooksie Felty (2003, April). Public Relations Student Society University Chapter websites: Updated or Outdated? A paper selected for presentation at the Arkansas State Undergraduate Student Research Convention at Henderson State University at Arkadelphia, AR.

Harms, R. (2003, April). Streaming radio: The new millennium's broadcast or just a passing fad? A paper selected for presentation at the Arkansas State Undergraduate Student Research Convention at Henderson State University at Arkadelphia, AR.

Heather McCutcheon, (2002, February). journalism student, "A Content Analysis of College Newspaper Coverage of the September 11th Terrorist Attacks on the United States." Top Student Research Paper in the Southeast Journalism Conference at Clarksville, TN at Austin Peay State.

Brooke Owen, (2002, April) journalism student, "The Portrayal of Women in Super Bowl Commercials." A paper selected for presentation at the Arkansas State Undergraduate Student Research Convention at Henderson State University at Arkadelphia, AR.

Andrea Johnston, , (2002, April) journalism student, "Southern Gospel v. Contemporary Christian Music: An Analysis of Theme." A paper selected for presentation at the Arkansas State Undergraduate Student Research Convention at Henderson State University at Arkadelphia, AR

Hannah Harris, , (2002, April) RTV student, "Home Improvement: A Semiotic Critical Analysis." A paper selected for presentation at the Arkansas State Undergraduate Student Research Convention at Henderson State University at Arkadelphia, AR. Paper also accepted for publication in the convention proceedings journal.

Lindsey Landreth, , (2002, April) RTV student, "A content analysis of AAPOR standards in Television Broadcasting: The Television Poll Story." A paper selected for presentation at the Arkansas State Undergraduate Student Research Convention at Henderson State University at Arkadelphia, AR

Heather McCutcheon, (2002, April) journalism student, "A Content Analysis of College Newspaper Coverage of the September 11th Terrorist Attacks on the United States." A paper selected for presentation at the Arkansas State Undergraduate Student Research Convention at Henderson State University at Arkadelphia, AR

Ana Pitt, , (2002, April) journalism student, "Product Placement in Children's Films: A Content Analysis of What's Placed." A paper selected for presentation at the Arkansas State Undergraduate Student Research Convention at Henderson State University at Arkadelphia, AR. Paper also accepted for publication in the convention proceedings journal.

Brad Fletcher (2002, April) "A content analysis of sex in primetime television sitcoms" A paper selected by a faculty jury for presentation at the Southern States Communication Association Spring Convention. (top ten paper)

Jessica Newburg(2002, April) “A content analysis of violence in daytime Soap Operas” A paper selected by a faculty jury for presentation at the Southern States Communication Association Spring Convention. (top ten paper)

Meghan Hackney(2002, April) “A content analysis of internet advertising.” A paper selected by a faculty jury for presentation at the Southern States Communication Association Spring Convention.

Jason Brown (2002, April) “Magazine portrayal: A content analysis of blacks and women in magazine advertisements” A paper selected by a faculty jury for presentation at the Southern States Communication Association Spring Convention.

Amanda Rogers (2002, April) “Public relations and practitioners’ use of technology” A paper selected by a faculty jury for presentation at the Southern States Communication Association Spring Convention.

Dana Scaife (2002, April) “Product Placement in Sitcom Television” A paper selected by a faculty jury for presentation at the Southern States Communication Association Spring Convention.

Trent Foreman (2002, April) “College Students’ Radio Listening Habits” A paper selected by a faculty jury for presentation at the Southern States Communication Association Spring Convention.

Robert Tabern (2002, April) “Agenda Setting through a Presidential Address to Congress” A paper selected by a faculty jury for presentation at the Southern States Communication Association Spring Convention.

Kira Hamilton (2002, April) “MTV: A content analysis of news programming after September 11, 2001” A paper selected by a faculty jury for presentation at the Southern States Communication Association Spring Convention.

Walker, K. (April, 2001). Gender and Film. A content analysis of differences in men and women filmmakers. A paper selected by a faculty jury for presentation at the Southern States Communication Association Spring Convention.

Barnhill, K. (April, 2001) Public Knowledge and perception of digital media such as HDTV. A paper selected by a faculty jury for presentation at the Undergraduate Student Convention of Southern States Communication Association Spring Convention.

Taylor, T. (April, 2001). Children and violence in cartoons. A top ten paper selected by a faculty jury for presentation at the Undergraduate Student Convention of Southern States Communication Association Spring Convention.

Hufstedler, J. (April, 2001). Copyright: What’s legal and What’s not? A paper selected by a faculty jury for presentation at the Undergraduate Student Convention of Southern States Communication Association Spring Convention

Dailey, P. (April, 2001). The agenda of late night talk shows: A survey of college students. A paper selected by a faculty jury for presentation at the Undergraduate Student Convention of Southern States Communication Association Spring Convention

Murray, D. (April, 2001). A content analysis of NFL commentary. A paper selected by a faculty jury for presentation at the Undergraduate Student Convention of Southern States Communication Association Spring Convention.

Holifield, M. (April, 2001). How often do college students use the internet compared to traditional media as a means of newsgathering?A paper selected by a faculty jury for presentation

at the Undergraduate Student Convention of Southern States Communication Association Spring Convention.

Golightly, H. (April 2001). A content analysis of the disclaimers featured in children's television advertising. A paper selected by a faculty jury for presentation at the Undergraduate Student Convention of Southern States Communication Association Spring Convention.

Teaching (Recognition of Student Production)

2016 Jennifer Stewart and Jade Allen ASU Museum (third place) College Broadcast Inc national competition

2016 Jade Allen and Jennifer Stewart ASU Museum (bronze award) MCA-I National Corporate Media Award

2015 Teisha Bagwell, Jason Dispain, Herbert Johnson College of Agriculture Department Bronze award (MCA-1) MCA-I National Corporate Media Award

2014 Math and Science Silver Award (MCA-1) National Corporate Media

2014 Justin Rucker, Library Craighead County (Bronze Award) MCA-I National Corporate Media Award

2013 Tyler Silvey, Austin Lott, Joseph Anderson. Gold award for Water Solutions with MCA-I National Corporate Media award

2013

Phoebe Haynes (2013) Bedding Mart audio commercial. Honorable Mentioned National Broadcast Society

Celeste Wright (2013). Wendy's audio commercial. Honorable Mentioned National Broadcast Society

2012 Marcela Tapia, Joetta Porchia (2012). Judd Hill,

2010

Galen Perkins, Chris Buttgen, Grant Newkirk, & Phillip Carr. (January 2010). Facilities Management, MCA-I National Corporate Media Award.

2009

John Steele, (2009). SEJC, Radio Journalist of the Year.

2007 Lenore Shoultz, (2007, April). Fairy God Mothers of the Ozarks. A documentary aired on AETN, public broadcasting, AR.

2006 Yasuhito.Tani, (2006, April 8th). Price for Priceless. A documentary selected for presentation at the Ozark Foothills FilmFest.

2003 Brandon Carter, (2003, November 27) . Under the Occupation, A documentary selected as one of the top documentaries in the AETN Arkansas Student Video Competition. Air date is November 27th,

- 2003.
- 2002** Pruitt, Brook (2002, October). Pole Vaulting. Hot Springs Documentary Film Festival.
 Mohr, M. (2002, October). Medal of Honor, A documentary selected for presentation at the Hot Springs Documentary Film Festival at Hot Springs, AR.
 Veara, C. (2002, October). The power of a Wish,. A documentary selected for presentation at the Hot Springs Documentary Film Festival at Hot Springs, AR.
 Jeon, D. (2002, October). A mother of Korean Students A documentary selected for presentation at the Hot Springs Documentary Film Festival at Hot Springs, AR.
- 2001** Carter, B. (2001). A documentary of the ASU museum. A documentary presented at the Hot Springs documentary festival in Hot Springs, AR.
- 2000** Michael Bowman's graduate documentary, "POWs in Arkansas" continues to air on AETN.
 Darcy Douglas's graduate documentary, "Arkansas: Hollywood of the South," was presented at the Southern States Communication Association's Spring Convention in New Orleans, LA.
- 1999** Michael Bowman's graduate documentary, "POWs in Arkansas" won first place in the culture division of the Silver State Documentary Competition at UNLV in Las Vegas, Nevada.
- 1998** Chair of Thesis: Sung Yop Han
 Title: The depiction of television violence in the United States and South Korea: A content analysis.
 Karen Russell's graduate documentary, "The Sound of Silence", was presented at the production showcase at the Southern States Communication Association's Spring Convention in San Antonio, TX, April 4th.
- 1997**
 Janet Garrett's graduate documentary, "Parents Watching Kids Watch TV", was selected and presented during the Southern States Communications Association annual convention in Savannah, Georgia, April 6th.
 Carey Byars' graduate documentary, "The Wettest Dry County", was selected and presented during the Southern States Communications Association annual convention in Savannah, Georgia, April 6th.
 Hope Finch's graduate documentary, "Blues Notes in Northeast Arkansas", served as the opening session of the Delta Blues Symposium III, April 10.
- 1996**
 Hope Finch won second place in the Silver State Documentary Festival, Fine Arts division, at the University of Nevada, Sept 1996. The second place was awarded for her documentary "Blues Notes in Northeast Arkansas."
- 1995**
 Suhair Mrayan's "International Students" Documentary was presented at the Southern States Communication Associations Convention in New Orleans April 9, 1995.

Greg Yarbrough won 1st place in the regional competition of the Society of Professional Journalists Mark of Excellence competition for spot News reporting. His stories dealt with the firing of ASU President, Dr. Mangeri.

1994

Student-produced public service announcement wins Second in Statewide Forestry Commission PSA contest for Smokey Bear's 50th anniversary.

Student received \$500 award. PSA's aired on Little Rock network affiliate stations.