

Amber Hinsley, Ph.D.

Assistant Professor
Texas State University

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Teaching experience

Teaching philosophy

Just do it: Students learn the most about the craft of journalism by practicing it. I act as a guide for students, creating opportunities to learn the fundamentals of the craft and the technical skills associated with it.

Think different: Students must grasp why nurturing journalism and communication skills is important for their careers, the profession and society at large. We examine how changes in values and ideology affect what we are learning in the classroom and what is happening in the industry today.

Texas State University

Assistant Professor, 2020-present
Multimedia Journalism
Writing for the Mass Media
Data Journalism (graduate)
Great Ideas for Teaching Award, AEJMC, 2020

Saint Louis University

Associate/Assistant Professor, 2010-2020
Multiplatform Journalism (2014: iPad mini grant)
News Writing
Real News, Fake News & Media Literacy
Social Media as Professional Tools
Contemporary Issues in Media (graduate)
Research Methods in Communication (graduate)
Excellence in Undergrad Teaching Award, 2017-18

University of Texas at Austin

Teaching Assistant, 2006-2010
Intermediate Reporting
News Editing

Texas State University

Adjunct Instructor, 2007-2009
Editing for Clear Communication
Introduction to Mass Communication

Skills taught: Premiere, Avid, Final Cut Pro, iMovie, InDesign, Photoshop, Audition, SPSS, AP Style, WordPress CMS, social media analytics, print/broadcast/online writing, infographics and critical thinking

"Dr. Hinsley does a lot for her students and developing her students. She is critical, but extremely helpful. ... She is a certain, unique level of tough. ... I thoroughly enjoyed how she presented the topics and information to keep us interested and intrigued in what we were doing and helping to make it count for something other than just a grade. She helped to develop us as professionals AND students." — Multiplatform Journalism student evaluation

"The organization of the course was well designed, progressively exposing the student to more realities of news writing. ... Dr. Hinsley was an effective teacher who obviously knew the material and was able to relate to the student experience. Dr. Hinsley accommodated students who learned using different means...by having a wide range of class material and assignments with varying methods and objectives." — News Writing student evaluation

Research summary

Peer-reviewed journal articles: 15

(including *Journalism*, *Journalism Studies*, & *IJOC*)

Journal articles under review: 1

Active research projects: 2

Editor-invited journal articles: 2

Edited books: 2

Book chapters: 4

Conference presentations: 29

(including 4 top paper awards)

Methods expertise

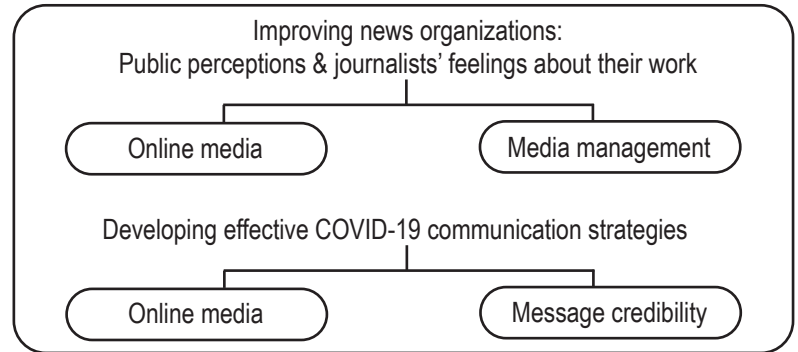
Online surveys

Focus groups

Content analysis

Depth interviews

Diagram of research agenda



Service highlights

Professional: AEJMC

Newspapers & Online News Division Officer

Media Management Division Officer

News Audience Engagement Committee

Book & Journal Reviewer

University: Saint Louis University

Campus Newspaper Advisory Board

Presidential Scholarship Interviews

College: Saint Louis University

Undergrad Curriculum Committee

Faculty Mentoring & Advising Committee

Departmental: Texas State University

University Star Advisory Committee

Graduate Committee

Diversity & Inclusion Committee

Professional experience

Los Angeles Times: Burbank & Glendale community sections

City Editor (2001-2004)

Managed reporters through developing story ideas and primary editing

Developed and oversaw theme pages and special sections

Assisted editor with hiring, evaluations and budget decisions

Wrote editorials

Crime and Courts Reporter (2000-2001)

Covered crime and general assignments

Maintained rapport with law enforcement, court officials and community advocates

Education

University of Texas at Austin

Ph.D. (2010) Dissertation: Newspaper journalists' struggle to redefine themselves and their work as their organizations and the profession change

Chair: Paula Poindexter, Ph.D.

Kansas State University

M.S. (2006) Thesis: How do community newspapers cover crime?

Chair: Lori Bergen, Ph.D.

Truman State University

B.A. (1999) Communication-journalism

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Texas State University

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San Marcos, TX 78666

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Education

Ph.D. University of Texas Austin, TX (2010)

School of Journalism

Dissertation: At the crossroads of crisis: Newspaper journalists' struggle to redefine themselves and their work as their organizations and the profession change

M.S. Kansas State University Manhattan, KS (2006)

A.Q. Miller School of Journalism & Mass Communications

Thesis: How do community newspapers cover law enforcement agencies and crime?

B.A. Truman State University Kirksville, MO (1999)

Department of Communication-Journalism

Publications

Peer-reviewed journal articles

Hinsley, A., Ju, I., Park, T., & Ohs, J. (2022). Credibility in the time of COVID-19: Cues that audiences look for when assessing information on social media and building confidence in identifying 'fake news' about the virus. *Open Information Science* 6(1), 61-73.

Ju, I., Park, T., Ohs, J. & **Hinsley, A.** (2022). Examining the Theory of Motivated Information Management (TMIM) in the COVID-19 pandemic. *Journal of Health Communication*. Published online first.

Hinsley, A. & Holton, A. (2021). Fake news cues: Examining the impact of content, source, and typology of news cues on people's confidence in identifying mis- and disinformation. *International Journal of Communication* 15, 4984-5003.

Hinsley, A. (2021). Cued up: How audience demographics influence reliance on news cues, confirmation bias and confidence in identifying misinformation. *#ISOJ, The Official Research Journal of the International Symposium on Online Journalism*, 11(1), 89-109.

Ju, I., Ohs, J., Park, T. & **Hinsley, A.** (2021). Harnessing an integrated health communication (IHC) framework for campaigns: A case of prescription drug decision making. *Health Communication*. Published online first.

Ju, I., Ohs, J., Park, T. & **Hinsley, A.** (2021). Interpersonal communication influence on health-protective behaviors amid the COVID-19 crisis. *Health Communication*. Published online first.

Park, T., Ju, I., Ohs, J. & **Hinsley, A.** (2021). Optimistic bias and preventive behavioral engagement in the context of COVID-19. *Research in Social and Administrative Pharmacy* 17(1), 1859-1866.

Hinsley, A. & Lee, H. (2020). Tweeting in the midst of disaster: A comparative case study of journalists' practices following four crises. *Newspaper Research Journal* 41(3), 297-316.

- Article selected by the journal's editorial board for Best Article Award for Fall 2020 issue

Hinsley, A. (2017). Developing new organizational identity: Merger of St. Louis Public Radio and the St. Louis Beacon. *Journal of Radio and Audio Media* 24(1), 144-160.

Hinsley, A. & Lee, H. (2015). #Ferguson strategic messaging: How local journalists and activists used Twitter as a

communication tool. #ISOJ, *The Official Research Journal of the International Symposium on Online Journalism* 5(1), 124-146.

Gil de Zuniga, H. & **Hinsley A.** (2013). The press versus the public: What is 'good journalism?' *Journalism Studies* 14(6), 926-942.

- Article received honorable mention (second place) as outstanding journal article of the year by the Journalism Studies Division of the International Communication Association.

Hinsley, A. & Johnson, S. (2013). 'Sharing' the news on Facebook: Exploring the differences between news-sharers and non-sharers on the social media site. #ISOJ, *The Official Research Journal of the International Symposium on Online Journalism* 3(1), 19-38.

Gil de Zuniga, H., Lewis, S., **Willard, A.**, Valenzuela, S., Lee, J.K., & Baresch, B. (2011). Blogging as a form of journalism: A model linking perception, motivation, and behavior. *Journalism* 12(5), 586-606.

Correa, T., **Willard Hinsley, A.**, & Gil de Zuniga, H. (2010). Who interacts on the Web?: The intersection of users' personality and social media use. *Computers in Human Behavior* 26(2), 247-253.

Smethers, J.S., Bressers, B., **Willard, A.**, Harvey, L., & Freeland, G. (2007). Kansas readers feel loss when town's paper closes. *Newspaper Research Journal* 28(4), 6-21.

Manuscripts under review at peer-reviewed journals

Ju, I., Rho, E. & **Hinsley, A.** Poly social media use amid the COVID-19 pandemic: Influences of informational norms and emotion regulation.

Editor-invited journal articles

Van Slette, S. & **Hinsley, A.** (2017). Public relations, politics, and rape culture: A case study of frames and counter-frames in the press. *Media Report to Women* 45(1), 6-11, 20-22.

Willard Hinsley, A. (2010). Coverage of women and women journalists in Columbia Journalism Review. *Media Report to Women* 38(2), 12-19.

Edited books

Kaufhold, K., **Hinsley, A.**, & Lewis, S.C., (Eds.). (2012). *The future of news: An agenda of perspectives*. Second edition. San Diego: Cognella Publishing.

McCombs, M., **Willard Hinsley, A.**, Kaufhold, K., & Lewis, S.C. (Eds.). (2010). *The future of news: An agenda of perspectives*. First edition. San Diego: Cognella Publishing.

Book chapters

Hinsley, A. (2013). Managing work identities in the "new" newsrooms. In G. Sylvie (Ed.), *Media decision-making: Under new management*. Lisbon, Portugal: Media XXI.

Correa, T., Bachmann, I., **Hinsley, A.** & Gil de Zuniga, H. (2013). Personality and social media use. In E. Li, S. Loh, C. Evans & F. Lorenzi (Eds.), *Organizational and Social Networking: Utilizing Social CRM to Engage Consumers*. Hershey, PA: IGI Press.

Hinsley, A. & Schmitz Weiss, A. (2012). The new 'normal' at news organizations: Journalists' evolving job roles. In K. Kaufhold et al. (Eds.), *The future of news: An agenda of perspectives*. San Diego: Cognella Publishing.

Willard Hinsley, A. & Schmitz Weiss, A. (2010). The new newsroom: Changing job roles and news organizations. In M. McCombs et al. (Eds.), *The future of news: An agenda of perspectives*. San Diego: Cognella Publishing.

Professional publications

Hinsley, A. (2015, Aug. 21). Journalism students learn many lessons from Ferguson. *Kansas City Star*

Willard, A. (2007, May). Why do women leave newspaper jobs? *Quill*, 95(4), 23.

Willard, A. (2005). Time to Redesign? How do you know, and how do you do it at a community newspaper. *Grassroots Editor* 46(4), 24-29.

Pedagogical publications

Hinsley, A. (2013, Dec. 11). Blog posts as reflection tools. (Yes, really.) *The Notebook*. Reinert Center for Transformative Teaching & Learning. <http://www.slu.edu/blogs/ctl/2013/12/11/blog-posts-as-critical-reflection-tools-yes-really/>

Conference presentations

Ohs, J., Ju, I., **Hinsley, A.** & Park, T. *Risk information management and public health crises: An application of PRISM for future practice*. International Conference on Communication in Healthcare: Sept. 2022.

Ju, I., Rho, E. & **Hinsley, A.** *Poly social media use amid the COVID-19 pandemic: Influences of informational norms and emotion regulation*. Association for Education in Journalism and Mass Communication Annual Conference: Aug. 2022.

Ohs, J., Ju, I., Park, T., & **Hinsley, A.** *Reformulating the TMIM framework in the COVID-19 pandemic: Exploring alternative theoretical and analytical approaches*. International Communication Association annual conference: May 2021.

Hinsley, A. *Teaching Twitter analytics and infographics: Helping journalism students analyze & visualize their own data*. Association for Education in Journalism and Mass Communication Annual Conference: Aug. 2020.

Hinsley, A. & Holton, A. *Fake news cues: Examining content, source, and typology cues in identifying mis- and disinformation*. Association for Education in Journalism and Mass Communication Annual Conference: Aug. 2018.

Hinsley, A. & Lee, H. *Tweeting in the midst of disaster: A comparative case study of journalists' practices following four crises*. Association for Education in Journalism and Mass Communication Annual Conference: Aug. 2018.

Wray, R., Sandoval, J.S.O., **Hinsley, A.**, Lee, H., Jupka, K., Cioni, C., & Blank, C. *Twitter as a tool for building community resilience and collective efficacy: The crisis in Ferguson*. American Public Health Association Annual Meeting: Oct. 2016.

Hinsley, A., & Lee, H. *Tweeting news during a crisis: How professional norms influenced Ferguson coverage*. Association for Education in Journalism and Mass Communication Annual Conference: Aug. 2016.

Hinsley, A., Lee, H. Blank, C. Wray, R., Sandoval, J.S.O., Jupka, K., & Cioni, C. *Asserting credibility in a crisis: How journalists, activists and police/government officials used Twitter during Ferguson*. Association for Education in Journalism and Mass Communication Annual Conference: Aug. 2016.

Lee, H. & **Hinsley, A.** *Retweeting and favoriting in a crisis: Understanding manifested motivation and strategic messaging during #Ferguson*. International Communication Association Annual Conference: June 2016.

Wray, R., **Hinsley, A.**, Lee, H., Sandoval, J.S.O., Jupka K., & Cioni, C. *How is Twitter used by journalists, government officials and activists during a time of social unrest?* Saint Louis University Health Sciences Multidisciplinary Research Symposium: April 2016.

Cioni, C., Wray, R., **Hinsley A.**, Lee H., Sandoval J.S.O., & Jupka K. *Influence of Twitter on community resilience in Ferguson, Mo*. Saint Louis University Graduate Research Symposium: April 2016.

Hinsley, A. *Developing new organizational identity: Merger of St. Louis Public Radio and the St. Louis Beacon*. Association for Education in Journalism and Mass Communication Annual Conference: Aug. 2015.

Hinsley, A. & Lee, H. *#Ferguson strategic messaging: How local journalists and activists used Twitter as a*

communication tool. International Symposium on Online Journalism: April 2015.

Hinsley, A. *The resilience of journalists who remain: A longitudinal study of technological and economic changes at newspapers and journalists' perceived identities*. Association for Education in Journalism and Mass Communication Annual Conference: Aug. 2014.

- Paper honored as the top faculty submission in Media Management & Economics Division.

Hinsley, A. & Johnson, S. *'Sharing' the news on Facebook: Exploring the differences between news-sharers and non-sharers on the social media site*. International Symposium on Online Journalism: April 2013.

Hinsley, A. *Sharing news as social capital: Reposting news organizations' material on Facebook as a way to maintain connections with others*. Journalism Interactive Conference: Feb. 2013.

Gil de Zuniga, H. & **Hinsley A.** *The press versus the public: What is 'good journalism?'* Association for Education in Journalism and Mass Communication Annual Conference: Aug. 2012.

- Paper honored as the top submission in Newspapers & Online News Division.

Hinsley, A. *Identity fallout: The draining effects of technological & economic change on newspaper journalists*. Association for Education in Journalism and Mass Communication Annual Conference: Aug. 2011.

- Paper honored as one of the top three faculty submissions in Media Management & Economics Division.

Correa, T., **Willard Hinsley, A.**, & Gil de Zuniga, H. *Tell me who you are and I'll tell you what you do: Personality, life satisfaction, and uses of online social media*. Association of Internet Researchers Annual Conference: Oct. 2009.

Willard Hinsley, A. *More than just a pretty face? Framing analysis of women and women journalists in Columbia Journalism Review, 1961-1991*. Association for Education in Journalism and Mass Communication Annual Conference: Aug. 2009.

- Paper honored as one of the top three student submissions for the Commission on the Status of Women.

Correa, T., **Willard Hinsley, A.**, & Gil de Zuniga, H. *Who interacts on the Web?: The intersection of users' personality and social media use*. Association for Education in Journalism and Mass Communication Annual Conference: Aug. 2009.

Gil de Zuniga, H., Lewis, S., **Willard, A.**, Valenzuela, S., Lee, J.K., & Baresch, B. *Blogging as a form of journalism: A model linking perception, motivation, and behavior*. International Communication Association Annual Conference: May 2009.

Lewis, S., **Willard, A.**, Valenzuela, S., Lee, J.K., Baresch, B., & Gil de Zuniga, H. *Blogging as journalistic practice: Explaining the psychology and behavior of bloggers*. Midwest Association for Public Opinion Research Annual Conference: Nov. 2008.

Willard, A. *Why women are dropping out of newspaper jobs: Exploring the factors influencing their decision to leave*. Association for Education in Journalism and Mass Communication Annual Conference: Aug. 2007.

Gordon, J. & **Willard, A.** *Cell phones as a risk communication tool: An exploratory study of Orleans Parish residents following Hurricane Katrina*. Society of Risk Analysis Annual Meeting: Dec. 2006.

Smethers., J.S., Bressers, B., **Willard, A.**, Harvey, L., & Freeland, G. *No Union in Humboldt, Kansas: Readers' perceptions of loss when a community loses its newspaper*. Association for Education in Journalism and Mass Communication Annual Conference: Aug. 2006.

Willard, A. *Time to Redesign? How do you know, and how do you do it at a community newspaper*. Huck Boyd National Center for Community Media Newspapers and Community-Building Symposium at the National Newspaper Association Annual Conference: Sept. 2005.

Willard, A., Crable, C., & Morelock, A. *Newsroom leaders' perceptions of the role and value of copy editors at community newspapers*. Association for Education in Journalism and Mass Communication Annual Conference: Aug. 2005.

Research grants

- Texas State University** Office of Research and Sponsored Programs, REP Grant: Spring 2022 —\$8,000
Finding the 'right' messaging and sources to produce credible information about COVID-19 vaccines on social media
Hinsley, A., Ju, I. Ohs, J., Park, T.
- Saint Louis University** Office of the Vice President for Research: Spring 2020—\$3,500
Health misinformation, media exposure, uncertainty, and anxiety during the COVID-19 pandemic
Ohs, J., **Hinsley, A.,** Ju, I. Park, T.
- Saint Louis University** Office of the Vice President for Research: Spring 2018—\$4,647
What the crisis calls for: Journalists' social media strategies during natural and man-made disasters
Hinsley, A.
- Saint Louis University** College of Public Health and Social Justice: Spring 2015—\$9,305
Exploring the role of social media in building community resilience in Ferguson
Wray, R., Sandoval, J.S.O., **Hinsley, A.** & Lee, H.

Invited presentations

- Hinsley, A.** *Livestreaming—ethically and legally.* Webinar for to the Illinois Broadcasters Association: June 2017.
- Hinsley, A.** *Social media as professional tools.* Presented at Saint Louis University Learning Studio Symposium: April 2017.
- Hinsley, A.** *Twitter and reimagining contributions to news discourses—The case of Ferguson.* Presented at Southern Illinois University-Edwardsville: April 2016.
- Hinsley, A.** *Tweeting #Ferguson.* Presented at Saint Louis University for visiting students from Northwestern University in Qatar: June 2015.
- Hinsley, A.** *Organizational culture and identity in newsrooms.* Presented to graduate class at University of Texas at Austin: April 2015.
- Hinsley, A.** *Revisiting reflection: Critical reflection at SLU.* Presented to Winter Institute hosted by Reinert Center for Transformative Teaching & Learning: January 2014.
- Hinsley, A.** *How media convergence is shaping media activities and management decisions.* Presented to graduate class at University of Oklahoma: January 2012.
- Hinsley, A.** *The emergence of backpack journalists: Who are they and what do they do?* Presented to the St. Louis Camera Club: November 2011.
- Hinsley, A.** *News organizations' Facebook followers and their motivations for sharing news material.* Presented at the Journalism/Interactive Conference: October 2011.

Professional experience

Los Angeles Times

City Editor: December 2001-July 2004

(Community sections: *Glendale News-Press* and *Burbank Leader*)

- Managed reporting staff through developing article ideas and primary editing
- Developed and oversaw production of theme pages and special sections
- Wrote editorials
- Served as representative of newspaper in the community
- Assisted editor with hiring, evaluations and budget decisions

Crime and Courts Reporter: January 2000-December 2001
(Community sections: *Glendale News-Press* and *Burbank Leader*)

- Covered crime and general assignments
- Tracked crime incidents reported to law enforcement
- Maintained rapport with law enforcement and court officials

News Assistant: July 1999-January 2000
(Community section: *Ventura Boulevard Our Times*)

- Wrote general assignment and religion articles
- Compiled community events calendar and volunteer directory for publication

Teaching experience

Texas State University (San Marcos, TX), Assistant Professor

Multimedia Journalism: Fall 2020-present

Writing for the Mass Media: Fall 2022, Fall 2021

Data Journalism (Graduate class): Spring 2022, Fall 2020

PhDigital Bootcamp (mass communication professors & grad students, international): Summer 2022

Saint Louis University (St. Louis, MO), Associate/Assistant Professor

Multiplatform Journalism: Fall 2019, Fall 2018, Fall 2017, Spring 2017, Fall 2014-Spring 2016, Spring 2014, Spring 2013, Spring 2012, Spring 2011

News Writing: Spring 2020, Spring 2019, Fall 2018, Fall 2017, Fall 2016, Fall 2015, Spring 2015, Fall 2013, Spring 2013, Fall 2012, Spring 2011, Fall 2010

Real News, Fake News & Media Literacy: Fall 2019

Social Media as Professional Tools: Fall 2016

Media & Society: Spring 2014, Spring 2012

Media Labs (2): Fall 2014, Fall 2012, Fall 2011

Communication Research Methods (Graduate class): Spring 2020, Spring 2019, Spring 2017

Contemporary Issues in Media (Graduate class): Fall 2013, Fall 2011

Independent Study with Graduate Student: Summer 2015, Spring 2014, Summer 2012, Summer 2011

University of Texas (Austin, TX), Teaching Assistant

News Editing: Fall 2009-Spring 2010, Fall 2008-Spring 2009, Fall 2007-Spring 2008

Intermediate Reporting: Fall 2006-Spring 2007

Texas State University (San Marcos, TX), Adjunct Instructor

Editing for Clear Communication: Spring 2009, Spring 2007

Introduction to Mass Communication: Fall 2007

Kansas State University (Manhattan, KS) Instructor, Teaching Assistant

News and Feature Writing, Instructor: Fall 2005, Summer 2005

Editing and Design Labs, Teaching Assistant: Spring 2006, Fall 2004-Spring 2005

Teaching awards

Association for Education in Journalism & Mass Communication, Small Programs Interest Group 2020
Grand Prize Winner, Great Ideas for Teaching Competition

College of Arts & Sciences, Saint Louis University (St. Louis, MO) 2017-2018
Winner, Award for Excellence in Undergraduate Teaching

Teaching grants & fellowships

Saint Louis University (St. Louis, MO) Reinert Center for Transformative Teaching & Learning
Course Design Institute Fellowship. Summer 2019

New course: Real News, Fake News & Media Literacy

Saint Louis University (St. Louis, MO) Reinert Center for Transformative Teaching & Learning
Innovative Teaching Fellowship. Spring 2016-Fall 2016.

New course: Social Media as Professional Tools

Saint Louis University (St. Louis, MO) Reinert Center for Transformative Teaching & Learning
Try It Grant: \$1,000. 2014-2015.

iPad minis: Creating multiplatform journalism with one device

Service commitments

Professional service

Association for Education in Journalism & Mass Communication

Social Media Chair, Newspapers and Online News Division: 2020-present

Editorial Board, Center for News Excellence and Engagement: 2016-present

Mentor to doctoral students, Commission on the Status of Women: 2013-2021

Professional Freedom & Responsibility Chair, Media Management, Economics & Entrepreneurship Division: 2018-2019,
2011-2014

Midwinter Conference Chair, Media Management, Economics & Entrepreneurship Division: 2016-2017

Secretary, Media Management, Economics & Entrepreneurship Division: 2014-2016

Future of News Audience Engagement Committee, President's Initiative: 2013-present

Host Committee, Annual Conference in St. Louis, MO: 2011

Teaching Chair, Media Management, Economics & Entrepreneurship Division: 2010-2011

Online News Association

Conference Program Team: 2022

University service

Saint Louis University

University News (student newspaper) Advisory Board: 2017-2020

Presidential Scholarship interviews: Spring 2016, Spring 2013, Spring 2012, Spring 2011

Fall Welcome: Fall 2015

Showers of Service (Public service day): Spring 2011

Make a Difference Day (Public service day): Fall 2010

College service

Saint Louis University, College of Arts & Sciences

Undergraduate Curriculum Committee: 2018-2020

Faculty Mentoring & Professional Development Committee: 2017-2020

Graduate Faculty Membership Committee: 2012-2014

Departmental service

Texas State University, School of Journalism & Mass Communication

Member, Graduate Program & Research Committee: 2020-present

Member, Equity & Inclusion Committee: 2020-present

Member, University Star Advisory Committee: 2020-present

Saint Louis University, Department of Communication

Faculty Director, Department of Communication Advisory Board: 2011-2020

Professional Mentoring Program Coordinator: 2017-2020
Technology Committee Chair: 2013-2020
Political Journalism Minor Coordinator: 2018-2020
CommWeek Coordinator,: 2018-2020
Digital Media-Journalism Position Search Committee Chair: 2018
Undergraduate Studies Committee,: 2016-2017
Graduate Studies Committee: 2010-2015
Video Production Position Search Committee Chair: 2015
Public Relations Position Search Committees: 2014-2015, 2015
Journalism & Documentary Film Academy Co-Leader: 2013-2014
Mentoring Matters Series Committee: Spring 2013
Library Exhibit Committee: 2012-2013
Dan Kelly Scholarship Committee: 2011-2013
Emerging Technology Position Search Committee: 2011-2012

Public service

Leadership Council, Generation Listen STL (formerly Young Friends of St. Louis Public Radio)
KWMU, St. Louis Public Radio: 2011-2016
Instructor, Video Journalism (Grades 5-8)
Youth Learning Center, St. Louis, MO: Summer 2012, Summer 2011

Thesis/Applied project/Comprehensive exam committees

Theses

Saint Louis University

Committee: Maggie Murphy, “Just a crazy dream: An analysis of Nike’s *Dream Crazier* commercial,” Spring 2021
Committee: Kathleen Murphy, “When life gives you melons: Rhetorical analysis of the for-profit, philanthropic company Love Your Melon,” Fall 2020
Co-Chair: Molly Daily, “Called to be where the people are: The prevalence and social support elements of Catholic prayer discourse on social media,” Spring 2018
Committee: Megan Oliver, “Picking hamburgers off the vine: A case study on humor and relationship management in Wendy’s social media,” Spring 2018
Committee: Joseph Ivancic, “Like, comment, share: The relationship between social capital and the propensity to friend coworkers on Facebook,” Spring 2016
Committee: Sara Hendrixson, “‘It could happen anywhere!’ How female ISIS recruits from the West were framed by Western media systems,” Spring 2016
Committee: Rodney Pruitt, “#blackprivilege: Humor as identity formation on black Twitter,” Spring 2015
Committee: Vallory Leaders, “#ImSorry: Exploring relationships between source factor and transparency on Twitter in crisis situations,” Spring 2015
Committee: Lindsey Ninmer, “Motherhood: A look at Facebook identity construction,” Spring 2014
Committee: Katie Ingold, “A unifying code of the ethics for public relations practitioners: Implementation in a changing media landscape,” Spring 2012
Committee: Katie Stuart, “Framing in a polarized media environment: Park51, pundits and the public,” Spring 2012

Applied projects

Texas State University

Chair: Joanne Ortega, “Identity communicated through representation of Latinx women in Latinx films,” Spring 2022
Chair: Diana Fuentes, “How people without homes get information about COVID-19 & judge its credibility,” Spring 2022
Committee: Zachary Keel, “CARES Act messaging in Central Texas,” Spring 2021

Saint Louis University

Committee: Jacob Wierson, “The Wine Attitude podcast,” Spring 2020

Chair: Valerie Crook, “STL Sitter video implementation and digital media manual,” Spring 2019

Chair: Carolyn Jackson, “Social media strategic plan for OBay start-up,” Spring 2017

Committee: Kim Oswalt, “Reclaiming resourcefulness: Trauma-informed adult learning for new Americans,”
Spring 2017

Committee: Mitchel Wilson, “St. Patrick Center’s Biddle Housing Opportunities Center project: Biddle Barks,”
Spring 2017

Co-Chair: Jonathan Ernst, “Delivering a healthy message: Establishing schools of public health Twitter accounts as
credible sources for health information,” Spring 2014

Comprehensive exams

Saint Louis University

Committee: Shannon Singer, Spring 2014

Committee: Krissy Schmeider, Fall 2013

Chair: Ashley Pitlyk, Spring 2012

Committee: Deanne Puloka, Spring 2012

Committee: Giuliangela Rosato, Spring 2011

Media interviews

“Misinformation & fake news,” June 9, 2021, *Rational Ignorance* (podcast)

“Fake news vs disinformation vs truth: Can media literacy be taught objectively?” Feb. 8, 2021,
American Viewpoints (syndicated radio program)

“Best practices for journalists covering crises on Twitter,” Nov. 16, 2020, *American Press Institute*

“Sifting fact from fiction in the media,” Aug. 26, 2019, *American Viewpoints* (syndicated radio program)

“How social media and the internet inflame hate,” Aug. 5, 2019, *KSDK St. Louis*

“Three St. Louisans talk emoji, online etiquette and navigating a rapidly evolving visual language,” July 22, 2019,
St. Louis Public Radio

“What to make of the fact that St. Louis now has a selfie museum,” Feb. 12, 2019, *St. Louis Public Radio*

“How will Facebook changes affect news consumption?” Jan. 25, 2018, *St. Louis Public Radio*

“Behind the headlines,” June 24, 2016, *St. Louis Public Radio*

“Journalism students learn many lessons from Ferguson,” Aug. 21, 2015, *Kansas City Star*

“St. Louis professor on journalism lesson from Ferguson: ‘The impact is ongoing,’” Aug. 14, 2015, *Poynter Institute*

“#ISOJ tweets provide backdrop for researchers’ discussion of Twitter’s use by journalists, activists and the public,”
April 19, 2015, *Knight Center Journalism for the Americas*

“Missouri professor: ‘You could teach a whole class on Ferguson,’” Aug. 26, 2014, *Poynter Institute*

“Social media & Ferguson,” Aug. 13, 2014, *KMOV St. Louis*

“The impact of social media on Sunday’s looting,” Aug. 11, 2014, *FOX St. Louis*

“The culture of taking selfies,” May 14, 2014, *FOX St. Louis*

“News aggregator Realtime STL seeks to build name as ‘one-stop shop’ for St. Louis news,” Feb. 4, 2014,
St. Louis Public Radio

“UMSL, SLU introduce social media into curriculum,” Aug. 9, 2013, *St. Louis Business Journal*

Journal & book reviewer

Communication Research
Computers in Human Behavior

Digital Journalism

Focal Press

Information & Management

International Journal of Communication

International Journal of Media Management

Internet Research

Journal of Broadcasting & Electronic Media

Journalism

Journalism & Mass Communication Quarterly

Journalism Practice

Journalism Studies

New Media & Society

Social Media & Society

Tankard Book Award

University features

Multiplatform Journalism students celebrate #NewsEngagementDay

Saint Louis University: Fall 2015

<https://www.youtube.com/watch?v=0u8jzIfnJvc>

Using online media as a communication tool: SLU expert Amber Hinsley, Ph.D.

Saint Louis University: Spring 2015

https://www.youtube.com/watch?v=K2_5IXLEdvY

Digital skills

Avid	iMovie
Audition	InCopy
Canva	InDesign
Final Cut Pro	Photoshop
HTML	Premiere
Illustrator	Wordpress CMS