

OCTOBER 2023

# MILLER MINUTE

The Newsletter of the A.Q. Miller School of Media and Communication

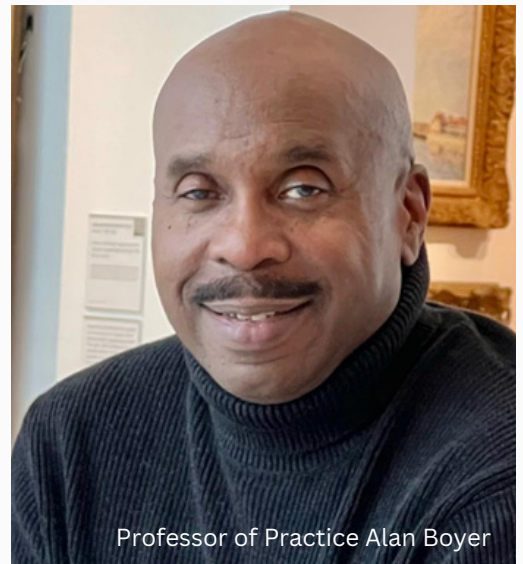
## A.Q. MILLER SCHOOL LAUNCHES NEW GRADUATE CERTIFICATE

K-State's Colleges of Arts and Sciences and Education are launching an online interdisciplinary graduate certificate in **Digital Media for Educators** in spring 2024. Prospective students can apply to the program at <https://online.k-state.edu/>.

The certificate will help build advanced knowledge, confidence and skills in digital audiences and analytics, educational and communications technologies (ECT), social media and communication. The program is designed for working professionals, specifically teachers, college and university faculty, administrators and graduate students, seeking to upgrade their skills in their current roles. In addition, students can choose from three pathways to an advanced degree: Master of Science in mass communications, Master of Science in curriculum and instruction or an Ed.D. in curriculum and instruction.

"More than ever, today's educators and administrators at all levels must upskill and reskill in digital media, educational and communication technology and social media to effectively teach in a digital learning environment and in many situations, match the technology skill levels of their students," said **Alan Boyer**, professor of practice and director of digital innovation in media and member of the graduate faculty at the A.Q. Miller School.

Boyer envisioned the program in collaboration with Dr. Deepak Subramony, professor and coordinator of educational technology graduate programs in the Department of Curriculum and Instruction. Boyer and Subramony aligned existing courses, modalities and lab experiences to create a fully online graduate certificate program that will prepare students to analyze digital audiences and analytics; evaluate and select the most effective educational and communication technology for their needs in the classroom; leverage social media data visualization techniques; understand the cultural and social issues in educational technology; manage strategic communications; and more.



Professor of Practice Alan Boyer



**Dr. Ian Punnett**, for being recognized with The Distinguished Service Award by the Kansas Association of Broadcasters and being inducted into the KAB Hall of Fame (ceremony to be held October 22).

Dr. Punnett, professor of practice and chief operator/faculty advisor for Wildcat 91.9, specializes in researching and teaching media business and entrepreneurship, media history, and podcasting.

Wildcat 91.9 was recently voted the Best College Radio Station in the nation in the Intercollegiate Broadcasting System Awards.

# MILLER FACULTY PUBLISH SEVERAL STUDIES



Dr. Sean Eddington

**Dr. Sean Eddington** co-authored a study with Lillian Feder and Diane Jackson (Purdue) that was recently published in the *Communication & Sport* journal. “[“We Need to Wake Our World Up”: Collegiate Athletes’ Communicative Constitution of Activism](#)” examines college athletes’ activist and advocacy experiences through the lens of the communicative constitution of organizations. By investigating the modalities and approaches collegiate athletes employ in their activism, the study found that student athletes prefer call-in approaches that engage with the recipients of their cause-related messages.



Dr. Jacob Groshek

**Drs. Jacob Groshek** and **Raluca Cozma** (in collaboration with Alec Tefertiller, Baylor) had their study titled “Megaphone or Muzzle? The Spiral of Silence and Candidate Support on Social Media during Presidential Elections” accepted for publication in *The Journal of Social Media in Society*. While recent spiral of silence scholarship suggests voters might be hesitant to express their voting intentions, this study found that social media users are willing to express their opinions regarding their chosen candidates regardless of the opinion climate, and users do not need to perceive themselves to be influencers in order to speak out. Using a national, representative survey, the study found that the trust and reciprocity individual users perceive within their network will ultimately predict whether they are willing to engage in political conversations surrounding elections.



Dr. Raluca Cozma

**Dr. Tom Hallaq’s** study titled “Back to Basics: Producing Quality Streaming Video Content” has been accepted for publication in the *Journal of Media Education*. In recent years, the growth of streaming video and social media has dramatically changed how video is distributed. Not only have the channels of distribution changed, but technological advances, such as the introduction of new aspect ratios, have also altered the way we view video content. At the same time, the foundational principles of producing quality video have not changed. Capturing clear pictures and clean audio, along with using sufficient lighting, remain key to producing quality professional video content. In the article, Dr. Hallaq reviews the need for relying on these core principles of creating quality video content, regardless of the distribution channel.



Dr. Tom Hallaq

**Dr. Nancy Muturi** and former master’s student **Barikisu Issaka** (now a PhD Student at Michigan State) published “[Media Use and the Motivational Factors for Preventing Communicable Diseases among African Immigrants in the United States](#)” in the *Howard Journal of Communication*. The study examined how media use, including social media usage and other communication-related factors (health literacy, eHealth literacy, and health information seeking) influenced motivations for the prevention of communicable diseases among African immigrants in the United States.



Dr. Nancy Muturi

**Dr. Muturi** also co-authored a journal article with former master’s student **Tazrin Khan**. Titled “Examining salient factors associated with Self-Efficacy for HPV Vaccine uptake among college students,” the study was published in the *International Communication Research Journal* and examines young people’s intentions regarding self-directed HPV prevention behaviors and their perceptions of their ability to vaccinate.



Dr. Anan Wan

**Dr. Anan Wan** co-authored “[Can Virtual Influencers Replace Human Influencers in Live-streaming eCommerce? An Exploratory Study from Practitioners’ and Consumers’ Perspectives](#),” with Mengtian Jiang (Kentucky). Published in the *Journal of Current Issues & Research in Advertising*, the project was supported by a research grant from the European Advertising Academy. The research investigates the uses and responses to a novel influencer type – virtual influencers – in the emerging eCommerce method of live-streaming eCommerce (LSC). Using a mixed-method approach, this study involved in-depth expert interviews and an online experiment to discern the factors that facilitate or hinder the adoption of virtual influencers compared to human influencers in LSC, focusing on China, the leading LSC market. The findings provide theoretical insights and practical considerations for the adoption, uses, barriers, and opportunities associated with this novel influencer type in LSC, a groundbreaking digital advertising and selling method. The article was featured in the journal’s podcast “[Curious and Interesting](#),” which is available to stream on Apple Podcasts, Google Podcasts, Spotify, and YouTube.



# RALUCA COZMA PUBLISHES BOOK ON ONLINE TEACHING



**Dr. Raluca Cozma** (left), together with Dr. Susan Keith (Rutgers, pictured holding the book), has co-edited a volume titled “Teaching Journalism Online: A Handbook for Journalism Educators” that was published by UNESCO and the World Journalism Education Council (WJEC) this summer. Supported by UNESCO’s International Programme for the Development of Communication (IPDC) funds, the handbook brings together 19 scholars from all continents to share recommendations on teaching journalism online effectively, even at institutions with scarce resources. By explaining how teaching journalism online is different from teaching journalism in person and highlighting what experts have learned from teaching journalism remotely during an emergency situation (during the COVID-19 pandemic), the handbook is a resource for educators who may be seeking techniques and approaches to transitioning face-to-face courses online, planning a well-structured course, curbing academic dishonesty, fostering student engagement, and creating collaborative spaces for all types of learners in different types of journalism courses.

## FORMER A.Q. MILLER FACULTY INDUCTED INTO KANSAS NEWSPAPER HALL OF FAME

**Gloria Freeland**, professor emerita in the A.Q. Miller School, and **Susan Edgerley**, former professor-in-residence, are two of 34 selected for induction into the 2023 Kansas Newspaper Hall of Fame. The Hall of Fame is an honor roll of Kansas journalists who have made outstanding contributions to their profession. The induction ceremony will be Nov. 3, in Topeka.

Freeland, a native Kansan, was a professor for 37 years, retiring in May 2020. She was associate director of Student Publications, Inc. (now the Collegian Media Group) from 1983-1998, and director of the Huck Boyd National Center for Community Media from 1998-2020. She served as the School’s internship coordinator, and she taught beginning reporting classes, advertising sales, and various community media courses designed to introduce students to the joy of working on weekly and small-daily newspapers. She has a keen interest in history, and she assigned her journalism students the task of writing stories about World War II, rural Kansas schools, the sesquicentennial of Manhattan and Riley County, hometown grocery stores, and “lost towns” of Clay County, Kansas.

Susan Edgerley began a distinguished newspaper career at the Arkansas City Traveler after graduating from K-State in 1976 with degrees in English and journalism. More than four decades later, the long-time New York Times editor returned to her alma mater to inspire and support future journalists as a Professor-in-Residence. Edgerley was supervising 150 staffers as deputy metro editor at the Times when two planes hit the Twin Towers on Sept. 11, 2001. The coverage lasted four years. Her career led her to the Times in 1989 after four years as an assistant managing editor at the Philadelphia Daily News, six years as a reporter at the Wichita Eagle and three years as a reporter at the Arkansas City Traveler. She retired from the Times in 2012.

Up until this year, 140 Kansas journalists - just seven of them women - had been inducted into the hall. Minor changes were made to the selection process. One was removing the requirement to be an executive at a newspaper and adding “longtime employee” as the criterion. As a result, and in an effort to play catchup, 34 new members were nominated and selected for induction into the 2023 Hall of Fame. It is the largest class in the hall’s history, and this year’s class includes 30 women.



Gloria Freeland



Susan Edgerley

## A.Q. MILLER SCHOOL AMBASSADOR JALEN BARLOW AWARDED NATIONAL PUBLIC RELATIONS SCHOLARSHIP

Advertising and public relations major **Jalen Barlow** is one of three recipients nationwide of the \$2,500 Inez Kaiser scholarship. The scholarship fund is coordinated by the Greater KC Public Relations Society of America chapter. Winners were selected based on demonstration of Inez Kaiser's commitment to leadership, public relations excellence, and community volunteerism. Inez Kaiser was the first African American woman in the United States to own her own PR agency with national clients.

"Winning this scholarship is truly an honor to me, and I would like to thank all my professors and fellow peers for helping me get to this point in my academic career," Barlow said. "I couldn't have achieved getting such an award if it weren't for their continued support and guidance." **Dr. Dani LaGree**, faculty adviser of K-State's Chapter of the Public Relations Student Society of America (PRSSA), encouraged Barlow to apply for this opportunity. Barlow is starting his second year as an ambassador for the A.Q. Miller School. In this role, he creates social media and website content, plans and manages events, and promotes the school's programs to prospective students. He also recently completed a marketing and communications internship with Corbion. His career goal is to hold a leadership position in the business or marketing industry. "I feel like the path I'm on with the degree that I'm earning can help me reach those goals," Barlow said. Barlow will be recognized at the annual Greater KC PRSA awards banquet in October.



## COLENE LIND TO PRESENT WORKSHOP ON DIALOGUE AND DELIBERATION



This month, with colleagues from the University of Chicago and the University of Maryland-Baltimore, **Dr. Colene J. Lind**, associate professor and acting director of the Miller School, will present a workshop at the National Coalition for Dialogue and Deliberation annual conference in Atlanta, Georgia.

The workshop is informed by a three-campus study on young-adult deliberation and is designed to help participants navigate the complexities of teaching civic communication skills in a politically polarized environment. Grounded in a theoretical framework called the Deliberative Reasoning Index, the study discovered that in some conditions, and contrary to expectations, participants moved away from each other in their attitudes on issues such as climate change, minimum wage, and college-debt cancellation. Lind and her colleagues will explain why what they call "productive confusion" is an important part of campus deliberation and how it can be leveraged to help college students advance engagement in political issues. "NCDD attendees include research professors, teaching professors, and private-sector practitioners," Lind said. We are looking forward to translating our research findings so they can be used by all attending to improve student civic learning."

In addition to the research collaboration, the campus study last spring also introduced Kansas State undergraduates to the practice of formal policy deliberations and provided training to Miller graduate students who wanted practice in facilitating group discussions.

## MILLER SCHOOL HOSTS ERIC MEYER OF MARION COUNTY RECORD

Eric Meyer, editor and owner of the Marion County Record, visited **Andrew Smith's** Principles of Journalism class on September 1 to speak to students and faculty about journalism's First Amendment rights and his experience with the police search and seizure of the Marion County Record newspaper's equipment, which occurred on August 11.

Andrew Smith, assistant director in the A.Q. Miller School in charge of news and sports media, and the news director of KKSU-TV Channel 8, moderated the discussion with the MC 160 Principles of Journalism class.

Guests could join in person or via Zoom stream to listen to Meyer's account, watch footage from the raid, and ask questions. The K-State Collegian covered the [story](#), which Meyer hopes will inspire journalists and community members to push for change, speak up against injustices and interrogate abusive actions by those in power. The complete video of the discussion can be watched on YouTube [here](#).





# JANA THOMAS PRESENTS AT SCIENTIFIC CONGRESS FOR CHILDREN AND SCREENS IN DC

Professor of Practice **Jana Thomas** took a trip to the nation's capital in September to present her paper titled "Parent-Teen Connections of Social Media: Exploring Parent Connectivity and Interaction with Teens on Social Media and Predicting Social Media Behavior" at the Digital Media and Developing Minds International Scientific Congress.

Grounded in scholarship on digital citizenship, parent mediation, socialization theory, and teen social media uses and gratifications, the study focuses on the tensions between parents and teens from social media use and explores potential associations between their connectivity and interaction on social media and teen behaviors.

The study surveyed 585 middle school and high school students on their social media use behaviors, their connectivity to parents on social media, and the frequency of their interactions such as likes, comments, viewing of content, and direct messages. Results indicate that teens who frequently connect with and interact with their parents on social media exhibit stronger problem-solving abilities, civic and global awareness, content creation and sharing talent, collaboration with others, identity management, and information seeking and evaluation skills on social media. Overall, parent-teen connectivity and interaction on social media were found to positively predict teen civic, critical, and creative social media behaviors.

"I met so many people who are researching the impacts and opportunities around children and media," Professor Thomas said upon her return from the congress. "I walked away feeling more confident in my research, more inspired for the work I am doing with my PhD, and more excited for future collaborations with people who want to make a difference."



## MASTER'S STUDENT SELECTED FOR LEADERSHIP POSITION IN CREATIVE EDUCATIONAL PROGRAM

**Chase Jordan**, first-year master's student in communication studies, was elected as a member of UFM Community Learning Center's Board of Directors at its big annual meeting on September 28. Over these past seven months, Chase has had the pleasure of working with UFM and its Executive Leadership as a member of staff for its non-credit courses and programs. "I served as a Founding Member and Co-Director of the UFM Queer Liberation Project—working to create spaces of belonging for all community members through arts-based educational experiences," Chase said. "As the bridge between campus and community, UFM has always believed that anyone can teach, and anyone can learn. Now, I have the honor of serving a 3-year term as a member of UFM's Board of Directors and executing that vision for all of the greater Manhattan area." Congratulations, Chase!

## DARREN EPPING-FUENTES ELECTED AS KBOR EXPERT



**Darren Epping-Fuentes**, Assistant Director for Instructional Excellence in the A.Q. Miller School, has been selected to serve for the next year as a Kansas Board of Regents (KBOR) faculty expert in public speaking on open educational resources, or OER.

Darren will work with a faculty colleague from Johnson County Community College along with other faculty representatives from across Kansas to recommend OER resources for other KBOR institutions. This initiative is made possible by a grant KBOR received to promote greater and more effective use of OER across the KBOR institutions.



# FREELAND AND VAUGHAN BRING STORY IN THEIR BOOK FULL CIRCLE

**Gloria Freeland**, professor emerita in the A.Q. Miller School of Media and Communication, and her husband Art Vaughan traveled to France in July to meet with those who were integral to the publication of their book, "An Opportunity to be Better," which described the sister-city relationship between Morganville, Kansas, and Fèves, France, after World War II. Their book project spanned 10 years and included interviewing many people in Morganville and Fèves over those years.

Morganville residents Velma Carson, Velma (Hahn) Young, and Dan Roenigk were instrumental in organizing efforts to send aid to Fèves, which was heavily-damaged during its liberation from Nazi Germany by U.S. troops under Gen. George S. Patton. Carson wrote a play depicting the history of Morganville that was performed at a pageant in August 1948. Young conducted the music at the pageant, which brought in about 1,000 spectators and \$1,000. Over the next few years, Morganville mayor Roenigk helped coordinate aid efforts - including shipments of clothing, shoes, blankets, sugar, lard, chocolates, and other items. He and his family visited Fèves in the 1970s.

Morganville native Billie (Pierson) Utley and her husband Ed visited Fèves in 1949. They were the first "ambassadors" from Morganville to visit the French village. Ed Utley took colored slides of their visit, many of which are included in Freeland's and Vaughan's book. In Fèves, key people in the sister-city relationship were schoolmaster Henri Torlotting, priest Louis Holveck, and mayor Auguste Berne.

Cathy Haney, the late Clay County Historical Society Museum director, loved the Morganville-Fèves story and kept it alive through maintaining careful records in the museum. In the 1990s, she coordinated a Kansas Humanities Council event to explain the relationship between the two villages. Distance and language differences meant the story faded over the years, but it was revived again in spring 2013, when Freeland assigned her journalism students to write stories about the "lost towns" of Clay County. Among those was one about the Morganville pageant. She asked local newspapers and radio stations if they would be interested in her students' articles and, when they answered in the affirmative, she asked her husband Art Vaughan to fact-check them.

Freeland and Vaughan traveled to Fèves seven times beginning in 2014 to interview those who remembered the sister-city relationship.

"An Opportunity to be Better" was published in English in 2020, and the French version in 2022. In July this year, Freeland and Vaughan visited translators Virginie Goulaieff, Francis Pracht and Céline Wadoux, as well as Gérard and Solange Torlotting and Liane Lagrange, now 79, who was pictured as a young girl on the cover. They also gave a copy of their book to a museum dedicated to the 1939-1945 time period when Nazi Germany occupied the Moselle region.



Virginie Goulaieff, Gloria Freeland, Art Vaughan, Goulaieff's mother Liane Lagrange (holding book) and Freeland's and Vaughan's daughter, Katherine Vaughan, in France. Goulaieff was one of the translators for "An Opportunity to Be Better." Lagrange, now 79, was pictured as a young girl on the book cover. Katherine did the design and layout for the book.

## GRADUATE STUDENT TO PRESENT AT NATIONAL AND REGIONAL CONFERENCES

**Hannah Phelps**, master's student in communication studies, is presenting at two conferences this semester. One is at the NCA (National Communication Association) convention in the Disability Issues Caucus (November, National Harbor, Maryland), where they will present a paper titled "'Do you really need that?': Ableism and Disablism in University Accommodation Policies." The other presentation is at MPCA (Midwest Popular Culture Association) in the Star Trek division (October, Chicago), with a paper titled "'Freak or Monster': Rhetoric of Curing Disability and Star Trek: Deep Space Nine's Julian Bashir."



Hannah Phelps

# SMC FACULTY AND STUDENTS REPRESENT K-STATE AT AEJMC

As member of AEJMC's Standing Committee on Teaching, **Dr. Raluca Cozma** participated in a teaching panel titled "The Teaching Experts Are In: Learning in the Age of AI" at the AEJMC convention in Washington, D.C., in August. The topic of her presentation was "Opportunities and Threats: Working Automation into the Journalism Classroom." Because of overwhelming interest in the topic, AEJMC organized a [webinar](#) on AI in education on September 19 that featured Dr. Cozma as a panelist.

As vice-president of [Kappa Tau Alpha](#), the honor society for journalism and mass communication, Dr. Cozma presented certificates of recognition to the graduate students who won top-paper awards in all AEJMC divisions and interest groups with student-paper competitions.

**Joyce Glasscock**, who graduated from the master's program in mass communication in May, presented her research paper titled "Content Analysis of Gendered Campaign Communications in a Race for Governor." The paper was based on her thesis research.

**Dr. Jacob Groshek** presented a study titled "Obstacles and Engagement: How (Perceptions of) Electoral Fraud and Voter Inducement Shape Turnout in Nigeria" with Seyi Adeghola (Tennessee-Knoxville). In addition, Dr. Groshek hosted a table in the exhibition hall for the Institute for Representation in Society and Media to increase awareness regarding the data and teaching tools we have available through that and all the exciting, related activities taking shape at the School.

**Dr. Huyen Nguyen** chaired a research panel titled "Shifting Ownership Structure across Media and Information Sectors: Impacts, Implications, and Research Methods," together with researchers from the Media Management, Economics, and Entrepreneurship Division and the Community Journalism Interest Group. Dr. Nguyen and undergraduate student **Madeline Willson** also presented a paper titled "Key Characteristics of YouTube VR Videos and the Impacts on Audience Engagement."



Dr. Raluca Cozma and MMC Joyce Glasscock.



Dr. Huyen Nguyen (right) with co-panelists at AEJMC conference in D.C., August.

## NATIONAL COMMUNICATION ASSOCIATION TO FEATURE K-STATE PRESENTATIONS

The annual NCA convention will take place in November in National Harbor, Maryland, and several A.Q. Miller School students and faculty are scheduled to present their work.

- **Dr. Sean Eddington** will present three papers. One, co-authored with Lillian Feder and Diane Jackson (Purdue) is titled "'I am more than an athlete': The development and demonstration of collegiate athlete activists' resilience." The second, co-authored with Caitlyn Jarvis (Purdue), is titled "'#HotLaborSummer: Exploring the affective affinities of online labor organizing.'" Finally, he will be a panelist in a session on "Junior Faculty Experiences & Reflection: Navigating P&T Expectations and 'Freedom' in the Academy."
- **Ash Denchfield**, who graduated from the master's program in communication studies in May, will present "Material Gurl: Queer Materiality in Animal Crossing New Horizons."
- **Mara Mcghee**, master's student in communication studies, is presenting in the G.I.F.T. (Great Ideas for Teaching) Category. The teaching activity is over small group communication and problem solving and is titled "Climbing the Mountain - Group Problem Solving."
- **Dr. Alex McVey** will present two papers. The first, "Presumption, Performance, and Praxis: Reclaiming Debate as a Site of Freedom," is co-authored with **Trevor Turner**, a student in K-State's Master's program in architecture, and a fourth-year competitor on the K-State Debate Team. It will be presented on the Top Paper Panel for the Cross Examination Debate Association Division. The second, "Entelechy, Debate, and Disability" is co-authored with Matt Gerber (Baylor) and will be presented to the American Forensics Association Division.
- **Hannah Phelps**, master's student in communication studies, will present in the Disability Issues Caucus a paper titled "'Do you really need that?': Ableism and Disablism in University Accommodation Policies."
- **Monica Reeves**, doctoral student in Leadership Communication and instructor in the Miller School, will present a paper titled "Allowed to Lead: Exploring and Interrogating the Leadership Experience of Female Clergy in Protestant Churches."
- **Dr. Heather Woods** will present "Beyond the Screen, Inside, and Out: On Speech/Communication by Non-Human Agents." She's also on a discussion panel on Technoliberalism and chairing a discussion panel on Surveillance.