MASTER'S STUDENT HOLLY SPECK AWARDED FIRST PLACE AT "RESEARCH AND THE STATE"

On October 31, second-year graduate student Holly Speck presented her study titled "Band of Brothers (and Sisters): Gender Framing in U.S. Army Commercial Advertising" at the Research and the State competition organized by the Graduate School at the K-State Student Union. Graduate students from all disciplines on campus showcased their scholarly works for a chance to be selected among the top 10 to present their research at the annual Capitol Graduate Research Summit at the Capitol Building in February.

Holly was awarded first place in her group, an honor that came with a $250 award and the opportunity to travel to Topeka to present her study next semester. "Holly epitomizes the potential our master's students have for making their mark in the research field, especially as it relates to diversity issues in mass communication," graduate director Dr. Raluca Cozma noted. "She outshined several doctoral students with work she produced in one of her classes, a content analysis examining gendered military advertising, and we are extremely proud of her."

This semester, Holly is working to triangulate her content-analysis findings with in-depth interviews of U.S. Army recruiters as well as conducting an experiment that explores the importance of gender and racial diversity in Instagram advertising.
First-year master's student Nick McNamara works as a broadcaster and journalist for News Radio KMAN (previously served as the interim and then assistant news director before stepping back to a part-time role to pursue his graduate degree). He won the 1st place award at the KAB (Kansas Association of Broadcasters) Awards in Lawrence on October 21 in the professional medium market radio category for spot news coverage. "I submitted multiple stories, but my live coverage of a smoke scare that caused Amanda Arnold Elementary School to evacuate was what specifically won," Nick explains. "I was at my desk per my normal routine when I heard the call come out over the police scanner and drove to the scene to cover the event where I found the entire student population out in the parking lot and on the playground. I did a live call in and reported the information I had gathered and was viewing, and just so happened to be on air as the all-clear was given and students began returning into the building." Hailing from Los Angeles County, Nick began his professional career in student radio at his community college, LA Pierce College, in 2012. There he served as program director of the student-run internet radio station KPCRadio.com for a year. "Radio is an amazing medium that is incredibly democratic -- which is what I love about it," Nick says.

What are your professional and research interests?
"My goal in research is to study informational needs in Riley and/or Pottawatomie County and how media organizations -- especially those with radio and digital platforms -- can fill news gaps and allow the community to have more participation in story cultivation and setting news agendas."

Do you have any hobbies or fun facts about yourself that you'd like to share?
"I enjoy reading, and I spend a lot of time at home, watching interviews and reading stories online. I enjoy spending time with my three cats, my girlfriend Lauren's two rats, and our many fish. When I'm not busy with work and school, I also watch LA Kings games, Redwoods L.C. and San Diego Seals games when in season. I'm a fan of ska, reggae and folk music but would never say no to some good, old fashioned classic rock either. Other fun fact, I was drum major of my high school marching band for two years."
Assistant Professor Alec Tefertiller recently published a new paper titled “Social Media Goes to the Movies: Fear of Missing Out, Social Capital, and Social Motivations of Cinema Attendance” in the Mass Communication & Society journal. Dr. Tefertiller worked with peers at Southern Mississippi and South Carolina Aiken. This paper is currently available online, and should be available in print next year. The research objective behind “Social Media Goes to the Movies” was to determine if people are more likely to go see a movie in the theaters because they want to use the experience to strengthen bonds in their social networks, or because they are afraid of missing out (FoMO) in their networks. Additionally Dr. Tefertiller has more articles in the works, soon to be published, including a study that “re-examines motivations for watching television in our current technological environment” and another “examining advertising on streaming channels, and how audiences feel about those advertisements.” Dr. Tefertiller’s latest paper fits within his research agenda as a scholar. “My research agenda is pretty much focused on new media technology, and how it is shaping new behaviors and reshaping older ones. The landscape is very different than it was just ten years ago, and we’re only beginning to understand what that means for audiences. I am very interested in what this means for traditional media, especially entertainment media like movies and TV shows. I am interested in things like cord-cutting, binge-watching, and second screen viewing with social media. I’m interested in the implications for media audiences and media providers, especially advertisers.”

Dr. Teferfiller’s academic career began at Florida State University in 2000, graduating with a BFA in film, and later earning an M.A. in Communication—Mass Communication Studies from the University of Houston in 2014. He recently finished his Ph.D. in Media Studies at the University of Oregon in 2017. Currently, Dr. Tefertiller teaches Digital Media Audiences and Analytics (MC 820 online), and has a love of binge-watching TV and movies with his wife. When not enjoying the digital world, Dr. Tefertiller loves to play obscure Euro board games.
JMC GRADUATE STUDENTS AND FACULTY CELEBRATE HALLOWEEN WITH TRICK-OR-TREAT COSTUME PARTY

Miller School Director Dr. Steve Smethers judged the pumpkin decorating competition, and his blind review selected as the best a creation belonging to master's student Sara Savatovic (below), who was presented with a plaque. Join our celebration next year for more candy and a chance to win.

Below - left to right: Graduate students Ryan Urban and Sara Savatovic won first place in the student costume competition, Holly Speck won first place in the media-related costume contest (she was “Fake News”), and Assistant Professor Gloria Freeland took home the trophy for the best faculty/staff costume.