Despite the pandemic, the annual conference of the Association for Education in Journalism and Mass Communication (AEJMC) attracted 1,486 attendees this August. The online convention featured several research and panel presentations by JMC faculty and graduate students:

- **Xiaochen Zhang** (Oklahoma) and **Raluca Cozma** - Social Amplification of Risk before Coronavirus Was Declared a Pandemic: How Social Media Trust and Disinformation Concerns Affected Information Sharing
- **Cody Friesen** - I Hate that F**king School: A Case Study of Fan Behavior on Twitter Among College Football Rivalries
- **Li Zhang** (Boston), **Jacob Groshek**, and **Erik Bucy** (Texas Tech) - Investigating the Effects of Pro-attitudinal and Counterattitudinal Media Exposure on General Political Talks and Cross-cutting Political Talks: Evidence from 2014 and 2018
- **Xiaochen Zhang** (Oklahoma) and **Nancy Muturi** - Organizational Legitimacy for High-Risk Facilities: Examining the Case of NBAF

**JMC FACULTY AND GRADUATE STUDENTS REPRESENT K-STATE AT #AEJMC2020**

**Upcoming events**

**October 6**

*Self-Care at K-State*

@ 1 p.m. via Zoom

Dr. James Guest will share strategies for staying healthy mentally during the pandemic

ksu.zoom.us/j/93296951021

**October 7**

*Communication Research Colloquium*

@ 4 p.m. via Zoom

Drs. Katie Olsen & Dani LaGree will present

“Closing the leadership gender gap in strategic communication starts with investing in the new generation of workers”

**November 2**

Graduate-student enrollment for Spring 2021 begins

**Dani LaGree’s submission titled “Synthesizing Primary and Secondary Research to Drive Strategy: A Final Project for a Strategic Communication Research Course” was selected for presentation in the GIFT (Great Ideas for Teachers) competition. Raluca Cozma, Katie Olsen, and Anan Wan served as discussants for research and panel sessions, and Raluca Cozma was elected chair of the AEJMC Standing Committee on Teaching, to serve on the AEJMC Board of Directors in 2020-2021.**
JMC WELCOMES NEW STUDENTS TO ITS ONLINE AND ON-CAMPUS MASTER'S PROGRAMS THIS FALL

DEAUNDRA ALLEN
DeAundra graduated from K-State in May 2020 as a first-generation college student. While at K-State, DeAundra held the offices of Co-Editor-in-Chief, Sports Editor and Managing Editor at the K-State Collegian as well as Co-Editor-in-Chief of Update Magazine. She was also the first student from K-State to graduate from the Sports Journalism Institute and interned on the sports desk at the Kansas City Star. Before leaving campus, DeAundra was the media contact for women’s tennis and communications intern at K-State Athletics. She now resides in Flint, MI, with her two cats, Milo and Mia, and her boyfriend.

PIPER BRANDT
Piper is from Madison, KS, and recently graduated from K-State with a BS in public relations and minors in biology and leadership. She is passionate about science communication and worked as a park ranger for the Middle Fork of the Salmon River in Idaho this summer. Piper is currently a graduate assistant within the marketing & communications department at the College of Veterinary Medicine. Her research interests include public health and veterinary communication.

UYEN DIEP
Uyen is from Vietnam. Having covered international affairs as a multimedia reporter and foreign correspondent for a while, she is interested in the research areas of foreign news, social media platforms, and media literacy. Meanwhile, she currently owns a Facebook page promoting international exchange programs and a YouTube channel that covers the topic as well as documents her life. She dances or drinks boba whenever she is down. In her spare time, she learns Chinese and Bahasa, and she edits her vlogs.

NATHAN ENSERRO
Nathan Enserro is from Olathe, KS. He earned a B.S. in Strategic Communications from K-State in May 2020. His academic interests include communication strategies in sports media and political campaigns, as well as news framing of political issues. Professionally, he covers K-State football, men’s and women’s basketball and golf for the Collegian and works as a marketing intern creating blog content for a solar power company. In his spare time, Nathan cooks, shoots film photographs, watches old football games and golfs.

JESSICA MAXWELL
Jessica has fallen in love many times. First with her husband, then when she became a mom, and finally with graphic design. She loves exploring ways to communicate with design. It’s the art of taking a message or directive and creating a beautiful visual narrative. This exploration of communication through design drew her to pursue a graduate program. Messaging and communicating are vital to understanding the world. She is a K-Stater through and through and got her BS here, which makes her so grateful to continue to the next level of education at this institution.

ALLISON SCHULTZ
Originally from Wichita, where she graduated from Wichita State University with a B.A. in Communication and an emphasis in strategic communication in 2016, Allison is joining the online program from the Kansas City area. She has worked in PR and marketing for large corporations and smaller non-profits. She has dabbled in event planning and aspires to be the CCO of a company one day. She likes spending time with her family and her cat, Ellie, and tries desperately to enjoy running. Academic interests include PR, crisis management, women and communication, and social media.

ROBIN STARKENBURG
A native of Washington state currently residing in Deforest, Wisconsin, Robin has been active in ag communications for over 20 years. She was the director of marketing communications for the largest dairy cattle registry association and later a global marketing communication manager with a fast-growing bovine genetics business. This led to a position with a leading agriculture manufacturing company. Robin has managed multi-cultural communications teams and is a driving force in Topcon Agriculture’s social media engagement.

PATRICK SHAWN SULLIVAN
From Sandy Springs, Georgia, Patrick is currently working in Manhattan as a graduate assistant with the K-State baseball team. This spring he completed his baseball career and graduated from the University of Georgia with a bachelor’s in business administration. He wants to stay involved in athletics either as a coach or in a business related role such as marketing or media. Research interests include the effects of marketing and advertising on athletics, the ways fans consume these products, and how organizations are able to effectively reach their target audiences.

The A.Q. Miller School also welcomes master's students Barbara Conant, Courtney Grice, Ryan Hayter, Melvin Smith, and Anna Wade to its graduate programs. Find out about their professional and academic interests in future newsletters.
Dr. Anan Wan joined JMC this fall. Dr. Wan received her Bachelor’s in English for Sports from Xi’an Physical Education University in China and earned a Master of Science in Journalism at West Virginia University in 2013. “I completed my doctoral degree in Mass Communications at the University of South Carolina in 2019,” said Dr. Wan.

Dr. Wan’s research agenda focuses on understanding the importance of advertising (persuasion) in this digital era. “I have focused on how people process and understand persuasive messages, how they are influenced by persuasive messages, and what the future of persuasion looks like thanks to the development of digital media technologies,” Dr. Wan said. “With this in mind, my mission is to use my expertise in communication technology and strategic communication to better understand the audience, the brand communication industry, and how the audience responds to emerging communication technologies,” she added.

Dr. Wan is currently working on preparing her dissertation for publication, which focuses on brands’ owned, paid, and earned media/advertising on social platforms, as well as submitting a manuscript on the negative consequences of watching social live streaming. When not in a classroom setting, Dr. Wan loves to go hiking, reading for leisure, and watching Netflix. Dr. Wan’s other interest is searching for and doing reconnaissance on emerging social media apps, and having stimulating conversation about the findings.

The annual research symposium of the Southwest Education Council for Journalism and Mass Communication (SWECJMC) will take place virtually on October 16.

Several scholars from the A.Q. Miller School of Journalism and Mass Communications had research papers accepted for presentation:

**Rachel Esses, master’s student** - Putting the Pieces Together: A Beginning Graduate Student’s Exploration of Self Through Study

**Nikhil Moro, associate professor** - Protest Politics: A Brief Analysis of Seditious Libel in India and the United States

**Holly Pate, master’s student** - Yes Sir, No Ma’am: The Role of Gender in On-The-Ground U.S. Army Recruitment Strategies

**Ryan Urban, master’s student, and Alec Tefertiller** - Company Responses in Times of Crisis: A Content Analysis of COVID-19 Emails

Ryan Urban’s paper (co-authored with former JMC Assistant Professor Alec Tefertiller, now at Baylor University) won the top paper award in the research competition, which comes with automatic publication in the Southwestern Mass Communication Journal.

Follow the #SWECJMC2020 hashtag on the day of the symposium for real-time insights from the conference. We congratulate all presenters and invite you to consider submitting papers for next year’s symposium, which is slated to be hosted at K-State.
Ryan Urban
Second-year master's student from Louisburg, KS. BS in Communication with an emphasis in Advertising from Pittsburg State University.

Why did you choose KSU?
I chose KSU because it’s a rite of passage in my family. My parents both went here, and my sister is here currently. It runs in the family.

What are your research interests?
My latest research focused on the emails from businesses concerning their responses to the COVID-19 pandemic. This was written with Dr. Alec Tefertiller, who is now at Baylor. Through a content analysis of 361 emails, we found that a majority of the responses were not considered to be marketing emails and therefore did not utilize any corporate social responsibility (CSR). Businesses that did use CSR were typically national organizations compared to smaller “ma and pa” local businesses. We speculate this is due to larger companies having a much bigger budget. Additionally, the responses were overwhelmingly anticipatory rather than reactive and utilized a corrective action response, dictated by Image Restoration Theory. This paper just won the top paper award at SWECJMC and will be published in its journal.

What are your long-term plans?
As of now I’m split into looking for an advertising agency position or continuing on to get a PhD. I’m personally still deciding a lot and I’m going to have to make decisions soon!

Any hobbies, interests, or fun facts about yourself that you’d like to share?
I collect celebrity autographs and currently have about 30 in my collection. These include the initials of Elton John, the signature of Betty White, Todrick Hall, Mark Hamill and many more.