

## VITA

**Name:** Judith L. Sylvester, Ph.D.

### **Professional Experience:**

Manship School of Mass Communication Louisiana State University,  
Associate Professor, 1994-present  
Research Partner, tapBlue tablet newspaper software, 2013 to present.  
Rector, Vision Louisiana Residential College Program (Emphasis in economic and  
community development), 2006.  
University of Missouri, Founder and Director of the Media Research Bureau, 1984-1993  
Founder & Managing Editor, Family Missourian, School of Journalism, University of  
Missouri, 1990  
Stephens College, Publicity Coordinator, 1983-1984  
Stephens College, Instructor, 1981-1982  
High school English and journalism teacher, 1974-1980

### **Grants and Contracts:**

\$ 15,000 from Louisiana Health & Hospitals (Tobacco-Free Living), 2014-2015  
\$ 17,000 from Louisiana Health & Hospitals (Tobacco-Free Living), 2012-2013  
\$ 18,000 from Louisiana Public Health (Tobacco-Free Living), 2009-2010  
\$ 45,000 from the National Library of Medicine (NIH), 2007-2008  
\$100,000 from the Louisiana Campaign for Tobacco Free Living, 2006.  
\$150,000 from the Louisiana Campaign for Tobacco Free Living, 2005.  
\$ 7,000 from the Society of Professional Journalists Foundation for a graduate  
assistantship for the Media Leaders Forum, October 1998.  
\$280,465 from Health Excellence Fund (Board of Regents), "Smoking Among LSU & SU  
Undergraduates: Causes and Elimination, 2000-2003.  
\$ 85,000 from Louisiana State University Enhancement (8G) Fund for computer equipment  
(lap tops, digital cameras, printers, etc.) for workshops and classroom instruction, 2000-  
2001.  
\$ 17,000 from ASJMC for the Newspaper-In-Residence program in partnership with the  
Dallas Morning News, 2000-2002. (Two-year project.)

**Graduate Faculty Status:** Member

**Work Assignment is:** Teaching = 50%  
Research = 25%  
Service = 25%

**Currently a member of the Faculty Senate and the LSU Press Committee**

**Education:** "Directing Health Messages Toward African-Americans:  
Attitudes Toward Healthcare and the Mass Media" (Dissertation)

University of Missouri, Ph.D., 1994  
University of Missouri, M.A., 1981  
Southwest Missouri State University, B.S. in Ed., 1974

## Publications

### Books

- Sylvester, Judith. *The Media and Hurricanes Katrina and Rita: Lost and Found*, Palgrave-MacMillan, 2008.
- Sylvester, Judith and Suzanne Huffman. *Reporting from the Front: The Media and The Military*. Boulder, Rowman and Littlefield, Inc., 2004.
- Sylvester, Judith and Suzanne Huffman. *Women Journalists at Ground Zero: Covering Crisis*, Boulder: Rowman and Littlefield Publishers, Inc., 2002.
- Sylvester, Judith. *Directing Health Care Messages toward African Americans, Attitudes toward Health Care and the Mass Media*, included in the series, *Health Care Policy in the United States*, John G. Bruhn, ed. New York: Garland Publishing Co., 1998.

### Book Chapters

- Sylvester, Judith: "Newspaper Research," chapter, complete revision, in *Research Methods in Communication*. David Sloan, editor. Alabama: Vision Press, 2014, pp. 321-334.
- Sylvester, Judith: "Newspaper Research," chapter in *Research Methods in Communication*. David Sloan, editor. Alabama: Vision Press, 2008, pp. 321-334.
- Sylvester, Judith: "Newspapers: A Medium of Change," chapter in *Mass Communication in the Global Age*, David Copeland, editor. Alabama: Vision Press, 2004, pp. 93-109.
- Sylvester, JL: "Newspapers: Traditional News Media Facing Revolutionary Change," chapter in *Mass Communication in the Information Age*, Wm. David Sloan, et.al, editors. (Vision Press, Northport, AL, 1996); pp. 155-180.
- Sylvester, J. and Huffman, S. "The U.S. Embed Program and Iraq War Coverage," *Mass Media in Transition: An International Compendium*, Yorgo Pasadeos, Ed., Athens Institute for Education and Research, 2004, pp. 317-336.
- "Radio Coverage of Sept. 11, 2001," a book chapter, has been submitted for a book about the media's response to the attacks on America, Ralph Izard, editor.

### Articles in Print:

36. Juric, Pavic and Judith Sylvester, Mass Media Usage During A Natural Disaster: LSU Students And Hurricane Katrina, Southwest Education Council for Journalism and Mass Communication Journal, Spring 2007. (Top five paper award for fall 2006 SWECJMC conference.)
35. Sylvester, Judith and Wei Zha (2006), Stephenson and Smoking: An Update for Today's College Students, *The Journal of Human Subjectivity*, (F2006).
34. Sylvester, Judith (2005). "Healthcare News in Online Newspapers, A Misdiagnosis?" *The E-Business Review*, Volume 5, Vinay Kothari, Ed., pp. 218-221.
33. Sylvester, Judith, Renita Coleman and Craig Freeman. (2004). "The case of the woeful Web site." *Quill*, December, pp. 17-20.
32. Sylvester, Judith and Lisa Honore, "Assessing Anti-Smoking Messages Among College Students: A Preliminary Research Study," *Business Research Yearbook*, Vol. 11 2004.
31. Sylvester, Judith, Renita Coleman and Craig Freeman. (2003). "A killer among us:

- When media competition, community fear, and law enforcement collide.” *Quill*, November, pp. 9-13
30. Freeman, C., Coleman, R. & Sylvester, J. (2003). “Avoiding public panic.” *Quill*, April. pp. 21-24
  29. Coleman, Renita, Craig Freeman and Judith Sylvester. (2002). “Is Family a Conflict?” *Quill*, July/August.
  28. Sylvester, Judith and Suzanne Huffman. “CNN,” *Newspaper Research Journal* (Special Issue -- Reflections on an American Tragedy: Media Studies of September 11, 2001), Vol. 24 No. 1, Winter 2003, pp. 22-30.
  27. Sylvester, Judith. “College Students’ Attitudes toward Tobacco Use.” *Business Research Yearbook*, Vol. 10 2003, pp. 401-405.
  26. Wu, H. Denis, Judith Sylvester and John Maxwell Hamilton, “Newspaper Provides Balance in Palestinian/Israeli Reports,” *Newspaper Research Journal*, Vol. 23, No. 2-3, Spring/Summer, 2002.
  25. Sylvester, Judith. *The Boundaries of Blackness: AIDS and the Breakdown of Black Politics*, a book review in the *Journal of Health Politics, Policy and Law*, Vol. 27, No. 1. February 2002, pp. 144-147.
  24. Freeman, Craig, Judith Sylvester and Renita Coleman. “A Balancing Act,” *Quill*, April 2002, pp. 29-32.
  23. Sylvester, Judith, Craig Freeman, Renita Coleman and Ryan Goudelocke. “The survey says...,” *Quill*, January/February 2002, p. 13.
  22. Freeman, Craig, Judith Sylvester and Renita Coleman. “Sensitivity on Deadline,” *Quill*, January/February 2002, pp. 9-13.
  21. Daniels, LeAnne and Judith Sylvester. “A Case Study: The News Held Hostage,” *Quill*, September 2001, pp. 61-64.
  20. Sylvester, Judith, LeAnne Daniels and Andy Bechtel. “A Case Study: Community connections,” *Quill*, April 2001, pp. 29-32.
  19. Bechtel, Andy, LeAnne Daniels and Judith Sylvester. “A Case Study: A Tangled Web,” *Quill*, July 2000, pp. 9-14.
  18. Bechtel, Andy, LeAnne Daniels and Judith Sylvester. “A Case Study: Service or stealing?,” *Quill*, December 2000, pp. 13-17.
  17. Sylvester, Judith, LeAnne Daniels and Andy Bechtel. “Covering the Clinton-Lewinsky Story: Newsroom Decision-Makers Tell All,” *Southwestern Mass Communication Journal*, Vol. 15, No. 1, 1999, pp. 47-58.
  16. Daniels, LeAnne, Andy Bechtel and Judith Sylvester. “A Case Study: Death goes live,” *Quill*. May 1999.
  15. Sylvester, Judith. “Q Methodology and Social Marketing in Health Care: Targeting African American Attitudes.” *Business Research Yearbook*, Vol. 6 1999, pp. 253-257.
  14. Sylvester, Judith, LeAnne Daniels and Andy Bechtel. “Tough times in newsrooms,” *Quill*, December 1998, pp. 10-16.
  13. Mayo, Charles M., LeAnne Daniels and Judith Sylvester. "A Case Study: Making the Tough Decisions." *Quill*, January/February 1997, pp. 28-34.
  12. Mayo, Charles M. Judith Sylvester and LeAnne Daniels. "A Case Study: To Print--or Not." *Quill*, May 1997, pp. 40-46.

11. Mayo, Charles M. LeAnne Daniels and Judith Sylvester. "A Case Study: The Cyber Question." *Quill*, October 1997, pp. 25-29.
10. Daniels, LeAnne, Charles Mayo and Judith Sylvester. "A Case Study: The Diversity Dilemma." *Quill*, May 1998, pp. 39-44.
9. Sylvester, JL: "Racial Attitudes Toward the O.J. Simpson Verdict in the South: A Q-Methodology Study," *Operant Subjectivity*, Spring, 1997.
8. Sylvester, Judith. "Media Research Bureau Black Newspaper Readership Report," *Milestones in Black Newspaper Research*, Fred H. Black and Gail Baker Woods, eds. National Newspaper Publishers Assoc., Washington, D.C., 1995.
7. Sylvester, JL: *Clips*, Newsletter of the Louisiana Scholastic Press Association, writer and editor, 1994-1996.
6. Vaughn, Susan L.; Frank, Robert G.; Leach, Laurie R.; O'Neal, Grant and Sylvester, JL: The Public Perception of Head Injury In Missouri, *Brain Injury* magazine, Spring 1994.
5. Dubbert, Marsha; Sharp, Gordon C.; Kay, Donald R.; Sylvester, JL; Brownson, Ross: Implications of a Statewide Survey of Arthritis in Missouri, *Missouri Medicine*, 1990.
4. Sylvester, JL and Heins AE: Correlations Between Likely Voters and Newspaper Subscribers, *Missouri Press Association News* magazine, 1988.
3. Sylvester, JL: Missouri Market Data, *Missouri Press Association*, 1984.
2. Heins AE and Sylvester JL: Coping with Shifting Markets, *Ideas Magazine*, 1984.
1. Sylvester, JL: Survey Research for Newspapers, *Missouri Press Association News* magazine, 1984.

### **Conference and Group Presentations**

36. tapBlue research strategy presentation for the University of Missouri School of Journalism Reynolds Journalism Institute, Columbia, MO, June 8-10, 2014.
35. Tobacco Use Panel, LAPHARD annual conference, Baton Rouge, LA, Oct. 28, 2011.
34. "Public Attitudes Toward Health Care Reform," Southern Political Science Association, New Orleans, LA, Jan. 8, 2010.
33. Public Attitudes Toward Health Care Reform: The Connection Between Stephenson's Operant Subjectivity & Newton's Fifth Rule and Health Care Reform Research, International Society for the Scientific Study of Subjectivity, Akron, OH, Oct. 7, 2010.
32. "The President, Congress, The Media and Health-Care Reform," Southern Political Science Association Conference, Atlanta, GA, Jan. 7, 2010.
31. "Reporting from the Front: Writing a Book about the Embed Program," The Baton Rouge Country Club Study Club, April 16, 2010.
30. "You're Going to Miss Us When We're Gone: The Demise of the Newspaper Industry," Southwest Education Council for Journalism and Mass Communication, Arlington, TX, Nov. 6, 2009.
29. "Emailing Racism: Person-to-Person Attempts to Destroy the Obama Presidential Campaign," Southern Political Science Association Conference, New Orleans, Jan. 9, 2009.

28. "Catastrophe and Law Change: The Impact on Smoking Rates on Two Louisiana College Campuses," Hawaii International Conference on Social Sciences, Honolulu, HI, June, 2007.
27. "Women Journalists in Danger," panel at AEJMC, San Francisco, August, 2006.
26. "The Iraq War Coverage and the Embed Program," Lagniappe Studies, Baton Rouge, February 2006.
25. "The Iraq War Coverage and the Embed Program," Athens Institute Communications Conference, Athens, Greece, May 2004.
24. "Healthcare News in Online Newspapers: A Misdiagnosis?" Judith Sylvester and Cleo Allen at the Southwest Symposium Southwest Education Council for Journalism and Mass Communication, Salt Lake City, Utah November 6, 2003.
23. "College Students' Attitudes Toward Tobacco Use," Judith Sylvester at the International Association of Business Disciplines International Convention, Orlando, FL, April 3-6, 2003.
22. "Updating William Stephenson's Smoking Study," Judith Sylvester at the Society for the Scientific Study of Subjectivity Annual Conference, Durham, England, Sept. 18- 22, 2002.
21. "College Students Attitudes toward Sept. 11," Judith Sylvester at the Society for the Scientific Study of Subjectivity Annual Conference, Durham, England, Sept. 18- 22, 2002.
20. "Smoking Words: An Investigation of Anti-Smoking Messages Targeted Toward College Students," Judith Sylvester, Betty Briggs, and Joshua Ogada, Hawaii International Conference on Social Sciences, Honolulu, HI, June 11-15, 2002.
19. "Sylvester, Judith, Betty Briggs, Joshua Ogada. "Smoking Words: Investigating Why College Students Smoke and Why They Don't Quit," presented at the Nineteenth Annual Intercultural Communication Conference, University of Miami School of Communication, Coral Gables, FL, Feb. 21-23, 2002.
18. "Covering the Clinton-Lewinsky Story: Newsroom Decision-Makers Tell All," The AEJMC Southeast Colloquium (Newspaper Division), Lexington, KY, March 1999.
17. "Using Q Methodology to Segment Audiences," National Field Directors and Technology Directors Annual Conference, St. Louis, MO, May 1998.
16. "Traditionalists vs. Reconnectors: Is Civic Journalism the Dividing Factor?" at the AEJMC Southeast Colloquium (Newspaper Division), New Orleans, LA, March 1998.
15. "An Inventory of Students' Personal Computer Use," The Southwest Symposium of the Southwest Education Council, Dallas, TX, Nov. 1997.
14. "Civic Journalism: Fad or New Paradigm," (Poster) The AEJMC Southeast Colloquium (Newspaper Division), New Orleans, LA. March 1998.
13. "Media Leaders Speak Out on the Marv Albert Trial," The First Super Bowl Congress, San Diego, CA, January 1998.
12. "Student Press Laws: Should Louisiana Have One?" The Scholastic Journalism Division of the Association for Education in Journalism and Mass Communication Mid-winter meeting, 1997.

11. "African-American Media Habits and Interest in Healthcare Articles," The Southwest Education Council for Journalism and Mass Communication Symposium, 1996.
10. "Racial Attitudes Toward the O.J. Simpson Verdict in the South: A Q-Methodology Study," Society for the Scientific Study of Subjectivity Annual Conference, Columbia, MO, October 1996.
9. "Civic Journalism," Louisiana Press Women Annual Conference, Baton Rouge, LA, 1996.
8. "Why Your Company Needs to be on the World Wide Web," National Mining Association Convention, New Orleans, LA, (with Dr. Matt Reavy) 1995.
7. "Surfing the Internet," Louisiana Press Women Annual Conference, Baton Rouge, LA, 1995.
6. "Directing Health Messages Toward African-Americans: Attitudes Toward Healthcare and the Mass Media," Q-Methodology Conference, Chicago, IL, 1995.
5. "Elements of Social Marketing," LSU Extension Directors, Baton Rouge, 1995.  
"Market Research," Professional Engineering Society, St. Cloud, MN, 1993.
4. "National Study of African-American Newspaper Readership," the National Newspaper Publishers Association, Los Angeles, 1993.
3. Four Types of Newspaper Readers, AEJMC paper and presentation (with George Kennedy and Richard Ganahl), Montreal, 1993 .
2. "Readership Surveys for you Publications," Minnesota chapter of the Public Relations Society of America, Minneapolis, MN, 1992.
1. "The Public's Reaction to Iben Browning's Missouri Earthquake Prediction," paper and presentation at University of Southern Illinois-Edwardsville Earthquake Conference, May 1991.

#### **Awards:**

*Women Journalists at Ground Zero: Covering Crisis* was selected in 2010 to be placed in the USS New York battleship library so that young sailors could gain knowledge about the 9/11 attack on the Twin Towers. The USS New York is made of materials salvaged from the Twin Towers and was built in the New Orleans ship yard.

National Federation of Press Women First Place in Research Award for The Media and Hurricanes Katrina and Rita Lost and Found, 2009.

LSU Rainmaker Award, top 100 LSU researchers and creative faculty, 2008.

G. Lee Griffin Distinguished Professor, *A Presidential Campaign Like No Other* book, 2008-2009.

Joe D. Smith/Hibernia Professor, *Lost and Found: The Media and Hurricanes Katrina and Rita* book, 2006-2007.

National Federation of Press Women First Place in Research Award for *Reporting From the Front: The Media and The Military*, 2004.

National Federation of Press Women First Place in Research Award for *Women Journalists at Ground Zero: Covering Crisis*, 2002.

Huie Dellmon Professor for the Media Leaders Forum, 1998-1999.

Gittinger Research Professor, a competitive research award from the Manship School of Mass Communication. Topic: Research methods textbook for undergraduate students, 1998-1999.

Poindexter Research Professor, a competitive research award from the Manship School of Mass Communication. Topic: "Civic Journalism, New Paradigm or Bad Idea?" Method includes q-sorts and national mail survey, 1996.

Swanson Research Professor, a competitive research award from the Manship School of Mass Communication. Topic: "Scholastic Journalism in Louisiana." Methodology includes focus groups and mail surveys to journalism advisers and principals, to determine what educational support/resources are needed for scholastic journalism, 1995.

National Federation of Press Women educational scholarship (\$1,000) for support of doctoral work (competitive scholarship), 1993.

**Member of the LSU Tobacco-Free Campus-wide committee (2013-2014); co-chair of best practices subcommittee.**

**Membership on graduate student committees:** 19, chair 12

**Membership on Ph.D. student committees:** 2

**Dean's Representative on Ph.D. student  
Committees for other departments** 5

**Major areas of research interest:**

Newspaper transition from print to digital

Tobacco-free campus policies

Tobacco products and advertising

Attitudes toward health care reform

Journalists and trauma

Attitudes toward the media

Civic journalism.

Scholastic journalism.

Social marketing and advertising.

Computer/Internet use.

Online newspapers.

**Affiliations**

AEJMC

Society of Professional Journalists

National Federation of Press Women & Louisiana Press Women

Society for the Scientific Study of Subjectivity

Society of Environmental Reporters