

MITCHELL S. McKINNEY

CURRICULUM VITAE

OFFICE

115 Switzler Hall
Columbia, MO 65211
Phone: 573.882.9230
Email: McKinneyM@missouri.edu

HOME

971 W Route K
Columbia, MO 65203
Phone: 573.489.9709
Fax: 573.884.5672

EDUCATION

Ph. D. University of Kansas

1996 Areas of study: Political and Organizational Communication
Dissertation Director: Diana B. Carlin
Dissertation Title: *Building community through communication: Expressions of voter anger and alienation in the political process.*

M. A. University of North Carolina at Chapel Hill

1989 Areas of study: Organizational and Political Communication
Thesis Director: Charles R. Conrad
Thesis Title: *A critical analysis of the organizational culture perspective.*

B. A. Western Kentucky University

1987 Double Major: Speech Communication and Government
Graduated *summa cum laude*.
1986 Attended University of London, King's College.

ACADEMIC APPOINTMENTS

2000-Present University of Missouri

Associate Chair, Department of Communication (2009-Present).
Associate Professor, Department of Communication (2006-Present).
Assistant Professor, Department of Communication (2000-2006).

1996-2000 University of Oklahoma

Assistant Professor, Department of Communication.

1991-1996 University of Kansas

Teaching Assistant, Communication Studies Department.

1991-1996 Johnson County (KS) Community College

Adjunct Instructor, Speech Division.

1989-1991 Missouri Southern State University

Instructor, Department of Communication.

1987-1989 University of North Carolina at Chapel Hill

Teaching Assistant, Department of Speech Communication.

VISITING LECTURER

- **University of Zurich, Switzerland** (2006, June). Delivered lectures to graduate students and Institute faculty on cross-national campaign communication at the Institute of Mass Communication and Media Research.
- **Western Kentucky University, Department of Communication** (2003, Spring). Delivered a series of lectures on civic engagement and campaign communication to Communication and Political Science students and faculty.
- **Korean Broadcasting Institute, Seoul, Korea** (2002, July). Delivered a series of lectures on U.S. televised presidential debates to faculty from Korean universities and Korean government and election officials.

COURSES TAUGHT***Undergraduate:***

Introduction to Communication Theory	Public Speaking
Political Communication	Business Communication
Honors Seminar: <i>Voting for President</i>	Small Group Communication
Political Campaign Processes	Interpersonal Communication
Organizational Communication	Argument and Advocacy
Controversies in Communication	

Graduate:

Seminar in the Rhetorical Presidency	Seminar in Media and Politics
Survey of Political Communication Research	Rhetorical Criticism
Political Communication Research Issues	Communication and Leadership
Seminar in Campaign Debates	Introduction to Graduate Study
Communication Theory	

SELECTED HONORS & AWARDS

- William T. Kemper Fellow for Excellence in Teaching, University of Missouri, 2009.
- Alumnus of the Year, Department of Communication, Western Kentucky University, 2003.
- Two-time recipient of the Central States Communication Association's award for research, The Federation Prize, 1998 & 2003.
- Selected as one of five teacher-scholars to facilitate the National Communication Association's Hope Institute for Faculty Development, July, 2002.
- Invited by South Korean National Election Commission to assist with production of Korean televised presidential debates in 2002.
- Invited by U.S. Commission on Presidential Debates to assist with production of televised presidential debates in 1992, 1996 & 2000.
- University of Kansas Graduate Student Research Award, 1995.
- University of Kansas Graduate Student Leadership Award, 1994 & 1995.

PUBLICATIONS***Books:***

McKinney, M. S., Kaid, L. L., Bystrom, D. G., & Carlin, D. B. (Eds.). (2005). *Communicating politics: Engaging the public in democratic life*. New York: Peter Lang Publishers.

Kaid, L. L., Tedesco, J. C., Bystrom, D. G., & McKinney, M. S. (Eds.). (2003). *The millennium election: Communication in the 2000 campaigns*. Lanham, MD: Rowman and Littlefield Publishers.

Kaid, L. L., McKinney, M. S., & Tedesco, J. T. (2000). *Civic dialogue in the 1996 presidential campaign: Candidate, media, and public voices*. Cresskill, N.J.: Hampton Press.

Carlin, D. B., & McKinney, M. S. (Eds.). (1994). *The 1992 presidential debates in focus*. New York: Praeger.

Journals Edited:

Tedesco, J. C., & McKinney, M. S. (Eds.). (2007). Young citizens, media, and political participation [Special issue]. *American Behavioral Scientist*, 50(9).

Journal Articles / Refereed Publications:

McKinney, M. S., & Rill, L. A. (2009). Who framed Sarah Palin: Viewer reactions to the 2008 vice presidential debate. *American Behavioral Scientist*, na.

McKinney, M. S., & Rill, L. A. (2009). Not your parents' presidential debates: Examining the effects of the CNN/YouTube debates on young citizens' civic engagement. *Communication Studies*, 60, 393-407.

McKinney, M. S. (2008). On becoming an informed voter: Understanding young citizens' media diet. *Business Research Yearbook*, 15, 190-198.

McKinney, M. S., & Chattopadhyay, S. (2007). Political engagement through debates: Young citizens' reactions to the 2004 presidential debates. *American Behavioral Scientist*, 50, 1169-1182

Tedesco, J. C., McKinney, M. S. (2007). On the young voters' agenda: Exploring issue salience during the 2004 presidential election. *American Behavioral Scientist*, 50, 1290-1297.

Kaid, L. L., McKinney, M. S., & Tedesco, J. C. (2007). Political information efficacy and young voters. *American Behavioral Scientist*, 50, 1093-1111.

- McKinney, M. S., & Banwart, M. C. (2005). Rocking the youth vote through debate: Examining the effects of a targeted debate message on the intended audience. *Journalism Studies*, 6, 153-163.
- Banwart, M. C., & McKinney, M. S. (2005). A gendered influence in campaign debates? Analysis of mixed-gender United States senate and gubernatorial debates. *Communication Studies*, 56, 353-373. [Authors listed alphabetically]
- McKinney, M. S. (2005). Let the people speak: The public's agenda and presidential town hall debates. *American Behavioral Scientist*, 49, 1-15.
- Benoit, W. L., McKinney, M. S., & Stephenson, M. T. (2002). Effects of watching campaign 2000 presidential primary debates. *Journal of Communication*, 52, 316-331.
- McKinney, M. S., Kaid, L. L., Robertson, T. (2001). The front-runner, contenders, and also-rans: Effects of watching a 2000 Republican primary debate. *American Behavioral Scientist*, 44, 2232-2251.
- Benoit, W. L., McKinney, M. S., & Holbert, R. L. (2001). Beyond learning and persona: Extending the scope of presidential debate effects. *Communication Monographs*, 68, 259-273.
- Kaid, L. L., McKinney, M. S., Tedesco, J. C., & Gaddie, K. (1999). Journalistic responsibility and political advertising: A content analysis of state and local newspaper and television adwatches. *Communication Studies*, 50, 279-293.
- Zorn, T. E., McKinney, M. S., & Moran, M. (1993). Structure of interpersonal construct systems: One system or many? *International Journal of Personal Construct Psychology*, 6, 139-166.

Competitively Selected Book Chapters:

- McKinney, M. S. (2005). Engaging citizens through presidential debates: Does the format matter? In M. S. McKinney, L. L. Kaid, D. G. Bystrom, & D. B. Carlin (Eds.), *Communicating politics: Engaging the public in democratic life* (pp. 209-221). New York: Peter Lang Publishing.
- McKinney, M. S., Kaid, L. L., & Bystrom, D. G. (2005). The role of communication in civic engagement. In M. S. McKinney, L. L. Kaid, D. G. Bystrom, & D. B. Carlin (Eds.), *Communicating politics: Engaging the public in democratic life* (pp. 3-26). New York: Peter Lang Publishing.
- McKinney, M. S., Dudash, E. A., & Hodgkinson, G. (2003). Viewer reactions to presidential debates: Learning issue and image information. In L. L. Kaid, J. C. Tedesco, D. G. Bystrom, & M. S. McKinney (Eds.), *The millennium election: Communication in the 2000 campaigns* (pp 43-58). Lanham, MD: Rowman and Littlefield Publishers.

- McKinney, M. S., & Lamoureux, E. R. (1999). Citizen responses to the 1996 presidential debates: Focusing on the focus groups. In L. L. Kaid & D. G. Bystrom (Eds.), *The electronic election: Perspectives on the 1996 campaign communication* (pp. 163-178). Mahwah, N.J.: Lawrence Erlbaum Publishers.
- Spiker, J. A., & McKinney, M. S. (1999). Measuring political malaise in the 1996 presidential election. In L. L. Kaid & D. G. Bystrom (Eds.), *The electronic election: Perspectives on the 1996 campaign communication* (pp. 319-334). Mahwah, N.J.: Lawrence Erlbaum Publishers.
- McKinney, M. S., & Pepper, B. G. (1999). From hope to heartbreak: Bill Clinton and the rhetoric of AIDS. In W. N. Elwood (Ed.), *Power in the blood: A handbook on AIDS, politics, and communication* (pp. 77-92). Mahwah, N.J.: Lawrence Erlbaum Publishers.
- McKinney, M. S., Spiker, J. A., & Kaid, L. L. (1998). DebateWatch '96 and citizen engagement: Building democracy through citizen communication. In T. J. Johnson, C. E. Hays, & S. P. Hays (Eds.), *Engaging the public: How government and the media can reinvigorate American democracy* (pp. 184-194). New York: Rowman & Littlefield.
- McKinney, M. S. (1996). The rhetoric of indoctrination: A critical analysis of new employee orientation. In W. N. Elwood (Ed.), *Public relations inquiry as rhetorical criticism: Studies of corporate discourse in public relations campaigns*. New York: Praeger.
- McKinney, M. S. (1985). Jesse Stuart: Kentucky poet and educator. *Western Kentucky University Honors Research Bulletin*, 12, 67-74. Bowling Green, KY: Western Kentucky University Press.
- Invited Publications:***
- McKinney, M. S., Davis, C. B., & Delbert, J. (2009). The first – and last – woman standing: Analyzing Hillary Rodham Clinton's presidential primary debate performance. In T.F. Sheckels (Ed.), *Cracked but not shattered: Hillary Rodham Clinton's unsuccessful campaign for the presidency (na)*. Lanham, MD: Rowman and Littlefield Publishers.
- Kaid, L. L., McKinney, M. S., & Tedesco, J. C. (2009). Political communication. In L. R. Frey & K. N. Cissna (Eds.), *Handbook of applied communication (na)*. Mahwah, N.J.: Lawrence Erlbaum Publishers.
- McKinney, M. S. (2008). Political campaign debates. In L. L. Kaid & C. Holtz-Bacha (Eds.), *Encyclopedia of political communication (na)*. Thousand Oaks, CA: Sage Publications.
- McKinney, M. S. (2007). Presidential debates. In T. Schaefer & T. Birkland (Eds.), *Encyclopedia of media and politics* (pp. 221-224). Washington, DC: CQ Press.
- McKinney, M. S., & Carlin, D. B. (2004). Political campaign debates. In L. L. Kaid (Ed.), *Handbook of political communication* (pp. 203-234). Mahwah, N.J.: Lawrence Erlbaum Publishers.

- McKinney, M. S. (2002). The evolution of presidential debates in the United States. In J. Song (Ed.), *Communicating the presidency: Televised debates and campaign news coverage*, (pp. 78-104). Seoul, Korea: Korean Broadcasting Institute. [*Published in Korean language*]
- McKinney, M. S. (1994). Design and implementation of the focus group study. In D. B. Carlin & M. S. McKinney (Eds.), *The 1992 presidential debates in focus* (pp. 21- 35). New York: Praeger.
- Lamoureux, E. R., Entrekin, H. S., & McKinney, M. S. (1994). Debating the debates. In D. B. Carlin & M. S. McKinney (Eds.), *The 1992 presidential debates in focus* (pp. 55-67). New York: Praeger.
- McKinney, M. S. (1993). A focus on the 1992 presidential debates: Description of a national focus group project. *Proceedings "Debates '92" Symposium*, 3-7. Washington, D.C.: Commission on Presidential Debates.

CONFERENCE PAPERS & PARTICIPATION

- McKinney, M. S., & Rill, L. A. (2009, May). *Debating with YouTube: Examining the effects of a targeted debate message on the intended audience*. Paper presented at the annual meeting of the International Communication Association, Chicago, IL.
- McKinney, M. S., & Rill, L. A. (2009, April). *Who framed Sarah Palin?: Viewer reactions to the 2008 vice presidential debate*. Paper presented at the annual meeting of the Broadcast Education Association. Las Vegas, NV.
- McKinney, M. S., & Rill, L. A. (2009, April). *Not your father's presidential debates: Examining the effects of the CNN/YouTube debates on young citizens' civic engagement*. Paper presented at the annual meeting of the Broadcast Education Association. Las Vegas, NV.
- McKinney, M. S., Davis, C. B., & Delbert, J. (2009, April). *The first – and last – woman standing: Hillary Rodham Clinton's presidential primary debate performance*. Paper presented at the annual meeting of the Central States Communication Association, St. Louis, MO.
- McKinney, M. S. (2009, April). *Careers in teaching communication: Hiring practices at two and four-year institutions*. Discussant for panel at the annual meeting of the Central States Communication Association, St. Louis, MO.
- McKinney, M. S. (2009, April). *A conversation about the academic life*. Discussant for panel at the annual meeting of the Central States Communication Association, St. Louis, MO.
- McKinney, M. S. (2008, Nov.). *Candidate voices debating gender, race and religion: Analysis of the Democratic and Republican 2008 presidential primary debates*. Paper presented at the annual meeting of the National Communication Association, San Diego, CA.

- McKinney, M. S., & Chattopadhyay, S. (2008, Nov.). *Appealing to the soccer mom or the NASCAR dad: An analysis of "identity politics" in primary campaign debates*. Paper presented at the annual meeting of the National Communication Association, San Diego, CA.
- McKinney, M. S. (2008, April). *Debating presidential elections: Charting a course for presidential debates and research*. Paper presented at the annual meeting of the Central States Communication Association, Madison, WI.
- McKinney, M. S. (2008, April). *The political times: A review of the 2008 presidential primaries and a preview of the general presidential election*. Discussant for panel at the annual meeting of the Central States Communication Association, Madison, WI.
- McKinney, M. S. (2008, April). *The many forms of activism in political communication*. Respondent for panel at the annual meeting of the Central States Communication Association, Madison, WI.
- McKinney, M. S. (2007, Nov.). *Challenges in political media commentary*. Discussant for panel at the annual meeting of the National Communication Association, Chicago, IL.
- McKinney, M. S. (2007, Nov.). *DebateScoop.com: Mapping a Strategy*. Discussant for panel at the annual meeting of the National Communication Association, Chicago, IL.
- McKinney, M. S. (2007, Nov.). *The rhetorical challenges of the 2008 presidential primaries and caucuses*. Discussant for panel at the annual meeting of the National Communication Association, Chicago, IL.
- McKinney, M. S., & Rill, L. A. (2007, Nov.). *Young citizens' media diet and political information efficacy*. Paper presented at the annual meeting of the National Communication Association, Chicago, IL.
- McKinney, M. S., & Chattopadhyay, S. (2007, Sept.). *On becoming an informed voter: Understanding young citizens' campaign interest, media diet, and political information efficacy*. Paper presented at the annual meeting of the American Political Science Association, Chicago, IL.
- McKinney, M. S. (2007, May). *Maryland voters react to political ads: Focus group reactions to the 2006 campaign*. Paper presented at the annual meeting of the Eastern Communication Association, Providence, RI.
- McKinney, M. S. (2007, May). *Return to Postman: Amusing Ourselves to Death 20 years later*. Discussant for panel at the annual meeting of the Eastern Communication Association, Providence, RI.
- McKinney, M. S., & Banwart, M. C. (2007, April). *Leader of the pack: The emergence of a presidential nominee through primary debates*. Paper presented at the annual meeting of the Central States Communication Association, Minneapolis, MN.

- McKinney, M. S. (2007, April). *The political times: A review of the midterm elections and a preview of the 2008 presidential campaigns*. Discussant for panel at the annual meeting of the Central States Communication Association, Minneapolis, MN.
- McKinney, M. S. (2007, April). *Social responsibility in politics: Communication and the U.S. immigration debate*. Discussant for panel at the annual meeting of the Central States Communication Association, Minneapolis, MN.
- Banwart, M. C., & McKinney, M. S. (2007, April). *She said, he said part II: Analysis of debate styles in United States senate and gubernatorial debates*. Paper presented at the annual meeting of the Central States Communication Association, Minneapolis, MN.
- McKinney, M. S., & Chattopadhyay, S. (2006, Nov.). *Political engagement through debates: Young citizens' reactions to the 2004 presidential debates*. Paper presented at the annual meeting of the National Communication Association, San Antonio, TX.
- McKinney, M. S. (2006, Nov.). *Political advertising and political discourse*. Respondent for panel at the annual meeting of the National Communication Association, San Antonio, TX.
- McKinney, M. S. (2006, Nov.). *Multi-channel connections and political action: How literal, metaphorical, and virtual sties play a role in advocacy and campaign communication*. Respondent for panel at the annual meeting of the National Communication Association, San Antonio, TX.
- McKinney, M. S. (2006, Nov.). *La Frontera as a site for connection and action*. Discussant for panel at the annual meeting of the National Communication Association, San Antonio, TX.
- McKinney, M. S. (2006, June). *Analyzing candidate clash in the 2004 U.S. presidential debates*. Paper presented at the annual meeting of the International Communication Association, Dresden, Germany.
- McKinney, M. S. (2006, June). *Terrorism, media, and politics: Public opinion and media coverage in political context*. Respondent for panel at the annual meeting of the International Communication Association, Dresden, Germany.
- McKinney, M. S. (2006, April). *Developing the informed citizen: Examining the effects of a civics curriculum on first-time voters*. Paper presented at the annual meeting of the Eastern Communication Association, Philadelphia, PA.
- McKinney, M. S. (2006, April). *Transforming the political community: Expectations in the 2006 congressional and gubernatorial elections*. Discussant for panel at the annual meeting of the Eastern Communication Association, Philadelphia, PA.
- McKinney, M. S. (2006, April). *Who will she be? Why a woman can run and how a woman can win the United States presidency*. Discussant for panel at the annual meeting of the Eastern Communication Association, Philadelphia, PA.

- McKinney, M. S. (2006, April). *Transforming communities through political activism: Environment, religion and entertainment*. Respondent for panel at the annual meeting of the Eastern Communication Association, Philadelphia, PA.
- McKinney, M. S. (2006, April). *Top papers in political communication*. Respondent for panel at the annual meeting of the Central States Communication Association, Indianapolis, IN.
- McKinney, M. S. (2006, April). *Shaping our political future: Races to watch in the 2006 midterm elections*. Discussant for panel at the annual meeting of the Central States Communication Association, Indianapolis, IN.
- McKinney, M. S. (2006, April). *Political engagement through debates: Young citizens' reactions to the 2004 presidential debates*. Paper presented at the annual meeting of the Central States Communication Association, Indianapolis, IN.
- McKinney, M. S., & Banwart, M. C. (2005, Nov.). *My very first time: Examining young voters and the 2004 election*. Paper presented at the annual meeting of the National Communication Association, Boston, MA.
- McKinney, M. S. (2005, Nov.). *Trends in political communication research*. Discussant for panel at the annual meeting of the National Communication Association, Boston, MA.
- McKinney, M. S. (2005, Nov.). *Linking political cynicism, trust, and civic engagement*. Respondent for panel at the annual meeting of the National Communication Association, Boston, MA.
- McKinney, M. S. (2005, Nov.). *Let the people speak: The public's agenda and presidential town hall debates*. Paper presented at the annual meeting of the National Communication Association, Boston, MA.
- McKinney, M. S. (2005, May). *Analyzing the 2004 presidential debates from all angles*. Paper presented at the annual meeting of the International Communication Association, New York.
- McKinney, M. S. (2005, May). *The content and viewing of televised debates*. Respondent for panel at the annual meeting of the International Communication Association, New York.
- Tedesco, J. C., McKinney, M. S., & Banwart, M. C. (2005, May). *Rock the vote debate and young adult reactions: An agenda setting primer*. Paper presented at the annual meeting of the International Communication Association, New York.
- McKinney, M. S. (2005, April). *I'm not a real president, I just play one on TV: Politics gets real with 'The American Candidate.'* Paper presented at the annual meeting of the Central States Communication Association, Kansas City, MO.

- McKinney, M. S. (2005, April). *What was at the heart of politics in 2004? Analyzing the presidential and lower level campaigns*. Discussant for panel at the annual meeting of the Central States Communication Association, Kansas City, MO.
- McKinney, M. S. (2005, April). *Voters wanted: 2004 presidential candidates seek diverse individuals for voter participation*. Respondent for panel at the annual meeting of the Central States Communication Association, Kansas City, MO.
- McKinney, M. S., Rhea, D. M., Chattopadhyay, S., & Hauser, T. M. (2004, Nov.). *Rocking the youth vote through televised campaign debates*. Paper presented at the annual meeting of the National Communication Association, Chicago, IL.
- Kaid, L. L., McKinney, M. S., & Tedesco, J. C. (2004, Nov.). *Political information efficacy and young voters*. Paper presented at the annual meeting of the National Communication Association, Chicago, IL. **Selected as top three paper in Political Communication Division**.
- McKinney, M. S. (2004, Nov.). *Political communication research in the new millennium*. Discussant for panel at the annual meeting of the National Communication Association, Chicago, IL.
- McKinney, M. S. (2004, Nov.). *Dialogue on research in political communication: A campaign 2004 debriefing*. Discussant for panel at the annual meeting of the National Communication Association, Chicago, IL.
- McKinney, M.S., & Chattopadhyay, S. (2004, May). *Rocking the youth vote through a televised campaign debate: Examining the effects of a targeted vs. non-targeted debate message on the intended audience*. Paper presented at the annual meeting of the International Communication Association, New Orleans, LA.
- McKinney, M. S. (2004, May). *Language, rhetoric and political communication*. Respondent for panel at the annual meeting of the International Communication Association, New Orleans, LA.
- McKinney, M. S. (2004, April). *Getting the word out: Political communication scholars as media analysts*. Discussant for panel at the annual meeting of the Central States Communication Association, Cleveland, OH.
- McKinney, M. S. (2004, April). *So many candidates, so many debates: Analyzing the Democratic primary debates*. Paper presented at the annual meeting of the Central States Communication Association, Cleveland, OH.
- McKinney, M. S., & Banwart, M. C. (2004, April). *Gender in political communication campaign debates*. Paper presented at the annual meeting of the Central States Communication Association, Cleveland, OH. **Selected as 2004 CSCA "Federation Prize" Recipient**.

- McKinney, M. S. (2004, April). *Who will rock the political scene in 2004? Analysis of the 2004 general election*. Discussant for panel at the annual meeting of the Central States Communication Association, Cleveland, OH.
- McKinney, M. S. (2004, April). *The rhetorical presidency: Modern presidents, persuasion, and interpretive dominance*. Respondent for panel at the annual meeting of the Central States Communication Association, Cleveland, OH.
- McKinney, M. S. (2004, March). *Political communication and theoretical perspectives*. Respondent for panel at the annual Sooner Communication Conference, Norman, OK.
- McKinney, M. S. (2003, Nov.). *Political communication messages in the new global environment*. Paper presented at the annual meeting of the National Communication Association, Miami, FL.
- McKinney, M. S. (2003, Nov.). *Various functions of presidential and congressional political advertisements are revealed using quantitative content analysis*. Respondent for panel at the annual meeting of the National Communication Association, Miami, FL.
- McKinney, M. S. (2003, Nov.). *The Democrats' rhetorical challenges for 2004*. Discussant for panel at the annual meeting of the National Communication Association, Miami, FL.
- McKinney, M. S. (2003, Nov.). *Political communication messages in the new global environment*. Paper presented at the annual meeting of the National Communication Association, Miami, FL.
- Banwart, M. C., & McKinney, M. S. (2003, Nov.). *A gendered influence in political debates? An analysis of mixed gender debates from election 2002*. Paper presented at the annual meeting of the National Communication Association, Miami, FL.
- McKinney, M. S. (2003, Nov.). *Rhetorical and political media commentary*. Discussant for panel at the annual meeting of the National Communication Association, Miami, FL.
- McKinney, M. S. (2003, Nov.). *The processing of politics: Reaching out to the disenfranchised in the 2000 and 2002 elections*. Respondent for panel at the annual meeting of the National Communication Association, Miami, FL.
- McKinney, M. S. (2003, Nov.). *Dialogue on research in political communication: Campaign 2004*. Discussant for panel at the annual meeting of the National Communication Association, Miami, FL.
- McKinney, M. S. (2003, May). *A further step in Americanization? Audience perceptions of the TV debates in the German 2002 election campaign*. Respondent for panel at the annual meeting of the International Communication Association, San Diego, CA.
- McKinney, M. S. (2003, April). *The re-election of the un-elected senator from Missouri: Analysis of the 2003 U.S. senate campaign of Jean Carnahan*. Paper presented at the annual meeting of the Central States Communication Association, Omaha, NE.

- McKinney, M. S. (2003, April). *Communication theory at the crossroads: The past, the present, and the future of communication theory*. Discussant for panel at the annual meeting of the Central States Communication Association, Omaha, NE.
- McKinney, M. S. (2003, April). *Analyzing the presidency: George W. Bush as war president*. Discussant for panel at the annual meeting of the Central States Communication Association, Omaha, NE.
- McKinney, M. S. (2003, Feb.). *The Internet campaign: Dialogue or monologue?* Respondent for panel at the annual meeting of the Program in Presidential Rhetoric, George H.W. Bush Presidential Library, Texas A&M University.
- McKinney, M. S. (2002, Nov.). *Political communication from the beginning: Spotlight on the scholarship of Lynda Lee Kaid*. Discussant for panel at the annual meeting of the National Communication Association, New Orleans, LA.
- McKinney, M. S., & Dudash, E. A. (2002, Nov.). *Standing on her own: The re-election campaign of U.S. Senator Jean Carnahan of Missouri*. Paper presented at the annual meeting of the National Communication Association, New Orleans, LA.
- McKinney, M. S. (2002, Nov.). *The art of rhetoric in political communication*. Respondent for panel at the annual meeting of the National Communication Association, New Orleans, LA.
- McKinney, M. S. (2002, Nov.). *Revisiting s/election 2000*. Discussant for panel at the annual meeting of the National Communication Association, New Orleans, LA.
- McKinney, M. S. (2002, July). *East meets west: Televised presidential debates in Korea and the United States*. Paper presented at the annual meeting of the Pacific and Asian Communication Association, Seoul, Korea.
- McKinney, M. S. (2002, July). *Political coverage in the media: How it is influenced and what it does for the political system and society*. Respondent for panel at the annual meeting of the International Communication Association, Seoul, Korea.
- McKinney, M. S., & Song, J. G. (2002, July). *Televised presidential debates in Korea and the United States: A comparative analysis*. Paper presented at the annual meeting of the International Communication Association, Seoul, Korea.
- Holbert, R. L., Benoit, W. L., & McKinney, M. S. (2002, July). *The role of debate viewing in establishing "enlightened preference" in the 2000 presidential election*. Paper presented at the annual meeting of the International Communication Association, Seoul, Korea.
- McKinney, M. S. (2002, April). *The 2000 presidential debates in three acts: Candidate messages, media coverage, and citizen response*. Paper presented at the annual meeting of the Central States Communication Association, Milwaukee, WI.

- McKinney, M. S. (2002, April). *Analyzing the presidency: George W. Bush as “war” president*. Discussant for panel at the annual meeting of the Central States Communication Association, Milwaukee, WI.
- McKinney, M. S. (2002, April). *Electoral success in death: Analysis of the 2000 Missouri U.S. senate campaign*. Paper presented at the annual meeting of the Central States Communication Association, Milwaukee, WI.
- McKinney, M. S. (2002, April). *From traditional to new communication modalities: Putting the fun back into politics*. Chair and Respondent of panel at the annual meeting of the Central States Communication Association, Milwaukee, WI.
- McKinney, M. S. (2001, Nov.). *Less than great expectations: Citizen evaluation of the 2000 presidential debates*. Paper presented at the annual meeting of the National Communication Association, Atlanta, GA.
- McKinney, M. S. (2001, Nov.). *Communication scholars as pundits: Bringing the communication perspective to political commentary*. Discussant for panel at the annual meeting of the National Communication Association, Atlanta, GA.
- McKinney, M. S. (2001, Nov.). *Engaging the public and the campus: An opportunity for revitalizing the roots of forensics*. Respondent for panel at the annual meeting of the National Communication Association, Atlanta, GA.
- McKinney, M. S. (2001, Nov.). *Academic policy debate pedagogy and the 2000 presidential debates*. Respondent for panel at the annual meeting of the National Communication Association, Atlanta, GA.
- Holbert, R. L., Benoit, W. L., & McKinney, M. S. (2001, Nov.). *Beyond learning and persona: Extending the scope of presidential debate effects*. Paper presented at the annual meeting of the National Communication Association, Atlanta, GA.
- McKinney, M. S. (2001, Sept.). *A stand-up, sit down, and walk around affair: Use of evidence in the 2000 presidential debates*. Paper presented at the annual meeting of the American Political Science Association, San Francisco, CA.
- McKinney, M. S. (2001, April). *The front-runner, contenders, and also-rans: Effects of watching a 2000 Republican primary debate*. Paper presented at the annual meeting of the Central States Communication Association, Cincinnati, OH.
- McKinney, M. S. (2001, April). *From the redwood forests to the New York islands: An examination of the political process at the local, state, and national levels*. Chair and Respondent of panel at the annual meeting of the Central States Communication Association, Cincinnati, OH.
- McKinney, M. S. (2001, Feb.). *Perspectives on the 2000 election and post-Clinton presidency*. Facilitator for pre-conference workshop at the annual meeting of the Western States Communication Association, Coeur d’ Alene, ID.

- McKinney, M. S. (2000, Nov.). *Teaching campaign 2000 to undergraduates*. Paper presented at the annual meeting of the National Communication Association, Seattle, WA.
- Song, J. G., & McKinney, M. S. (2000, Nov.). *A cross-cultural comparative study of Korean and U.S. televised debates*. Paper presented at the annual meeting of the National Communication Association, Seattle, WA.
- McKinney, M. S. (2000, Nov.). *Spotlight on the scholarship of William L. Benoit: The functional theory of political campaign discourse*. Respondent for panel at the annual meeting of the National Communication Association, Seattle, WA.
- McKinney, M. S. (2000, Nov.). *Bowling alone: Is television to blame?* Discussant for panel at the annual meeting of the National Communication Association, Seattle, WA.
- McKinney, M. S., & Gaddie, K. C. (2000, Nov.). *The medium and the message: TV vs. internet viewing of a presidential primary debate*. Paper presented at the annual meeting of the National Communication Association, Seattle, WA.
- McKinney, M. S. (2000, Nov.). *Communicating politics: Engaging the public in campaign 2000 and beyond*. Discussant for panel at the annual meeting of the National Communication Association, Seattle, WA.
- McKinney, M. S. (2000, June). *Communicating politics through debates: Enhancing citizen involvement*. Paper presented at the National Communication Association's Summer Conference, Communicating Politics: Engaging the Public in Campaign 2000 and Beyond, Washington, D.C.
- McKinney, M. S. (2000, April). *Researching campaign 2000: Primary observations and general directions*. Discussant for panel at the annual meeting of the Central States Communication Association, Detroit, MI.
- McKinney, M. S. (1999, Nov.). *News narrative and presidential campaigns: Telling the story through presidential debates*. Paper presented at the annual meeting of the National Communication Association, Chicago, IL.
- McKinney, M. S., & Kaid, L. L. (1999, July). *Political communication & technology: The "U.S. presidential campaigns on television" CD*. Presentation and Demonstration at the "Communication & Technology" summer conference sponsored by the National Communication Association, Washington, D.C.
- McKinney, M. S. (1999, April). *Politics of the day: A discussion of current political events and predictions for the 2000 presidential election*. Discussant for panel at the annual meeting of the Central States Communication Association, St. Louis, MO.

- Kaid, L. L., & McKinney, M. S. (1999, April). *Journalistic responsibility and political advertising: A content analysis of state and local newspaper and television adwatches*. Paper presented at the annual meeting of the Central States Communication Association, St. Louis, MO. **Selected as 1999 CSCA "Federation Prize" Recipient**.
- McKinney, M. S., & Pepper, B. G. (1998, Nov.). *From hope to heartbreak: Bill Clinton and the rhetoric of AIDS*. Paper presented at the annual meeting of the National Communication Association, New York, NY.
- Song, J-G., & McKinney, M. S. (1998, Nov.). *Media and public agendas: A case study of on-line political discussions in the 1997 Korean presidential election*. Paper presented at the annual meeting of the National Communication Association, New York, NY.
- McKinney, M. S., & McCraw, S. (1998, Nov.). *Debate dialogue vs. media sound bites: A comparison of network news framing*. Paper presented at the annual meeting of the National Communication Association, New York, NY.
- McKinney, M. S. (1998, July). *Citizen evaluation of the 1996 U.S. presidential debates*. Paper presented at the annual meeting of the International Communication Association, Jerusalem, Israel.
- McKinney, M. S., & Pepper, B. G. (1998, April). *A 'covenant' for all? Bill Clinton's rhetoric of AIDS*. Paper presented at the annual meeting of the Central States Communication Association, Chicago, IL. **Selected as top three paper in Rhetorical Theory and Criticism Division**.
- McKinney, M. S. (1998, April). *Exploring political images: The image creation process*. Respondent for panel at the annual meeting of the Central States Communication Association, Chicago, IL.
- O'Geary, J. S., Larson, K., Franklin, A. I., & McKinney, M. S. (1998, Feb.). *Presidential debate and the public agenda: Analysis of the first Clinton-Dole 1996 debate*. Paper presented at the annual meeting of the Western States Communication Association, Denver, CO.
- McKinney, M. S. (1997, Nov.). *Reviving democracy: Building community through communication*. Paper presented at the annual meeting of the National Communication Association, Chicago, IL.
- McKinney, M. S. (1997, May). *Measuring political malaise in the 1996 presidential election*. Paper presented at the annual meeting of the International Communication Association, Montreal, Canada.
- McKinney, M. S. (1997, April). *Media and public discourse: Analysis of the alienated citizen*. Paper presented at the annual meeting of the Central States Communication Association, St. Louis, MO.

- McKinney, M. S. (1996, Nov.). *Restoring community: A new model for public discourse*. Paper presented at the annual meeting of the Speech Communication Association, San Diego, CA.
- McKinney, M. S. (1996, Nov.). *The cultural, the political, and the preferred: Studies considering political communication and culture*. Respondent for panel at the annual meeting of the Speech Communication Association, San Diego, CA.
- McKinney, M. S. (1996, May). *Building community through presidential debates*. Paper presented at the annual meeting of the International Communication Association, Chicago, IL.
- McKinney, M. S. (1996, May). *Comedic interpretation of political communication*. Respondent for panel at annual meeting of the International Communication Association, Chicago, IL.
- McKinney, M. S. (1996, April). *Perspectives on mentoring: Options for enhancing the teaching experience of graduate assistants*. Paper presented at the annual meeting of the Central States Communication Association, St. Paul, MN.
- McKinney, M. S. (1996, April). *Presidential debate Action Caucus: DebateWatch '96*. Facilitator of Action Caucus at the annual meeting of the Central States Communication Association, St. Paul, MN.
- McKinney, M. S. (1995, April). *The new Congress: Shifting attitudes toward diversity?* Paper presented at the annual meeting of the Central States Communication Association, Indianapolis, IN.
- McKinney, M. S. (1994, Nov.). *Violence in the workplace: A communicative analysis of the U.S. Postal Service*. Paper presented at the annual meeting of the Speech Communication Association, New Orleans, LA.
- McKinney, M. S. (1994, Nov.). *Communication as relational responsibility: The unifying rhetoric of Bill Clinton*. Paper presented at the annual meeting of the Speech Communication Association, New Orleans, LA.
- McKinney, M. S. (1993, Nov.). *The rhetoric of socialization: A case study of new employee orientation*. Paper presented at the annual meeting of the Speech Communication Association, Miami, FL.
- McKinney, M. S., & Lamoureux, B. R. (1993, Nov.). *Questioning the candidates: Who controls the agenda?* Paper presented at the annual meeting of the Speech Communication Association, Miami, FL.
- McKinney, M. S. (1993, May). *Analysis of viewer reaction to formats used in the 1992 presidential debates*. Paper presented at the annual meeting of the International Communication Association, Washington, D.C.

McKinney, M. S. (1993, April). *The rhetoric of indoctrination: A critical analysis of new employee orientation*. Paper presented at the joint meeting of the Central & Southern States Communication Association, Lexington, KY.

Jensen, K. K., & McKinney, M. S. (1993, January). *Peer collaboration in the Communication Studies Department at the University of Kansas*. Paper presented at the Midwest Basic Course Conference, Cedar Rapids, IA.

Carlin, D. P. & McKinney, M. S. (1992, November). *Do debates help voters? A preliminary analysis of focus groups from the 1992 presidential debates*. Paper presented at the annual meeting of the Speech Communication Association, Chicago, IL.

McKinney, M. S. (1992, October). *The rhetoric of indoctrination: A critical analysis of new employee orientation videos*. Paper presented at the Midwest Organizational Communication Conference, University of Illinois, Urbana, IL.

McKinney, M. S. & Gourgey, H. (1989, November). *Was Democratic rhetoric undemocratic? The rhetoric of the 1988 presidential campaign*. Paper presented at the annual meeting of the Speech Communication Association, San Francisco, CA.

Zorn, T. E. & McKinney, M. S. (1989, August). *Interpersonal construct systems: A comparison of the content of self, peer, and coworker descriptions*. Paper presented at the annual meeting of the International Congress on Personal Construct Psychology, Assisi, Italy.

Zorn, T. E., McKinney, M. S., & Moran, M. (1989, April). *The development and domain specificity of interpersonal construct systems*. Paper presented at the Southern States Communication Association Convention, Louisville, KY. **Selected as top three paper in Communication Theory Division.**

GRANTS & FUNDED RESEARCH

<u>2008 Presidential Debates:</u>	2009	\$7,000
Awarded grant from the University of Missouri Research Council for a Summer Research Fellowship to analyze experimental data collected during the 2008 presidential and vice presidential debates.		
<u>Young Voters' Civic Engagement in the 2008 Elections:</u>	2009	\$2,000
Awarded grant from the University of Missouri Alumni Association Faculty Development Incentive Grant program to analyze young citizens' reactions to campaign messages and involvement in the 2008 presidential campaign.		
<u>Gender in Political Campaign Debates:</u>	2009	\$1,500
Awarded grant from the University of Missouri Arts and Science Alumni Organization to hire two undergraduate Research Assistants to analyze mixed-gender campaign debates.		

<p><u>Gender in Political Campaign Debates: Analysis of State Legislative and Local Election Debates:</u> Awarded grant from the University of Missouri Alumni Association Faculty Development Incentive Grant program to content analyze state legislative and local election campaign debates. Funding allowed me to hire two Research Assistants to transcribe debates.</p>	2006	\$2,000
<p><u>Faculty International Travel Grant:</u> Travel funds provided by the University of Missouri Research Council to attend the annual meeting of the International Communication Association in Dresden, Germany.</p>	2006	\$1,500
<p><u>Gender in Political Campaign Debates:</u> Awarded grant from the University of Missouri Arts and Science Alumni Organization to hire two undergraduate Research Assistants who transcribed mixed-gender campaign debates.</p>	2005	\$1,500
<p><u>U-VOTE 2004: A National Study of Young Citizens' Political Engagement in the 2004 Presidential Campaign:</u> Awarded grant from the University of Missouri Research Council to hire two Graduate Research Assistants.</p>	2004	\$7,500
<p><u>International Terrorism Focus Groups:</u> Awarded grant from the Political Communication Research Foundation to conduct focus group research during the 2004 presidential campaign.</p>	2004	\$13,000
<p><u>Assistant Professor Travel Fund:</u> Travel funds provided by University of Missouri College of Arts and Science to take students to Iowa to participate in the Iowa Caucuses during the 2004 Democratic presidential primary.</p>	2004	\$300
<p><u>Debating in the States: Analysis of U.S. Senate, House and Gubernatorial Debates:</u> Awarded grant from the University of Missouri Alumni Association Faculty Development Incentive Grant program to content analyze lower-level (non-presidential) campaign debates. Funding allowed me to hire a Research Assistant to transcribe debates.</p>	2003	\$1,800
<p><u>Gender in Political Campaign Debates: Analysis of U.S. Senate, House and Gubernatorial Mixed-Gender Debates:</u> Co-authored proposal for research funds to transcribe and content analyze mixed-gender campaign debates from 2000 and 2002 elections. Proposal was selected as the 2003 Central States Communication Association's Federation Prize.</p>	2003	\$3,000

<u>Faculty International Travel Grant:</u> Travel funds provided by the University of Missouri Research Council to attend the annual meeting of the International Communication Association in Seoul, Korea.	2002	\$1,500
<u>Voter Alienation: Understanding Generational Differences:</u> Awarded grant from the University of Missouri Research Council . Funding allowed me to hire a Research Assistant who transcribed and assisted with analysis of 23 focus group discussions.	2001	\$2,150
<u>Faculty Enrichment Grant:</u> Awarded funds from the University of Oklahoma's College of Arts & Science to develop a graduate seminar in the Rhetorical Presidency.	1999	\$1,000
<u>Journalistic Responsibility and Political Advertising: A Content Analysis of State and Local Newspaper and Television Adwatches:</u> Co-authored proposal for research funds to analyze data collected during the 1996 presidential campaign. Proposal was selected as the 1998 Central States Communication Association's Federation Prize .	1998	\$3,000
<u>Using Technology for the Improvement of Learning:</u> Awarded grant from the University of Oklahoma Information Technology Council to develop interactive CD, <i>Electronic Politics: Five Decades of Television & Democracy</i> , to use in political communication courses.	1998	\$8,000
<u>International Travel Grant:</u> Awarded travel funds by University of Oklahoma Vice President for Research to present a competitively selected paper at the 1998 International Communication Association Meeting, Jerusalem, Israel.	1998	\$1,700
<u>Junior Faculty Research Fellowship:</u> Authored proposal for funds to analyze data collected during the 1996 presidential campaign, and to write chapters of co-authored book, <i>Civic Dialogue in the 1996 Presidential Campaign</i> . Stipend provided by University of Oklahoma Vice President for Research .	1997	\$6,000
<u>"DebateWatch '96" Oklahoma Corporate Sponsors:</u> Corporate sponsors throughout Oklahoma provided funds to the Political Communication Center to conduct "DebateWatch" community Discussion sessions during the 1996 presidential election.	1996	\$2,000
<u>Oklahoma College of Arts & Sciences Associates' Lecture Series:</u> Following the bombing of the federal building in Oklahoma City, authored proposal for conference "The State of Civic Discourse in America: Rebuilding a Fractured Community." Conference funded by the OU College of Arts & Sciences and broadcast nationally by C-SPAN.	1996	\$8,000

<u>Research/Creative Activity Equipment/Facilities Program Grant:</u>	1996	\$82,804
Co-authored grant proposal to secure funds for Department of Communication Experimental Research Laboratory, which includes facilities for focus group and dial research, and also deception and mass media response research. Project funded by the University of Oklahoma Vice President for Research .		
<u>Commission on Presidential Debates - 1992 Presidential Debates:</u>	1992	\$40,000
Assisted principal researcher in conducting a national focus-group study of the 1992 Presidential Debates funded by a grant from the Commission on Presidential Debates . Primary responsibilities included development of research instruments, coordination of focus group sessions in 17 cities, and analysis of data. Assisted with nationally televised focus group session for C-SPAN following the first presidential debate in St. Louis, MO.		

GRADUATE ADVISING

Doctoral Dissertations Directed:

Rill, Leslie A. (2009). *Information, pleasure, and persuasion: How motivations function in talking politics*. Doctoral Dissertation, Department of Communication, University of Missouri. Current position: Assistant Professor, Portland State University.

Kaylor, Brian T. (2008). *I'm a believer: Presidential campaign rhetoric in an age of confessional politics*. Doctoral Dissertation, Department of Communication, University of Missouri. Current position: Assistant Professor, James Madison University.
Dissertation selected as the 2009 University of Missouri Distinguished Dissertation Award.

Dudash, Elizabeth A. (2007). *Generational shifts and the creation of political selves: A focus group study*. Doctoral Dissertation, Department of Communication, University of Missouri. Current position: Assistant Professor, Missouri State University.

Chattopadhyay, Sumana C. (2006). *Can we make a difference? A study of perceived collective efficacy, political participation and media use*. Doctoral Dissertation, Department of Communication, University of Missouri. Current position: Assistant Professor, Marquette University

Song, Jong-Gil. (2000). *Culture, politics, and television: A comparative study of U.S. and Korean televised presidential debates*. Doctoral Dissertation, Department of Communication, University of Oklahoma. Current position: Professor. Kyonggi University, Seoul, Korea.

Franklin, April I. (1999). *Women, politics, and power: The media's construction of First Lady Hillary Rodham Clinton*. Doctoral Dissertation, Department of Communication, University of Oklahoma. Current position: Assistant Professor, California State University-Fullerton. [Co-directed with Lynda Lee Kaid]

Spiker, Julia A. (1998). *Effects of debate viewing and citizen discussion on political malaise*. Doctoral Dissertation, Department of Communication. University of Oklahoma. Current position: Associate Professor, School of Communication, University of Akron, Akron, OH. [Co-directed with Lynda Lee Kaid]

M.A. Theses Directed:

Kaylor, Brian T. (2005). *The new McCarthyism: Southern Baptist fundamentalists and same-sex marriage*. Master's Thesis, Department of Communication, University of Missouri.

Walton, Justin D. (1999). *A narrative analysis of the 1992 and 1996 presidential "Town Hall" debates*. Master's Thesis, Department of Communication, University of Oklahoma.

ACADEMIC EDITORIAL & REVIEW ACTIVITIES

- Editorial Board, *Communication Studies*, Kimberly Powell, Editor
- Editorial Board, *Communication Quarterly*, Trevor Parry-Giles, Editor
- Editorial Board, *Archive of Women's Political Communication*, Dianne G. Bystrom, Editor
- Editorial Board, *Communication Studies*, William L. Benoit, Editor
- Editorial Board, *Journal of Communication*, Michael Pfau, Editor
- Editorial Board, *Journal of Communication*, William L. Benoit, Editor
- Editorial Board, *Communication Studies*, Mike Allen, Editor
- Editorial Board, *Argumentation and Advocacy*, Dale Herbeck, Editor
- Reviewer, *Journal of Information Technology & Politics*, Andrew Chadwick, Editor
- Reviewer, *Journal of Politics*, John G. Geer, Editor
- Reviewer, *Political Communication*, David L. Paletz, Editor
- Reviewer, *Harvard International Journal of Press/Politics*, Thomas Patterson, Editor
- Reviewer, *Argumentation and Advocacy*, Kathryn M. Olson, Guest Editor
- Reviewer, *The Sociological Quarterly*, Peter Kivisto, Editor
- Reviewer, *Social Problems*, James A. Holstein, Editor
- Reviewer, *Management Communication Quarterly*, Charles Conrad, Editor
- Reviewer, *Political Communication*, David L. Paletz, Editor
- Reviewer, *Journal of Applied Communication Research*, Joann Keyton, Editor
- Reviewer, *Southern Communication Journal*, Joy L. Hart, Editor
- Reviewer, *Journal of Communication*, Jon Nussbaum, Editor

CAMPUS - COMMUNITY PRESENTATIONS & WORKSHOPS

- McKinney, M. S. (2008, Dec.). *The 2008 presidential campaign: An election to remember!* Guest lecture for Communication and Political Science majors, Culver-Stockton College, Canton, MO.
- McKinney, M. S. (2007, Dec.). *Trends in communication graduate education*. Presentation to University of Missouri's Department of Communication Colloquium, Columbia, MO.
- McKinney, M. S. (2007, Nov.). *Building the communication discipline*. Keynote address to the Kentucky Sate Communication Association, Western Kentucky University, Bowling Green, KY.
- McKinney, M. S. (2004, Oct.). *Constructing political enemies*. Guest lecture for Professor Marty Patton's Seminar in Political Rhetoric, English Dept., University of Missouri, Columbia, MO.
- McKinney, M. S. (2004, Oct.). *DebateWatch 2004*. Viewing and discussion of 2004 presidential debate with Schurz Hall residents, University of Missouri, Columbia, MO.
- McKinney, M. S. (2004, Oct.). *FirstVoters in the 2004 presidential election*. Presentation to Cramer Hall residents, "Dessert & Conversation" series, University of Missouri, Columbia, MO.
- McKinney, M. S. (2004, Sept.). *Televised campaign debates*. Guest lecture for Prof. Marty Patton's *Seminar in Political Rhetoric*, English Dept., University of Missouri, Columbia, MO.
- McKinney, M. S. (2003, Oct.). *Developing the good citizen*. Guest lecture for the Department of Communication's *Distinguished Lecture Series*, Western Kentucky University, Bowling Green, KY.
- McKinney, M. S. (2003, Sept.). *Careers in journalism and communication*. Presentation to Freshmen Interest Group, University of Missouri, Columbia, MO.
- McKinney, M. S. (2003, Jan.). *Language styles in mixed-gender U.S. Senate campaign debates*. Presentation to University of Missouri's Department of Communication Colloquium, Columbia, MO.
- McKinney, M. S. (2001, May). *Designing group assignments*. Presentation to University of Missouri's "Communication Across the Curriculum" Workshop, Columbia, MO.
- McKinney, M. S. (2000, Sept.). *That's debatable: The impact of debates in presidential elections*. Presentation to Political Communication Center's "Political Junkies" Luncheon series, University of Oklahoma, Norman, OK.

- McKinney, M. S. (2000, March). *Participating in elections*. Presentation to the Blanchard High School Honors Club, Blanchard, OK.
- McKinney, M. S. (1999, July). *Televised political campaigning throughout the world*. Conducted Training Seminar for Voice of America / International Broadcasting Bureau's International Media Training staff, Washington, D.C.
- McKinney, M. S. (1999, June). *Citizen participation in local politics*. Presentation to the Downtown Optimist's Club, Oklahoma City, OK.
- McKinney, M. S. (1999, May). *Presidential 'DebateWatch 2000': Kids Voting dialogue across America*. Presentation to the annual Kids Voting USA national conference, Phoenix, AZ.
- McKinney, M. S. (1999, May). Leadership, action, and involvement in the political process. Presentation to the Oklahoma Multicultural Leadership Institute, University of Oklahoma, Norman, OK.
- McKinney, M. S. (1999, May). *Politics in Oklahoma through the Political Communication Center's Political Commercial archive*. Presentation to the annual meeting of the Oklahoma Third District Democrat Party, McAlester, OK.
- McKinney, M. S. (1999, March). *Communication and politics at the local and national levels*. Respondent for panel at Sooner Communication Conference, University of Oklahoma, Norman, OK.
- McKinney, M. S. (1999, Feb.). *Engaging young citizens*. Presentation to the Blanchard Middle School Gifted & Talented Program, Blanchard, OK.
- McKinney, M. S. (1998, Sept.). *Ethics, politics and religion -- Who defines morality?* Panelist for University of Oklahoma "Day of Dialogue" Program, Norman, OK.
- McKinney, M. S. (1998, Sept.). *How the White House works*. Presentation to the residents of Rivermont at the Trails, Norman, OK.
- McKinney, M. S. (1998, Sept.). *What is political communication?* Presentation to the Undergraduate Communication Association, University of Oklahoma, Norman, OK.
- McKinney, M. S. (1998, Aug.). *The media and politics*. Presentation to the Central Oklahoma Mensa, Oklahoma City, OK.
- McKinney, M. S. (1998, June). *Understanding presidential rhetoric*. Presentation to West Texas A&M University Political Communication Class, Norman, OK.
- McKinney, M. S. (1998, May). *The media and politics*. Presentation to the First Christian Men's Fellowship, Oklahoma City, OK.

- McKinney, M. S. (1998, April). *Humor as a way of understanding politics*. Moderator for panel discussion at “Politics as a Laughing Matter” Conference, Political Communication Center, University of Oklahoma, Norman, OK.
- McKinney, M. S. (1998, April). *The media and politics*. Presentation to the Norman Boomer Kiwanis Club, Norman, OK.
- McKinney, M.S. (1998, March). *Analyzing arguments in the public sphere*. Respondent for panel at Sooner Communication Conference, University of Oklahoma, Norman, OK.
- McKinney, M. S. (1998, Jan.). *How the White House works*. Presentation to the Norman Sorosis, Norman, OK.
- McKinney, M. S. (1997, Oct.). *How the White House works*. Presentation to the Daughters of the War of 1812, Norman, OK.
- McKinney, M. S. (1997, June). *A history of political debating*. Presentation to the Norman Republican Men’s Club, Norman, OK.
- McKinney, M. S. (1997, Feb.). *How the White House works*. Guest Lecturer for P CS 1113: Government of the United States, University of Oklahoma.
- McKinney, M. S. (1996, Dec.). *Civic discourse in the public sphere*. Moderator for panel discussion at “The State of Civic Discourse in America: Rebuilding a Fractured Community” Conference, Political Communication Center, University of Oklahoma, Norman, OK.
- McKinney, M. S. (1996, Oct.). *A history of presidential debates*. Presentation to Political Communication Center’s “Political Junkies” Luncheon series. University of Oklahoma, Norman, OK.
- McKinney, M. S. (1996, Sept.). *Understanding the 1996 presidential campaign*. Presentation to the Blanchard High School Honors Club. Blanchard, OK.
- McKinney, M. S. (1996, May). *Hollywood and the 1996 presidential campaign*. Presentation to the Oklahoma Scholar-Leadership Program, “Hollywood and Politics,” with Jack Valenti. University of Oklahoma, Norman, OK.
- McKinney, M. S. (1996, March). *Mass & political communication*. Respondent for panel at Sooner Communication Conference, University of Oklahoma, Norman, OK.
- McKinney, M. S. (1996, February). *Media & politics*. Moderator for panel discussion at Politics Through Media Conference, Political Communication Center, University of Oklahoma, Norman, OK.
- McKinney, M. S. (1994, February). *Do debates educate voters? Analysis of focus group research from the 1992 presidential debates*. Presentation to Department of Communication Studies “Friday Seminar.” University of Kansas, Lawrence, KS.

McKinney, M. S. (1993, January). *The 1992 presidential debates: What the voters learned*. Presentation to the Topeka Optimist Club. Topeka, KS.

APPLIED POLITICAL COMMUNICATION RESEARCH & PROJECTS

Media Commentary:

I am frequently interviewed by local, state and national media regarding my political communication research and asked to offer analysis of presidential debates and current political campaigns. In 2008, print and broadcast interviews were conducted with such national media as NPR News, CNN, MSNBC, *New York Times*, *USA Today*, *U.S. News & World Report*, *Miami Herald*, *Seattle Times*, *Los Angeles Times*, *San Francisco Chronicle*, *Denver Post*, *Christian Science Monitor*, *St. Louis Post-Dispatch*, *Kansas City Star*, *Denver Post*, *New York Newsday*, *Times of India*, and *Globe Life* (Canada).

2002 Korean Presidential Debates (2002, July):

Invited to Seoul to participate in planning sessions hosted by the Korean Broadcasting Commission and the Korean Broadcasting Institute as Korea's presidential debate commission made plans for their December, 2002 televised presidential debates.

2002 Missouri U.S. Senate Debate (2002, Oct.):

Served as advisor to the Missouri Press Association in planning a televised U.S. Missouri Senate Debate that included both major and two minor-party candidates.

1998 Oklahoma Gubernatorial Debate (1998, Oct.):

During the 1998 Oklahoma Governor's race, I proposed a televised debate between the major-party candidates held on the OU campus. I conducted pre-debate negotiations between the two campaigns, served as debate coordinator responsible for all details relating to debate planning, and also served as Moderator for the debate. The debate was carried by C-SPAN, and broadcast statewide on Oklahoma Educational Television.

Politics as a Laughing Matter – Political Communication Center Conference, University of Oklahoma (1998, April):

I developed the idea for a conference examining the many ways in which we attempt to make sense of American democracy through humor. The conference featured nationally-recognized scholars and practitioners who discussed political satire, humor in editorial cartooning, and humor in political advertising. The conference was televised nationally by C-SPAN.

C-SPAN Seminar for Professors, Washington, D.C. (1998, Jan.):

Out of 600 applicants, I was selected as one of 35 college professors to participate in C-SPAN's seminar for professors. Held in C-SPAN's Washington, D.C. studios, the seminar allowed faculty to observe first-hand the production and broadcast of the network's various political programming, and also allowed faculty to collaborate with staff on using C-SPAN programs in political communication teaching and research.

“Town Hall” Presidential Debate, (1996, Oct.):

I was invited by the Commission on Presidential Debates to assist with the “Town Hall” presidential debate held in San Diego, CA on Oct. 16, 1996. This consultation involved working with Professor Diana Carlin, a member of the Commission’s Advisory Board, and assisting Commission staff as they staged the nationally-televised debate.

University of Oklahoma Presidential Debate Proposal Committee (1996, Spring):

Working with OU President David Boren, I served as a member of the committee that submitted a proposal to the U.S. Commission on Presidential Debates (CPD) to host a 1996 presidential debate on the OU campus. While OU's proposal was selected by the CPD as one of the final debate sites, the financial demands for securing the event required the University to withdraw its proposal.

SELECTED SERVICE to PROFESSIONAL ASSOCIATIONS

- **Chair** of the Political Communication Division Book Award Committee, National Communication Association, 2007-08.
- **Chair** of the Political Communication Division Awards Committee, National Communication Association, 2005-06.
- **Member** of the National Communication Association’s Legislative Assembly, 2004-07.
- **Chair** of the Political Communication Division, National Communication Association, 2004-05.
- **Chair** of the Central States Communication Association Nominating Committee, 2005-06.
- National Communication Association 2000 Summer Conference, “Communicating Politics: Engaging the Public in Campaign 2000 and Beyond” (2000, June):
I developed a proposal that was first adopted by NCA's Political Communication Division and finally by NCA's Administrative Council to host a political communication summer conference held in Washington, D.C. during the 2000 presidential campaign. I served as a member of the Conference Planning Committee responsible for developing sessions and activities for the four-day meeting that involved scholars, political figures, and also media and campaign practitioners. Conference proceedings were broadcast nationally by C-SPAN.
- **Founder & Chair**, Political Communication Interest Group, Central States Communication Association (1998, Spring):
I collected the required 100 signatures of CSCA members to request that a Political Communication Division be formed, and at the April '98 conference the CSCA Executive Committee approved the formation of the new unit. I was elected as the Division's first Chair and was also responsible for drafting the By-Laws and Constitution for the new Division.

SELECTED SERVICE to UNIVERSITY & DEPARTMENT***University of Missouri*****2000 – Present**

- **Member**, Undergraduate Scholarship Committee, College of Arts and Science, 2005-06; 2008-09.
- **Member**, Personnel Committee, Department of Communication, 2007-09.
- **Member**, Policy Committee, Department of Communication, 2008-09.
- **Member**, Loren Reid Lecture Committee, Department of Communication, 2007-09.
- **Member**, Graduate Student Grant Committee, Department of Communication, 2007-08.
- **Member**, Graduate Admissions Committee, Department of Communication, 2004-05.
- **Department Representative**, Presentation of diplomas to graduating seniors at 161st Annual Spring Commencement, University of Missouri, May, 2003.
- **Member**, Curriculum Committee, Department of Communication, 2002-03.
- **Member**, Awards Committee, Department of Communication, 2001-02.
- **Member**, Graduate Recruitment Committee, Department of Communication, 2001-02.
- **Member**, Undergraduate Admissions Committee, Department of Communication, 2000-01.
- **Member**, Colleague Circles Program, Office of the Provost, 2000-01.

University of Oklahoma**1996 – 2000**

- **Faculty Member**, Political Communication Center (PCC), Department of Communication. Assisted with PCC research and public service activities. Served as **Acting Director** while PCC Director was on sabbatical during 1997.
- **Faculty Member**, Film and Video Studies Program. Attended program faculty meetings and also program special events.
- **Search Committee Member**, Department of Communication. Served as committee member for the following new faculty searches:
 - Assistant / Associate Professor in Mass Communication (Fall, 1999)
 - Assistant / Associate Professor of Communication (Spring, 1999)
 - Assistant Professor in Intercultural Communication (Spring, 1998)
- **Evaluator**, University of Oklahoma English Assessment Program TEACH Test, 1997-98.
- **Committee Member**, Arts and Sciences Academic Misconduct Committee, 1998-99.
- **Undergraduate Assessment Committee**, Department of Communication, 1996 & 1997. Responsible for evaluating senior capstone papers.
- **Committee Member**, Arts and Sciences Scholarship Selection Committee, 1996.
- **Faculty Marshal and Announcer**, Arts and Sciences Convocation Ceremony, 1996 & 1997.
- **Lecturer**, University of Oklahoma Faculty Speaker's Bureau, 1996 – 2000.
- **Lecturer**, Department of Defense Short Course, Department of Communication, University of Oklahoma, 1996, 97, 98.
 - Courses Taught: Introduction to Graduate Studies, Communication Theory and Research, Organizational Communication Theory, Communication and Leadership, and Political Communication Research.
- **Instructor**, College of Continuing Education Advanced Programs M.A. in Communication.
 - Courses Taught: Survey of Political Communication, Seminar in Political Communication, Communication and Leadership.
 - Sites Taught: Washington, D.C., Tinker Air Force Base, OK, Cameron University, Germany, and Italy.

MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS

- American Political Science Association
- Association for Educators in Journalism and Mass Communication
- Broadcast Education Association
- Central States Communication Association
- International Communication Association
- National Communication Association

ADMINISTRATIVE EXPERIENCE

Director of Academic Affairs 2006-2007
National Communication Association
Washington, DC

As NCA's Director of Academic Affairs, I had primary responsibility for the association's academic programming and initiatives in the areas of scholarship, research and teaching. I assisted with discipline advocacy, and coordinated research and data collection about the discipline. I also served as the association's chief representative to federal research funding agencies and also directed government relations.

Director of Undergraduate Studies 1998-2000
Department of Communication
University of Oklahoma

As Director of Undergraduate Studies, I was responsible for reviewing and acting on all requests for course waivers and for evaluating transfer credit requests; I also served as a member of the Department's Curriculum Committee, and served as sponsor of the Undergraduate Communication Association. Finally, I supervised all activities relating to the Department's undergraduate Academic Advising Office, including oversight of the staff of three undergraduate advisers.

Staff Assistant 1993-1995
Executive Vice Chancellor's Office
University of Kansas

Primary responsibilities included coordinating the appointments of faculty, staff, and students to various university boards and committees, drafting correspondence for the Executive Vice Chancellor's signature, and preparing speeches and remarks for the EVC.

Summer Fellow 1993
The White House
Washington, DC

Served as staff member in the White House Office of Domestic Policy. Primary duties included assisting President Clinton's Domestic Policy Advisor, Carol Rasco, with the research and development of such issues as health care, welfare, and education reform. I attended meetings of the Cabinet, prepared policy memoranda for the President, and drafted Presidential remarks relating to domestic policy issues.

Staff Assistant

1986-1987

Office of the President**Western Kentucky University**

Responsibilities included drafting correspondence for the President's signature, preparing speeches and remarks that were delivered by the President, and conducting research for special projects.

Board Member**Board of Regents****Western Kentucky University**

1985-1986

As President of the student body, I served as a full voting member of Western Kentucky University's 10-member governing board. Among other activities, I participated in a nationwide presidential search; was involved in reorganization of the central administration; and approved a \$100 million operating budget.