

Name: Janet A. Bridges  
Title: Professor  
Department: Mass Communication  
College: Humanities and Social Sciences

#### Degrees Earned

MICHIGAN STATE UNIVERSITY Ph.D. in Mass Media

SOUTHERN ILLINOIS UNIVERSITY AT CARBONDALE  
M.A. in Journalism

UNIVERSITY OF MEMPHIS (formerly MEMPHIS STATE UNIVERSITY)  
B.A. in Journalism; minors in English and history

Professional Licensure and Certifications  
None

Peer-Review Publications and Artistic  
Performances/Exhibitions Articles

Janet A. Bridges. Corporate Campaign Theories. *Encyclopedia of Communication Theory* (2009), I:204 - I:208 [invited].

Janet A. Bridges. Corporate Issues Campaigns: Six Theoretical Approaches. *Communication Theory* 14:1 (2004), 51-77.

Janet A. Bridges, Barry R. Litman and Lamar W. Bridges. Rosse's Model Revisited: Moving to Concentric Circles to Explain Newspaper Competition. *Journal of Media Economics* 15:1 (2002), 3-19.

Janet A. Bridges. A Discussion of Traditional and Computerized Survey Techniques to Reach Target Publics and a Field Experiment to Determine Their Media Use. *Journal of Promotion Management* 5:2 (2000), 17-34. [Invited]

Janet A. Bridges & Lamar W. Bridges. Changes in News Use on the Front Pages of the American Newspaper, 1986-1993. *Journalism & Mass Communication Quarterly* 74 (Winter 1997), 826-838.

Lamar W. Bridges & Janet A. Bridges. An Examination of the Newspaper Ombudsman's Role During a Presidential Campaign. *Newspaper Research Journal* 16 (Spring 1995), 76-90.

Lamar W. Bridges & Janet A. Bridges. Daily Newspaper Verification Procedures for Non-Staff News Items. *Newspaper Research Journal* 12 (April 1992, misdated Fall 1991), 70-87.

Janet A. Bridges. The Daily-Newspaper Gatekeeper's Perceptions of the Function of the News Media. *Journalism Quarterly* 68 (Winter 1991), 719-728.

Dennis T. Lowry, Janet A. Bridges, & Paul A. Barefield. The Effects of TV 'Instant Analysis and Querulous Criticism Following the First Bush-Dukakis Debate. *Journalism Quarterly* 67 (Winter 1990), 814-825.

Janet A. Bridges. News Use on the Front Pages of the American Daily. *Journalism Quarterly* 66 (Summer 1989), 332-337.

Janet A. Bridges & Barry R. Litman. An Economic Analysis of Daily Newspaper Performance. *Newspaper Research Journal* 7 (Spring 1986), 9-26.

Janet A. Bridges. Experiential Learning Programs and Liberal Studies: An Exploratory Model of Post-Graduate Success. (for Michigan Consortium for the Evaluation of Nontraditional Education) Central Michigan University, March 1981. [Report].

Cited as a contributor in Thomas F. Baldwin, John D. Abel and Richard V. Ducey. *The Media Environment: Consumption and Function of Media Under the Conditions of Access to Media in Isolated Communities, Small Towns, Medium Cities and Metropolitan Areas*. Report for National Science Foundation Grant No. DAR 79-10614 (n.d. [1984]).

#### Books

Janet A. Bridges, Barry R. Litman and Lamar W. Bridges (Eds.). *Newspaper Competition in the Millennium*. Nova Science Publishers, 2006. [Publisher requested because of JME article.]

#### Chapters

Janet A. Bridges, Barry R. Litman and Lamar W. Bridges. Rosse's Model and the Ring Model: Explaining Newspaper Competition in the Millennium. In Patula E. Grossmark (Ed.). *Advances in Communications in Media Research*, Vol. 3. Nova Science Publishers, 2006, pp. 1-21. [Chapter reprinted from *Newspaper Competition in the Millennium*.]

Janet A. Bridges, Barry R. Litman and Lamar W. Bridges. Rosse's Model and the Ring Model: Explaining Newspaper Competition in the Millennium. In Janet A. Bridges, Barry R. Litman and Lamar W. Bridges (Eds.). *Newspaper Competition in the Millennium*. Nova Science Publishers, 2006, pp. 1-21. Also "Introduction," pp vii-xii.

Janet A. Bridges, Barry R. Litman and Lamar W. Bridges. Summary and Conclusions. In Janet A. Bridges, Barry R. Litman and Lamar W. Bridges (Eds.). *Newspaper Competition in the Millennium*. Nova Science Publishers, 2006, pp. 121-127.

Janet A. Bridges & Richard A. Nelson. "Issues Management: A Relational Approach" in Stephen D. Bruning and John A. Ledingham (Eds.). *Relational Management: A Relational Approach to Public Relations* (Mahwah NJ: Erlbaum, 2000), pp. 95-115. [Invited by Nelson.]

Credited with joint authorship of a small section of Cable Communication (Englewood Cliffs N.J.: Prentice-Hall, 1983) by Thomas F. Baldwin and D. Stevens McCoy.

#### Proceedings

Janet A. Bridges. Comparison of Alternative Survey Modes for Identifying Publics: RS, Demographics and Media Use. In Jerry Biberman and Abbass Alkhafaji (Eds.). Business Research Yearbook: Global Business Perspectives, 6 (International Academy of Business Disciplines 1999), 624-628. [Invited]

Janet A. Bridges & Lamar W. Bridges. Issues Management and Managing Issues: Refining the Concept. In Jerry Biberman and Abbass Alkhafaji (Eds.). Business Research Yearbook: Global Business Perspectives, 5 (International Academy of Business Disciplines, 1998), 741-745. [Invited]

#### Artistic Performances

None

#### Artistic Exhibitions

None

#### Research Monographs and Technical Reports

##### Funded External Grants

Robert Wood Johnson Foundation: Invited to second round competition (1999) for proposal on health belief messages in entertainment television (requested approximately \$200,000 - not funded).

Direct Marketing Association Fellow: expenses and tuition: Selected as a fellowship recipient for the National Direct Marketing Institute for Professors, March 1997, Atlanta GA.

Poynter Fellow: expenses and tuition for 1995 training seminar, The Poynter Institute, St. Petersburg FL.

External: Donation of four one-hour tapes on Media from Arts & Entertainment Network.

External: Donation from national network: May 1993 Louisiana Nielsen reports for Women and Alcohol study (7 books; approximately \$1400 value).

Internal ULL: 1993 recipient of University of Louisiana-Lafayette summer research sabbatical to investigate "Changes in Daily Newspaper Content: The United States Daily Newspaper Reacts to Advances in Publishing Technology and Changing Economic Conditions."

(external) With Lamar W. Bridges received approximately \$7,000 additional summer

research support from Texas A&M-Commerce for the project. Additional \$450 for coding was supplied by Texas A&M-Commerce in Fall 1993.

Southern Newspaper Publishers Association Foundation: expenses for 1990 seminar.

#### Peer-Review Presentations/Posters

Janet A. Bridges, George Sylvie, Lamar W. Bridges, Sandra H. Utt. Front-Page News 1989-2010. Refereed poster, CHSS - Sam Houston State University, 2010.

Janet A. Bridges. "Issues Management: Development of an Issue and the Agenda-Setting Function of Mass Media." Paper presented to the Public Relations & Corporate Communication Track of the International Academy of Business Disciplines, Las Vegas, 2000. [Invited]

Janet A. Bridges. "Comparison of Alternative Survey Modes for Identifying Publics: RS, Demographics and Media Use." Paper presented to the Public Relations & Corporate Communication Track of the International Academy of Business Disciplines, Chicago, March 1999. [Invited]

Janet A. Bridges & Lamar W. Bridges. "Issues Management and Managing Issues: Refining the Concept." Paper presented to the Public Relations & Corporate Communication Track of the International Academy of Business Disciplines, San Francisco, April 1998. [Invited]

Janet A. Bridges, Barry Litman & Lamar W. Bridges. "Rosse's Model Revisited: Moving from Linearity to Concentric Circles to Explain Newspaper Competition." Paper presented to the Media Management & Economics Division of the Association for Education in Journalism and Mass Communication, Chicago, July 1997. Selected top faculty paper in the division.

Lamar W. Bridges & Janet A. Bridges. "Changes in News Use on the Front Pages of the American Daily Newspaper: A Preliminary Report." Paper presented to the Newspaper Division of the Association for Education in Journalism and Mass Communication, Washington DC, August 1995.

Janet A. Bridges, Christine M. Price & Terri R. Breaux. "Health Belief Messages about Alcohol Consumption in Network Television Entertainment Programs: A Preliminary Report." Paper presented to the Mass Communication & Society Division of the Association for Education in Journalism and Mass Communication, Washington DC, August 1995.

Janet A. Bridges. "Predictors of News on the Front Pages of the United States Daily Newspaper: A Preliminary Report." Paper presented to the Newspaper Division of the Association for Education in Journalism and Mass Communication, Montreal, August 1992.

Janet A. Bridges. "A Comparison of Time Spent with Television, Radio and Newspapers as Reported in Three Different Data Gathering Methods." Paper presented to the

Radio-Television Journalism Division of the Association for Education in Journalism and Mass Communication, Boston, August 1991.

Lamar W. Bridges & Janet A. Bridges. "Newspaper Verification Policies: A Preliminary Report." Paper Presented to the Newspaper Division of the Association for Education in Journalism and Mass Communication, Minneapolis MN, August 1990.

Janet A. Bridges. "The Daily Newspaper Gatekeeper's Perceptions of the Function of the News Media." Paper Presented to the Newspaper Division of the Association for Education in Journalism and Mass Communication, Washington DC, August 1989.

Janet A. Bridges. "Margaret Fuller: New York Reporter and War Correspondent --The Social Statements in Fuller's New York Daily Tribune Articles--Did Her Daily Tribune Articles Prepare Her Readers for Fuller's Support of the Italian Revolution?" Paper presented to the Women's Studies Division of the Western Social Science Association, Ft. Worth Texas, April 1985.

Janet A. Bridges. "Post-Graduate Success: The Relationship between Experiential Learning Programs and Liberal Studies --An Exploratory Model." Paper presented at the national assembly, Council for the Advancement of Experiential Learning, November 1980. Two articles about this project were later published in the CAEL Newsletter.

#### Work or Professional Experiences

SAM HOUSTON STATE UNIVERSITY, Huntsville Texas

Professor of Mass Communication

Former Professor and Chair, Department of Mass Communication

THE UNIVERSITY OF LOUISIANA AT LAFAYETTE, Lafayette Louisiana.

Professor of Communication; Board of Regents Support Fund Professor in Communication, Graduate Coordinator

Former Associate Professor/ Assistant Professor

TEXAS A&M UNIVERSITY-COMMERCE, Commerce Texas.

Adjunct Assistant Professor

CENTRAL MICHIGAN UNIVERSITY, Mt. Pleasant Michigan.

Temporary Assistant Professor

MICHIGAN STATE UNIVERSITY, East Lansing Michigan.

Graduate Assistant:

Primary research assistant for a national Media Environment Study funded by the National Science Foundation. Primary responsibility for most of the statistical analyses; active involvement in all other phases of the project.

Formerly - taught Beginning Newswriting.

CENTRAL MICHIGAN UNIVERSITY, Institute for Personal and Career Development, Mt. Pleasant Michigan.

Research Project Manager:

Managed a six-institution research project funded by the U.S. Department of Education and the Institute: Experiential Learning Programs and Liberal Studies: an Exploratory Model of Post-Graduate Success

CENTRAL MICHIGAN UNIVERSITY, Institute for Personal and Career Development, Mt. Pleasant Michigan.

Editor and Editor/Writer.

SOUTHERN ILLINOIS UNIVERSITY AT CARBONDALE, Carbondale Illinois.

Graduate Assistant

Former - Staff Researcher.

THE DOWNTOWNER CORPORATION, Memphis Tennessee  
Department of Advertising and Public Relations.

Wrote general news releases, prepared basic ad layouts, edited corporate newsletter.

Honors and Awards

Other Competencies

Member, Editorial Board, Newspaper Research Journal

Co-Chair, Research Committee, Mass Communication & Society Division, AEJMC, 2007-2008, 2006-2007, 2005-2006, 2001-2002; Assistant Research Chair, 2000-01 (division received research award)

Chair, Midwinter Conference, 2009 and 2010

Selected for 2002-2003 JLID program to train JMC administrators

Member, AEJMC Task Force on Doctoral Education, 2002-2004

Member, ACEJMC Accreditation Site-Visit Team, 1998

Panelist: Louisiana Press Association Annual Meeting, New Orleans, 1996

Poynter Institute Teaching Fellow, 1995

Invited Educator, Southern Newspaper Publishers Association discussion about newspaper journalism, 1995

Invited Educator, Southern Newspaper Publishers Association Foundation Advanced Macintosh Graphics Seminar, 1990

Recipient, USL Summer Research Sabbatical

Recipient, USL Faculty Research Award

Reviewer, International Journal on Media Management

Reviewer, Mass Communication & Society

Invited Reviewer, Journal of Media Economics

Invited Reviewer, Journal of Political Communication

Invited Reviewer, Journal of Communication

Judge, North and East Texas Press Association contest (2001)

Judge, Texas regional University Interscholastic League competition (Journalism)

Precinct Polling, NBC News, 1988 presidential primaries

Recipient, University Graduate Fellowship, Michigan State University

Master's thesis research conducted under my guidance and accepted for presentation at refereed conferences:

Chair: Predicting the Perceptions of E-Business Applications among Small Louisiana Manufacturing Companies: Diffusion of Innovations Theory  
Paper from thesis accepted for 2003 AEJMC national conference [refereed papers].

University choice for CSGS quantitative thesis competition.

Chair: Source Diversity and Newspaper Size: The Use of Sources in Local News  
Paper from thesis accepted for 2002 AEJMC national conference [refereed papers].

Chair: A Content Analysis of Top Chinese Corporate Web Pages: An Investigation of Corporate Social Responsibility and Dialogic Communication Strategies

Two papers from thesis accepted for 2001 AEJMC national conference [refereed papers].

Chair: Star Trek and NASA: Television Viewing of 'Star Trek' Presentations and the Attitudes toward Space Exploration of the Next Generation of American Citizens  
Paper from thesis accepted for Popular Culture national conference.

Comprehensive examination papers completed under my guidance (master's) and accepted for presentation at refereed conferences:

"Hispanic Public Relations" accepted for the 2005 AEJMC national conference [refereed papers].

"Mentoring Among Women in Television Management" accepted for the 2005 BEA national conference (refereed papers); second place in Debut Category.

"Communicating Effective Skin Cancer Messages" accepted for the 2003 ICA national conference [refereed papers].

"Images of Women's Basketball Players on the Covers of Collegiate Media Guides" accepted for the 200[1] AEJMC national conference [refereed papers].