

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

Degrees Earned

MICHIGAN STATE UNIVERSITY Ph.D. in Mass Media, 1987

SOUTHERN ILLINOIS UNIVERSITY AT CARBONDALE
M.A. in Journalism , 1977

UNIVERSITY OF MEMPHIS (formerly MEMPHIS STATE UNIVERSITY)
B.A. in Journalism; minors in English and history, 1964

Professional Licensure and Certifications

None

Peer-Review Publications and Artistic Performances/Exhibitions Articles

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 this manuscript 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 & 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 Biberian and Abbass Alkhafaji (Eds.). *Business Research Yearbook: Global Business Perspectives*, 6 (International Academy of Business Disciplines, 1999), 624-628. [Invited Proceedings]

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

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. "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

Spr. 2005-SAM HOUSTON STATE UNIVERSITY, Huntsville Texas
Department of Mass Communication 2007 - Professor

-2007 Professor and Chair

1988-fall 2004 THE UNIVERSITY OF LOUISIANA AT LAFAYETTE, Lafayette Louisiana.
2003-Professor of Communication 1998 - Board of Regents Support Fund Professor in
Communication 1996 - 2004, Graduate Coordinator; 1994 -2003, Associate Professor
1988-1994, Assistant Professor

Spr. 1984-1988 TEXAS A&M UNIVERSITY-COMMERCE, Commerce Texas.
Adjunct Assistant Professor

Fall 1981-CENTRAL MICHIGAN UNIVERSITY, Mt. Pleasant Michigan. Spr.
1983 Temporary Assistant Professor

Sept. 1978-MICHIGAN STATE UNIVERSITY, East Lansing Michigan. July
1981 Graduate Assistant.

September 1979-July 1981: primary research assistant for a national Media Environment Study funded by the National Science Foundation. Primary responsibility for most of the statistical analysis; active involvement in all other phases of the project.

Academic Year 1978-79: taught Beginning Newswriting.

Dec. 1979-

Mar. 1981 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. Office of

Jan 1976-CENTRAL MICHIGAN UNIVERSITY, Institute for Personal and Career Development, Mt. Pleasant Michigan. Editor and Editor/Writer. Sept. 1978

Mar. 1972-SOUTHERN ILLINOIS UNIVERSITY AT CARBONDALE, Carbondale Illinois. Aug. 1974 Graduate Assistant/Staff Researcher.

Other 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) 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, 1993

Recipient, USL Faculty Research Award, 1988-89

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 that was accepted for presentation at refereed conferences: Chair: Predicting the Perceptions of E-Business Applications among Small Louisiana Manufacturing Companies: Diffusion of Innovations Theory (M.S., 2003)

Paper from thesis accepted for 2003 AEJMC national conference [refereed papers]. University choice for CSGS quantitative thesis competition, 2003.

Chair: Source Diversity and Newspaper Size: The Use of Sources in Local News (M.S., 2002)

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 (M.S., 2000)

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):

"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]