

Paula M. Poindexter, Ph.D.
Professor of Journalism and Media
2016 Recipient, Eleanor Blum Distinguished Service to Research Award
2013-2014 President, Association for Education in
Journalism and Mass Communication (AEJMC)
Chair, News Engagement Day Committee
2009 Inaugural Recipient of the Lionel C. Barrow Jr. Award for
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Executive Summary

Paula Poindexter, a professor of journalism and media at the University of Texas at Austin, has published five books, including the 2018 second edition of *Millennials, News, and Social Media: Is News Engagement a Thing of the Past?*. Poindexter's books as well as her articles, book chapters, essays, guides, conference papers, reviews, and commentary that address news audiences, news engagement, journalism practice, journalism education, diversity in news, news coverage of U.S. presidential elections, research methods and ethics, and the youngest generations, are informed by her professional experience at the Los Angeles Times and KPRC-TV, the NBC-affiliate in Houston.

A Ph.D. from Syracuse University's S.I. Newhouse School of Public Communications, Poindexter is the recipient of several prestigious national awards and honors that have recognized her research, leadership, service, and teaching. During her 2013-2014 term as president of [AEJMC](#), the country's largest association of journalism and communication educators, media professionals, and graduate students with members from 50 countries, Poindexter proposed, developed, and implemented innovative initiatives, including [News Engagement Day](#); AEJMC's first-ever International Regional Conference in Santiago, Chile; [Scholarsourcing](#), a joint book-publishing venture with an international book publisher; and the [News Audience Research Paper Award](#), which encourages and recognizes with a \$1,000 cash prize and certificate, new research that provides insight about news consumers.

While chair of the Standing Committee on Research of the Association for Education in Journalism and Mass Communication (AEJMC), Poindexter proposed and developed the Tankard Book Award and spearheaded AEJMC's Recommended Ethical Research Guidelines. Similarly, as chair of the University of Texas at Austin Faculty Council Research Policy Committee, she proposed and oversaw the development of the University's first written standards of ethical research. The Faculty Council unanimously approved the resolution affirming the Ethical Research Standards.

Poindexter has chaired 10 Ph.D. dissertations and created seven courses for the School of Journalism and Media curriculum. Additionally, Poindexter chaired the fundraising committee for the Maxwell McCombs Graduate Student Research Publishing Award Endowment. After reaching the fundraising goal of \$25,000, a permanent endowment was established in the Moody College of Communication to provide cash awards for School of Journalism Ph.D. and master's students who publish articles in academic journals. During the five years that she directed UT's journalism graduate program, she was twice nominated for Outstanding Graduate Advisor at the University of Texas at Austin.

In 2018, the MAC (Minorities and Communication) Division of AEJMC honored Poindexter by naming a research grant for faculty and graduate students in her honor: Dr. Paula M. Poindexter Research Grant. Faculty research grants are in the amount of \$1,000 and graduate student grants are in the amount of \$500.

In 2021, Poindexter proposed a new teaching award for AEJMC's Minorities and Communication (MAC) Division that is named after two trailblazing journalism educators. Recipients of the Félix F. Gutiérrez and Clint C. Wilson II MAC Award for Teaching Excellence and Innovation receive a cash prize of \$500 and beautifully designed award. In 2022 at the AEJMC Conference in Detroit, the first award was given to [Dr. Meta Carstarphen](#) of The University of Oklahoma.

An advocate for Millennial and Gen Z news engagement, Poindexter is also the co-founder and editor of "[Millennials and News](#)," a daily curated source of news that uses Facebook as a platform. She has been interviewed by and quoted in a variety of news outlets, including in the Washington Post article, "[Young adults use their phones 6 hours a day but barely touch their news apps, a study shows. Here's why.](#)"

Education

Ph.D. Degree, Public Communications, Syracuse University; Dissertation: *Using Attitudes and Subjective Norms to Predict Newspaper Reading Behavior.*

M.A. Degree, Newspaper, School of Public Communications, Syracuse University; Thesis: *Daily Newspaper Non-Readers: Why They Don't Read.*

B.S. Degree with Honors, Radio-Television, Film, The University of Texas at Austin.

Academic Experience

Professor, School of Journalism and Media, The University of Texas at Austin, 2017-Present; Tenured Associate Professor in School of Journalism, 2000-2017; Tenured Associate Professor Joint Appointment in the Departments of Journalism and Advertising, 1992-2000; Senior Lecturer, Department of Journalism, 1991-1992. In addition to teaching graduate and undergraduate courses, Poindexter has served on search committees and she directed the graduate program for five years after serving as chair of the Graduate Studies Committee (GSC) for five years. Additionally, she chaired 10 dissertations and proposed and created the following courses: “News Literacy in the Digital Age,” “Journalism, Society, and the Citizen Journalist” for the Carnegie-Knight Initiative for the Future of Journalism, “Understanding African Americans and the Media,” “News for a Mobile Audience,” “Elections, Voters, and News,” “Leadership, Management, and Media.” She designed the graduate course “Advanced Social Science Methods,” which in the revised Ph.D. curriculum became the second semester course of a two-semester research requirement in which Ph.D. and Master’s Research and Theory students conducted original research and submitted a conference paper to AEJMC by the April 1 deadline. The majority of the papers produced in her class were accepted at the AEJMC or ICA conferences and many were published in peer-reviewed journals.

Graduate Minority Liaison Office, School of Journalism and Media, The University of Texas at Austin, 2020-2022.

Graduate Advisor, School of Journalism, The University of Texas at Austin, 2008-2012; Co-Graduate Advisor, 2006-2008. Directed the Journalism Graduate Program, which has over 100 graduate students and offers a Ph.D. degree and four master’s degrees, including Research and Theory, Research and Professional Hybrid, Professional, and Dual. As the Graduate Advisor, she also transformed the Journalism Ph.D. Program from a graduate program with a modest national reputation to one of the premiere Journalism Ph.D. programs in the country. Graduate Advisor responsibilities included:

- advising current graduate students on courses, degree requirements, research and publishing opportunities, internships and jobs;
- serving on the graduate admissions committee, recruiting admitted students;
- orienting incoming graduate students;
- nominating current students for the Graduate School’s most prestigious fellowships using new publishing-focused procedures that she developed;
- serving on department fellowship committee;
- providing ongoing programs of interest for current students;
- promoting graduate students and the graduate program on the School of Journalism website, in the AEJMC Conference program, and at the end-of-the-year “Showing Our Work” poster exhibition and awards program;
- advising the School of Journalism Director on graduate course scheduling and TA appointments;
- reviewing and approving assessment data and documents for course registration, graduation and Ph.D. candidacy, travel funds, immigration, etc.

- tracking and assessing Ph.D. student progress through the program of work and candidacy.
- Recommending and implementing changes to graduate program degree requirements.

Senior Lecturer (Part-time while working at the Los Angeles Times), University of Southern California School of Journalism, 1982-84. Taught graduate journalism and research courses.

Assistant Professor (Tenure-Track), University of Georgia Grady College of Journalism and Mass Communication, Athens, 1980-1981. Taught upper-division research courses.

Professional Experience

Manager and Executive, Los Angeles Times, 1981-1991. While in Marketing Research, conducted editorial, circulation, and marketing research studies for Times senior executives. Served on an inter-departmental Circulation Growth Committee to identify ways to increase circulation retention. After promotion to the Office of the President, developed an audio news service with a staff of nine that provided business, sports, weather, and entertainment information. Represented the Los Angeles Times during Times Mirror's launch of a multi-million dollar videotex service, the precursor to Web-based online information services.

Started and directed the Special Projects Division that produced the Los Angeles Times in Education Program as well as other newspaper-based educational programs, including California Citizen Bee, a current events, history, government academic competition in association with the Close Up Foundation, a Washington D.C.-based civic education organization. Also started "Ambassadors to Asia" and "Ambassadors to Europe," academic competitions for Southern California high school students featuring international study tours and education summits in association with Cathay Pacific Airways and Lufthansa German Airlines. Created *News Challenge*, a weekly current events quiz exclusively for Southern California teachers, and later published as a weekly feature in the newspaper.

In four years, the Special Projects Division grew to include a budget of one million dollars, staff of 11, and two offices. Directed the development of the Los Angeles Times in Education Program into one of the largest Newspaper in Education programs in the country. Program activities were featured on CBS Evening News, CNN, Los Angeles television news programs and in Los Angeles newspapers, *Editor & Publisher*, *Presstime*, and *INMA Magazines*.

Reporter and Co-Producer, Writer, KPRC-TV, Channel 2, an NBC-affiliate station, Houston, 1973-75. Developed, produced, and wrote feature news stories on people, places, innovations, unusual hobbies and lifestyles for the "Scene at Five," the number one-rated five o'clock television program in Houston.

Books, Articles, Chapters

Books

Paula M. Poindexter, *Millennials, News, and Social Media: Is News Engagement a Thing of the Past?* NY: Peter Lang Publishing, Second Edition, 2018 (216 pages) (ISBN: 978-1-4331-5003-6).

Paula M. Poindexter, *News for a Mobile-First Consumer*, NY: Peter Lang Publishing, Inc., 2016. (272 pages) (ISBN: 978-1-4331-2840-0).

Paula M. Poindexter, *Millennials, News, and Social Media: Is News Engagement a Thing of the Past?* NY: Peter Lang Publishing, 2012. (214 pages) (ISBN: 978-1-4331-1497-7).

Paula Poindexter, Sharon Meraz, and Amy Schmitz Weiss, Editors, *Women, Men, and News: Divided and Disconnected in the News Media Landscape*. New York and London: Routledge/Taylor & Francis, 2008 (356 pages) (ISBN: 0-8058-6102-5).

Paula M. Poindexter and Maxwell E. McCombs, *Research in Mass Communication: A Practical Guide*, New York: Bedford/St. Martin's, 2000 (451 pages) (ISBN: 0-312-19162-6).

Journal Articles

Teresa Correa, **Paula M. Poindexter**, and Yu Kun Lee, "How the World Press Covered the 2008 U.S. Presidential Election: Dimensions of Newsworthiness and News Framing." *International Communication Research Journal*, Vol. 46, No 3-4: 56-81 (Fall 2011). (Refereed)

Paula M. Poindexter, Renita Coleman, Maggie Shader, "Stand-alone News Photographs Portray Less Diverse, More Segregated Communities." *Newspaper Research Journal*. 31: 83-88 (Summer 2010). (Refereed)

Paula M. Poindexter, Don Heider, and Maxwell McCombs, "Watchdog or Good Neighbor? The Public's Expectations of Local News." *The Harvard International Journal of Press/Politics*, 11(1):77-88 (Winter 2006). (Refereed)

Don Heider, Maxwell McCombs, and **Paula M. Poindexter**, "What the Public Expects of Local News: Views on Public and Traditional Journalism." *Journalism & Mass Communication Quarterly*. 82: 952-967 (Winter 2005). (Refereed)

Paula M. Poindexter and Mike Conway, "Local, Network TV News Show Significant Gains," *Newspaper Research Journal Special Issue on Media Studies of September 11*. 24: 114-127 (Winter 2003). (Refereed)

Paula M. Poindexter, Laura Smith, and Don Heider, "Race and Ethnicity in Local Television News: Framing, Story Assignments, and Source Selections," *Journal of Broadcasting & Electronic Media* 47:524-536 (December 2003). (Refereed)

Paula M. Poindexter and Maxwell E. McCombs, "Revisiting the Civic Duty to Keep Informed in the New Media Environment." *Journalism & Mass Communication Quarterly*. 78: 113-126 (Spring 2001). (Refereed)

Paula M. Poindexter and Dominic Lasorsa, "Generation X: Is Its Meaning Understood?" *Newspaper Research Journal*. 20:28-36 (Fall 1999). (Refereed).

Paula M. Poindexter, "A Model for Effective Teaching and Learning in Research Methods," *Journalism & Mass Communication Educator* 52/4:24-36 (Winter 1998) (Refereed).

Seokmin Hong and **Paula M. Poindexter**, "Does Clicking Lead to Ordering? A Study of four Clicker Types and Online Shopping." *Proceedings of the 2001 Conference of the American Academy of Advertising*. 128-133. (Refereed)

Paula M. Poindexter, "Xers and Boomers: Are They That Different in Their Relationship to Web Advertising?" *Proceedings of the 1999 Conference of the American Academy of Advertising*. 184-190. (Refereed)

Maxwell McCombs and **Paula Poindexter** "The Duty to Keep Informed: News Exposure and Civic Obligation," *Journal of Communication*, 33:88-96 (Spring 1983). (Refereed)

Paula M. Poindexter and Carolyn A. Stroman, "Blacks and Television: A Review of the Research Literature," *Journal of Broadcasting*, 25:103-122 (Spring 1981). (Refereed)

Paula M. Poindexter, "Non-News Viewers," *Journal of Communication*, 30:58-65 (Autumn 1980). (Refereed)

Paula M. Poindexter and Carolyn A. Stroman, "The Black Press and the Bakke Case," *Journalism Quarterly* 57:262-268 (Summer 1980). (Refereed)

Paula M. Poindexter, "Daily Newspaper Non-Readers: Why They Don't Read," *Journalism Quarterly* 56:764-770 (Winter 1979). (Refereed)

Lee B. Becker, William A. Glavin, Jr., **Paula M. Poindexter** and Robert J. Burnham, "Reportorial Involvement and Its Effects on Readers," *Mass Comm Review*, 4:23-25 (Fall 1977). (Refereed)

Encyclopedia Articles/ Book Chapters

Paula M. Poindexter, “Audience Studies,” *The International Encyclopedia of Journalism Studies*. Tim P. Vos and Folker Hanusch (General Editors), Dimitra Dimitrakopoulou, Margaretha Geertsema-Sligh and Annika Sehl (Associate Editors). © 2019 John Wiley & Sons, Inc. Published 2019 by John Wiley & Sons, Inc. DOI: 10.1002/9781118841570.iejs0015

Paula M. Poindexter, "Diversity: Content" in *Encyclopedia of Journalism*, Vol. 2, ed. Christopher H. Sterling (Thousand Oaks, CA: Sage Publications, 2009):434-439.

Paula M. Poindexter, “African-American Images in the News: Understanding the Past to Improve Future Portrayals” in Susan Dente Ross and Paul Lester, *Images that Injure*, 3rd edition. Praeger/PSI, 2011, 107-120. (Note: Although *Images That Injure* is in its third edition, this is the first edition I have been invited to contribute a chapter.)

Paula Poindexter, “Trouble in the News Media Landscape” (Chapter 1) in Paula Poindexter, Sharon Meraz, and Amy Schmitz Weiss, Editors, *Women, Men, and News: Divided and Disconnected in the News Media Landscape*. New York and London: Routledge/Taylor & Francis, 2008, 3-16.

Paula Poindexter, “Factors Contributing to the Sex Divide in Newspapers and Television News” (Chapter 2) in Paula Poindexter, Sharon Meraz, and Amy Schmitz Weiss, Editors, *Women, Men, and News: Divided and Disconnected in the News Media Landscape*. New York and London: Routledge/Taylor & Francis, 2008, 17-34.

Paula Poindexter, “When Women Ignore the News” (Chapter 3) in Paula Poindexter, Sharon Meraz, and Amy Schmitz Weiss, Editors, *Women, Men, and News: Divided and Disconnected in the News Media Landscape*. New York and London: Routledge/Taylor & Francis, 2008, 35-47.

Paula Poindexter, “IM, Downloading, Facebook, and Teen Magazines: Gateways or Barriers to News?” (Chapter 4) in Paula Poindexter, Sharon Meraz, and Amy Schmitz Weiss, Editors, *Women, Men, and News: Divided and Disconnected in the News Media Landscape*. New York and London: Routledge/Taylor & Francis, 2008, 48-62.

Paula Poindexter, “Finding Women in the Newsroom and in the News” (Chapter 5) in Paula Poindexter, Sharon Meraz, and Amy Schmitz Weiss, *Women, Men, and News: Divided and Disconnected in the News Media Landscape*. New York and London: Routledge/Taylor & Francis, 2008, 65-84.

Paula Poindexter and Dustin Harp, “The Softer Side of News” (Chapter 6) in Paula Poindexter, Sharon Meraz, and Amy Schmitz Weiss, Editors, *Women, Men, and News: Divided and Disconnected in the News Media Landscape*. New York and London: Routledge/Taylor & Francis, 2008, 85-96.

Paula Poindexter, Sharon Meraz, and Amy Schmitz Weiss, “Strengthening the News Connection with Women and Cultivating the Next Generation” (Chapter 18) in Paula Poindexter, Sharon Meraz, and Amy Schmitz Weiss, Editors, *Women, Men, and News: Divided and Disconnected in the News Media Landscape*. New York and London: Routledge/Taylor & Francis, 2008, 317-333.

Paula M. Poindexter and Maxwell E. McCombs, "Revisiting the Civic Duty to Keep Informed in the New Media Environment," in Philip Seib, ed., *Political Communication*, 2007, Sage Publications. (reprinted from *Journalism & Mass Communication Quarterly*. 78: 113-126 (Spring 2001).

Paula M. Poindexter and Mike Conway, in Elinor Kelley Grusin and Sandra H. Utt, eds., “Local, Network TV News Shows Significant Gains” in *Media in an American Crisis: Studies of September 11, 2001*,” (Lanham, MD: University Press of America, Inc. 2005) 175-186. (reprinted from *Newspaper Research Journal Special Issue on Media Studies of September 11*. 24:114-127, Winter 2003).

Paula M. Poindexter, Maxwell E. McCombs y Laura Smith, “La necesidad de orientacion:una explicacion psicologica de los efectos del agenda-setting (Need for Orientation: A Psychological Explanation of Agenda-Setting Effects)” in *Agenda-Setting de los Medios de Comunicacion*, Maxwell McCombs y Issa Luna Pla, Editors, Ciudad de Mexico: Universidad Iberoamericana, 2003, pp. 107-119.

Paula M. Poindexter, "Research," in Kathleen Fearn-Banks and Anthony B. Chan, eds, *Mass Communications in America: People to People*,. New York: American Heritage Custom Publishing, A Division of Forbes Inc., 1997, 251-266.

Carolyn A. Stroman and **Paula M. Poindexter**, "The Minority Press" in *The Newspaper: Everything You Need to Know to Make it in the Newspaper Business*, Englewood Cliffs, NJ: Prentice-Hall, 1981, 183-187.

**Creative and Professional Work, including Guides, Articles, Commentary,
Invited Lectures, and Promotions**

Paula M. Poindexter, “Meta Carstarphen to Receive First Félix Gutiérrez and Clint C. Wilson MAC Award for Teaching Excellence and Innovation at AEJMC Conference in Detroit,” *Minorities & Communication Division Newsletter*, Summer 2022, pp. 1, 8-9 <https://www.mediadiversityforum.lsu.edu/MAC/mac-summer22-newsletter.pdf>

Paula Poindexter, “McCombs Graduate Student Research Publishing Awards,” *School of Journalism and Media Graduate Program Newsletter*, June 2022, pp. 5-6

Paula M. Poindexter, Q&A with Félix Gutiérrez and Clint Wilson, the Journalism Educators Who Inspired MAC's New Teaching Award, *Minorities & Communication Division Newsletter*, Spring 2022, pp. 1, 6-7
<https://www.mediadiversityforum.lsu.edu/MAC/mac-aejmc-spring22-newsletter-2.0.pdf>

Paula M. Poindexter, "New Gutiérrez-Wilson Teaching Award Inspired by Trailblazing MAC Members," *Minorities & Communication Division Newsletter*, Fall 2021, pp. 1, 3
<https://www.mediadiversityforum.lsu.edu/MAC/mac-aejmc-fall2021-newsletter.pdf>

Paula M. Poindexter, "News Engagement Day is a day to do more than engage with news:" Top 10 Activities for Students and Educators.
<http://www.newsengagement.org/home/wp-content/uploads/2021/09/NED-2021-Top-10-Activities.pdf>

Paula M. Poindexter, "News Engagement: So much more than reading a social media post," Invited Lecture for COM 301E, Introduction to Communication Foundations, Moody College of Communication, The University of Texas at Austin, Recorded for Fall 2021 <https://utexas.app.box.com/file/862758700452>.

Paula M. Poindexter, MAC's 50th Anniversary: Reflections on the Past and Insights for the Future, *Minorities and Communication Division 50th Anniversary Newsletter*, Summer 2021, pp. 26-27
<https://www.mediadiversityforum.lsu.edu/MAC/mac50newsletter.pdf>

Paula M. Poindexter, "Voting in the 2020 Presidential Election: An 8-Step Guide for First-Time & Experienced Voters" <http://www.newsengagement.org/home/wp-content/uploads/2020/10/AEJMC-NED-Voting-in-the-2020-Presidential-Election-by-Paula-M-Poindexter-Updated-10-1-2020.pdf>

Paula M. Poindexter, Invited Lecture: "Understanding and Increasing News Literacy Among Gen Z and Millennials," Endicott College, Beverly, MA, Sept. 22, 2020

Paula M. Poindexter, "First-Time Voters Guide: Help in 6 Steps for 18, 19, and 20-somethings who are Voting for the First Time on Election Day"
<http://www.newsengagement.org/home/wp-content/uploads/2018/10/NED-First-Time-Voters-Guide-Update100118.pdf>

Paula M. Poindexter, "Wayne Danielson," *Journalism & Mass Communication Educator* 2018 Vol. 73(1), 128-130

Paula Poindexter, "A News Engagement Day Message" <http://www.news-excellence.org/today-is-news-engagement-day/>

Paula Poindexter, "Answering the most important post-mortem election question"
<http://www.news-excellence.org/answering-the-most-important-post-mortem-election-question/>

Paula Poindexter and Ingrid Bachmann, “AEJMC Sponsors International Regional Conference in Santiago, *AEJMC News*, Volume 49 No. 2, January 2016, pp. 1-2, <http://www.aejmc.org/home/wp-content/uploads/2015/12/January-2016-AEJMC-News.pdf>

Paula M. Poindexter, “News Engagement Day Should Be Priority, *Newspaper Research Journal*, Volume 36, No. 3, Summer 2015, p. 373

Paula Poindexter, “First National News Engagement Day a Success,” *AEJMC News*, Volume 48 No. 1, November 2014, p. 2

Paula Poindexter, “Diversity Matters More Than Ever,” *AEJMC News*, Volume 47, No. 4, July 2014, pp. 2, 4, <http://www.aejmc.org/home/wp-content/uploads/2010/01/July2014issue.pdf>

Paula Poindexter, “Raising Awareness about the Dirty Side of Internships,” *AEJMC News*, Volume 47 No. 3, March 2014, p. 2, 4 <http://www.aejmc.org/home/wp-content/uploads/2014/03/March2014issue.pdf>

Paula Poindexter, “Is News Engagement Endangered?” *AEJMC News*, Volume 47 No. 2, January 2014, pp. 2-3 http://www.aejmc.org/home/wp-content/uploads/2013/12/AEJMC-News_Jan-2014.pdf

Paula Poindexter, “What Should Journalism and Communication Students Know?” *AEJMC News*, Volume 47 No. 1, November 2013, p. 2 <https://issuu.com/aejmcnews/docs/nov2013issue>

Paula Poindexter, “Journalism Educators use Tragedy in Ferguson, Mo. as Teachable Moment to Commend the Press, Condemn Arrests of Journalists and Remind the Public of the First Amendment’s Power,” AEJMC Presidential Statement, August 27, 2014, <http://www.aejmc.org/home/2014/08/pac-082714/> (Peer reviewed; see process at <http://www.aejmc.org/home/2013/03/pac/>)

Paula Poindexter, “Journalism Educators Call on 60 Minutes to Rethink Benghazi Report Correction,” AEJMC Presidential Statement, November 25, 2013, <http://www.aejmc.org/home/2013/11/pac-112513/> (Peer reviewed; see process at <http://www.aejmc.org/home/2013/03/pac/>)

Paula Poindexter, “Journalism Educators call on Kansas Board of Regents to Reverse New Social Media Policy” AEJMC Presidential Statement, May 21, 2014 <http://www.aejmc.org/home/2014/05/pac-052114/> (Peer reviewed; see process at <http://www.aejmc.org/home/2013/03/pac/>)

Paula Poindexter, “Online Commenting,” Online News Association, (ONA), Build Your Own Ethics Code, <http://ethics.journalists.org/topics/online-commenting/>

Paula Poindexter, "Segregation Did Not Deter Will to Succeed," *Austin American-Statesman*, Viewpoints p. A11, August 28, 2013.

Paula Poindexter, "Young Voters Shouldn't Ignore News Before Casting Ballots," *Statesman.com*, November 2, 2012,
<https://www.statesman.com/story/news/2012/11/03/poindexter-young-voters-shouldnt-ignore-news-before-casting-ballots/9911874007/>

Paula Poindexter, "When Gender Counts Against You," *Austin American-Statesman*, February 6, 2008, p. A13.

Paula M. Poindexter, "Ethical Research Issues Take Center Stage in Kansas City," *AEJMC News*, Vol. 36, No. 2, January 2003.

Paula M. Poindexter and Jean Folkerts, "Significant Journalism and Communication Books of the Twentieth Century," *Journalism & Mass Communication Quarterly*. 76:627-630 (Winter 1999).

Paula Poindexter-Wilson, "Cultivating the Under-30 Reader from NIE Seeds," *California Publisher*, 10, January 1990.

Paula Poindexter-Wilson, "Atypical Non-Readers Are Good Targets in Efforts to Boost Daily Circulation," *Presstime*, 28, March 1989.

Paula Poindexter-Wilson, "Bring Down the Barrier of Racism for the Next Black Generation," *Los Angeles Times*, Special Editorial Section, "Toward Equality: Exploring a World of Difference," 26-27, February 13, 1989.

Paula M. Poindexter and Robert Van Fleet, "The Basic Ottaway Plan" (A Case Study of a Two-Year, Thirteen-Market Newspaper Readership Survey Program), *ANPA News Research Report* 29:6-7 (December 15, 1980).

Paula M. Poindexter, "Newspaper Readership and Circulation: An Update: 1977-79," *ANPA News Research Report* 22:2-5 (September 28, 1979).

Paula M. Poindexter, "Non-Readers: Why They Don't Read," *ANPA News Research Report*, 9:1-6 (January 5, 1978).

Other Creative Articles and Reports

Paula Poindexter, Don't believe everything the polls say
<http://www.utexas.edu/know/2010/10/05/poindexter1/>

Paula Poindexter, With 24/7 news are voters more informed?
<http://www.utexas.edu/know/2010/10/12/poindexter2/>

Paula Poindexter, Why young voters' participation matters at mid-term
<http://www.utexas.edu/know/2010/10/19/poindexter3/>

Paula Poindexter, Are African Americans having voters' remorse and what will that mean election day?
<http://www.utexas.edu/know/2010/10/26/poindexter4/>

Paula M. Poindexter, "An Editorial Comment," *Journalism & Mass Communication Quarterly* 78:385-386 (2001).

Paula Poindexter and Carlos H. Arce, "Hispanic and African-American Local TV News Viewers in the Austin Area, KVUE-24 TV, June 1995.

Paula Poindexter-Wilson and Mary Ellen House, "Recognizing Diversity: A Resource for Parents and Teachers to Fight Prejudice, Build Pride, Respect Diversity," Los Angeles Times, Special Editorial Section, "Toward Equality: Exploring a World of Difference," 13-16, February 13, 1989.

Paula Poindexter-Wilson, "NIE Circulation and Budgets: Lessons in Reality: A Look at How One Newspaper Sees NIE in Terms of ABC Circulation Units," The Monthly Magazine of the International Newspaper Marketing Association, 5-8, September 1988.

Paula M. Poindexter, "A Content Analysis of the Latino Coverage in the Los Angeles Times and La Opinion, Los Angeles Times, November 1982.

Scholarly Book Reviews

Paula M. Poindexter, Book Review of *The Black Image in the White Mind: Media and Race in America*, Robert M. Entman and Andrew Rojecki, *Journalism & Mass Communication Quarterly* 77: 921-923 (Winter 2000).

Paula M. Poindexter, Book Review of *Gen X TV: The Brady Bunch to Melrose Place* by Rob Owen, *Journalism & Mass Communication Quarterly*. 75: 843-844 (Winter 1998).

Paula M. Poindexter, Book Review of *A Reporter's Life* by Walter Cronkite, *Journalism & Mass Communication Quarterly*, 74: 655-656 (Autumn 1997).

Paula M. Poindexter, Book Review of *The Microprocessor: A Biography* by Michael S. Malone in *Journalism & Mass Communication Quarterly*, 73: 494-495 (Summer 1996).

Paula M. Poindexter, Book Review of *The Girls in the Balcony: Women, Men, and The New York Times* by Nan Robertson in *Journalism Quarterly*, 69:1096-1097 (Winter 1992).

Paula M. Poindexter, Review of *Polling on the Issues: Twenty-One Perspectives on the Role of Opinion Polls in the Making of Public Policy*, Albert H. Cantril, ed., *Journalism Quarterly*, 58:131 (Spring 1981).

Refereed Conference Papers and Invited Presentations

Paula Poindexter, Organizer, Presenter, and Moderator, “News Engagement Day 2016: Extending NED’s Reach to the Election, the Profession, and Beyond” Panel, Minneapolis, AEJMC Conference, August 4, 2016.

Paula Poindexter, Invited Presenter, “Latin American Communication Research: Showcasing Research from the AEJMC Santiago, Chile, Regional Conference” Panel, Minneapolis, AEJMC Conference, August 6, 2016.

Paula Poindexter, Invited Presenter, “12 Must-Know Things about Millennials, Mobile, News, and Social Media,” ISOJ, Austin, April 16, 2016.

Paula Poindexter, Invited Presenter, “Mobile and Wearable News in the Rapidly Changing Media Landscape” Panel, AEJMC International Regional Conference, Santiago, Chile, October 2015.

Paula Poindexter, Invited Presenter, “Take the ONA Ethics Challenge” Panel, ONA14, Chicago, September 2014.

Paula Poindexter, “Engaging Millennial Students, College and Career Coaching,” National Career Development and Social Work Conference, University of Texas at Austin, June 2014.

Paula M. Poindexter, “Working with the IRB at Your Institution,” AEJMC Conference (Mass Communication and Society and Communication Theory and Methodology Divisions), Denver, August 2010.

Paula M. Poindexter and Ingrid Bachman, Can a Constructed Week Sample Produce Qualitatively Inaccurate Results when Content Analyzing Race and Ethnicity? Paper presented at the AEJMC Annual Conference (CT&M Division), Boston, August 2009 (Refereed Paper).

Paula Poindexter, “The Impact of the Barrow Doctoral Minority Student Scholarship,” AEJMC Conference, Boston, August, 2009.

Paula M. Poindexter, Renita Coleman, Maggie Shader, “Race and Ethnicity in Newspaper Photographs that Communicate a Slice of Everyday Reality.” Paper presented at the AEJMC Annual Conference (MAC Division), Chicago, August 2008 (Refereed Paper).

Paula Poindexter, “What’s Right and What’s Wrong with the Reviewing Process: AEJMC Members Evaluate Peer and Tenure Review.” Paper Presented at the “Threats to the Integrity of the Review Process,” Plenary, AEJMC Annual Conference, San Francisco, August 2006. See *Journalism & Mass Communication Quarterly* Editorial Comment on presentation in Daniel Riffe, "An Editorial Comment." *Journalism & Mass Communication Quarterly* 83, no. 1 (2006): 2-3.

Paula M. Poindexter, Don Heider, and Maxwell McCombs, "Watchdog or Good Neighbor? The Public's Expectations of Local News." Paper presented at the AEJMC Annual Conference (Newspaper Division) San Antonio, August, 2005 (Refereed Research Paper)

Don Heider, Maxwell McCombs, and **Paula Poindexter**, "What the Public Expects of Local News." Paper presented at the AEJMC Annual Conference (Newspaper Division), Toronto, August 2004. (Refereed Research Paper)

Amy Schmitz Weiss, Sharon Meraz, Nilo Figur, and **Paula M. Poindexter**, "Experience and Internet News: The Real Reason for the Online News Reading Gender Gap." Paper presented at the AEJMC Annual Conference (Newspaper Division), Kansas City, MO, July 2003. (Refereed Research Paper) Paper selected by the International Newspaper Marketing Association (INMA) for inclusion in their archive of academic papers. According to the INMA, only 69 papers were selected from thousands of papers for their relevance to newspaper readership, advertising, marketing, and management, or for historical or statistical purposes.

Smeeta Mishra, Jianchuan Zhou, Tonyia Sullivan, and **Paula M. Poindexter**, "Concern about Future Terrorist Attacks: The Impact of Age and News Media Use on Level of Concern." Paper presented at the AEJMC Annual Conference (Radio-Television Journalism Division), Kansas City, MO, August 2003. (Refereed Research Paper)

Paula M. Poindexter, "Ethical Issues and Dirty Little Secrets in Journalism and Mass Communication Research." Paper presented at the Plenary Session, AEJMC Annual Conference, Kansas City, MO, July 31, 2003.

Paula M. Poindexter, "Are the Ethics of Minorities Contributing to Newsroom Diversity Failures?" Presented to PF&R Panel Session Sponsored by Media Ethics, Minorities and Communication Division, and Community College Journalism, AEJMC Annual Conference, Miami Beach, August 2002.

Paula M. Poindexter and Don Heider, "Non-Users of Internet News: Who are They and Why Do They Avoid TV News and Newspaper Web Sites?" Paper presented at the AEJMC Annual Conference (Radio-Television Journalism Division), Washington D.C., August 2001. (Refereed Research Paper)

Paula M. Poindexter, Rosental Alves, Javier Garza, and Laura Smith, "Is Horse Race Polling Cross-Cultural? A Comparison of the Use of Polling in Mexican and U.S. Presidential Election News Coverage. Paper presented at the ASJMC and AEJMC International Colloquium, Mexico City, January, 2001. (Refereed Research Paper)

Seokmin Hong and **Paula M. Poindexter**, "Does Clicking Lead to Ordering? A Study of four Clicker Types and Online Shopping?" Paper presented to the Conference of the American Academy of Advertising, Salt Lake City, Utah, 2001. (Refereed Research Paper)

Paula M. Poindexter, "Improving Journalism Education's Diversity Grade in the 21st Century." Invited paper presented at the Blue Ribbon Invited Paper Session on Diversity in the 21st Century: Mission Impossible?" MAC Division, AEJMC Annual Conference, Phoenix, Arizona, August 2000.

Paula M. Poindexter, "Xers and Boomers: Are They That Different in their Relationship to Web Advertising?" Paper presented to the Conference of the American Academy of Advertising, Albuquerque, NM, March 1999. (Refereed Research Paper)

Paula M. Poindexter, "Conference Presentations: The Good, the Bad, and the Ugly," AEJMC Winter Meeting, San Antonio, December 1998.

Paula M. Poindexter, "Ten Land Mines to Avoid When Researching Racial and Ethnic Minorities," MAC Division Research Session, AEJMC Annual Conference, Baltimore, August 1998.

Paula M. Poindexter and Dominic Lasorsa, "Generation X: Is Its Meaning Understood?" Paper presented at the AEJMC Annual Conference (Newspaper Division), Baltimore, August 1998. (Refereed Research Paper)

Paula M. Poindexter, "Consumer Awareness, Attitudes, and Use of Commercial Internet Addresses, Paper presented at the Conference of the American Academy of Advertising, Lexington, Kentucky, 1998.

Paula M. Poindexter, "A Model for Effective Learning and Rewarding Teaching in the Journalism, Advertising, and Public Relations Research Classrooms." Paper presented at the Excellence in Teaching Session, AEJMC Annual Conference, Chicago, July 1997. Paper was awarded first place prize in the excellence in teaching paper competition. (Refereed Research Paper)

Paula M. Poindexter, "Adding a Writing Component to Teaching Advertising Research." Paper presented at the AEJMC Annual Conference (Advertising Division), Anaheim, California, August 1996. (Refereed Research Paper)

Paula M. Poindexter, "Opportunities, Obstacles and Strategies for Success with Emphasis on Minority Women." Invited Paper for Panel on "Integrating Women and Gender Differences in Media Management Curricula," Sponsored by the Media Management and Economics Division, AEJMC Annual Conference, Anaheim, California, August 1995.

Paula M. Poindexter, "Mass Media Research in Media Organizations: What's Going On." Invited Paper for the Plenary, Association for Education in Journalism Conference, Athens, Ohio, August 1982.

Paula M. Poindexter, "The Influence of Attitudes and Subjective Norms on Newspaper Reading." Paper presented at the AEJMC Annual Conference (CT&M Division), East Lansing, Michigan, August 1981. (Refereed Research Paper)

Paula M. Poindexter and Elsa Mohn, "Using Attitudes and Subjective Norms to Predict Reading Frequency of the Editorial and Opinion Pages." Paper presented at the AEJMC Annual Conference (Newspaper Division), East Lansing, Michigan, August 1981. (Refereed Research Paper)

Paula M. Poindexter and Carolyn A. Stroman, "Minorities and Mass Communications: A 30-Year Review of the Literature." Paper presented at the AEJMC Annual Conference (MAC Division), Houston, August 1979. (Refereed Research Paper)

Paula M. Poindexter, "Non-News Users: An Analysis of a Non-Viewing Population." Paper presented at the AEJMC Annual Conference (Radio-Television Division), Houston, August 1979. (Refereed Research Paper)

Maxwell McCombs and **Paula M. Poindexter**, "Civic Attitudes and Newspaper Readership." Paper presented at the Midwest Association for Public Opinion Research (MAPOR) Conference, Chicago, October 1978. (Refereed Research Paper)

Paula M. Poindexter, "Daily Newspaper Non-Readers: Why They Don't Read." Refereed paper presented at the AEJMC Annual Conference (CT&M Division), Seattle, August 1978. (Refereed Research Paper)

Paula M. Poindexter and Carolyn A. Stroman, "The Black Press and the Bakke Case: An Analysis of Coverage." Paper presented at the AEJMC Annual Conference (MAC Division), August 1978. (Refereed Research Paper)

Panels and Invited Speeches/Presentations/Lectures

Speech: "No Excuses...Even for the Politically Active," Black Women's Symposium: Political Awareness, University of Texas at Austin, April 6, 2019

Presentation: "Applying What We Know about the Principles & Process of Journalism to Increasing Global News Literacy," "Read All About It! Media Literacy and Journalism in the Global Studies Classroom," Hemispheres Summer Institute 2019, University of Texas at Austin, June 11, 2019

Presentation: "To Write for Millennials & Generation Z, first Understand Them," University of Texas at Austin Writing Workshop, August 16, 2018

Speech: The State of News Engagement as We Prepare for the Fifth Annual News Engagement Day, AEJMC Conference, Washington D.C., 2018

Speech: "Informing Yourself with Real News in a World Confused by Fake News, 'Alternative Facts,' and Falsehoods," A TEDxYouth@Austin, February 11, 2017

Speech: “Why Real Journalism and Fake News Should Matter to Millennials,”
University Spring Lecture Series, February 22, 2017

Speech: Engaging With News in the Mobile Era: Contemporary Audience Expectations,
Osher Lifelong Learning Institute (OLLI) Lecture University of Texas at Austin, April
21, 2017

Panelist, How the Millennial Generation is changing working-environments, work-life
balance, and diversity, University of Texas at Austin McCombs Executive Summit,,
February 10, 2017.

Moderator and Organizer, AEJMC Kick-off News Engagement Day Panel,
“Combating Fake News, Restoring the Public’s Trust, and Increasing News Literacy and
Engagement,” AEJMC Conference, Chicago, 2017.

**Speaker and Moderator, AEJMC Press Conference announcing National News
Engagement Day,** Washington Press Club, September 23, 2014,
<http://www.press.org/events/national-news-engagement-day>; Podcast:
<https://www.youtube.com/watch?v=a-tM9UuHtZ4>

**Moderator and Organizer, AEJMC Presidential Panel: “Grading the Press and
Journalism Schools in Areas that Matter.”**

Panelists: The late David Carr, Media Equation Columnist, *New York Times*; Inaugural
Andrew R. Lack Professor of Journalism and the Business of Media, Boston University;
Lorraine Branham, Dean, S.I. Newhouse School of Public Communications; Thomas Kent,
Deputy Managing Editor/Standards Editor, The Associated Press; Chair, ONA’s Build
Your Own Ethics Code project, AEJMC Conference, Montreal, 2014.

Keynote Speaker: “Is News Engagement a Thing of the Past?” SPJ (Society of
Professional Journalists) Regional Conference, San Antonio, TX, May 4, 2013;
<http://satxspj.blogspot.com/2013/05/keynote-speaker-discusses-media.html>

Presenter: “Diversity in News: Why it Matters to High School Journalism.” UT
ASNE Reynolds High School Journalism Institute, June 2010.

Presenter: “Millennials and News,” The Texas Daily Newspaper Association (TDNA),
Houston, TX, March 29, 2010.

**Presenter: “Improving Diversity in News Coverage: From Mainstream News to
High School Journalism.”** UT ASNE Reynolds High School Journalism Institute.
UT ASNE Reynolds High School Journalism Institute, July 2009.

**Presenter: “Diversity in News Coverage; Implications for High School
Newspapers,”** UT ASNE Reynolds High School Journalism Institute, June 2008.

Presenter: "Media Coverage of African Americans and Effects on Perceptions: From Local News to CNN's Black in America." Texas State NAACP 72nd Annual Conference, San Antonio, TX, October 11, 2008.

Presenter: "Why the Public Hates the News Media," Odyssey Lecture Series, University of Texas at Austin, February 18, 2004.

Presenter: "The Faces of American Media," TSP's Minority Advisory Workshop, The University of Texas at Austin, February 23, 2002.

Presenter: "Bylines, Front Pages, and Mastheads: Where are Women in the News?" *Austin American-Statesman*, February 13, 2002.

Presenter: "KUT Civic Mapping," KUT Conference on Independence and Integrity in Public Radio Journalism, KUT 90.5 FM, Austin, June 29, 2001.

Presenter: "From Census Data to Front Page Stories," Southern Newspaper Publishers Association's "Making Sense of the Census" Seminar, The University of Texas at Austin, June 2000.

Presenter: "Perceptions of Hispanic and African-American Local TV News Viewers," Newsroom Staff, KVUE-24 TV, June 1995.

Presenter: "The Media and the Schools," American Newspaper Publishers Association (ANPA) Foundation Newspaper in Education Conference, New York City, June 1990.

Presenter: "Literacy Efforts as Part of Other Educational Services," 104th Annual ANPA Conference, Los Angeles, April 1990.

Presenter: "Media Awareness of Educational Partnership Enhancement," California Educational Partnership Consortium (CEPC) Annual Conference, Sacramento, April 1990.

Presenter: "The Business of Media: How Decisions About Profit and Loss Affect News Coverage," Kellogg National Fellowship Program Media Relations Seminar III, Indian Lakes, Illinois, August 1990.

Presenter: "Corporate Involvement in Education," National Alliance of Business Annual Conference, Los Angeles, November 1989.

Presenter: "The Newspaper in the Schools: Education, Promotion, Circulation Benefits," International Newspaper Marketing Association Conference, Austin, October 1988.

Presenter: "Academic Achievements with Newspapers in the Classroom," *The Daily Gleaner's* Educational Seminars, Kingston, Montego Bay, Mandeville, Jamaica, July 1988.

Presenter: "Newspaper in Education Circulation and Budgets: Lessons in Reality," Annual ANPA Foundation Newspaper in Education Conference, Atlanta, May 1988.

Presenter: "The Business of Journalism" Kellogg National Fellowship Program Media Relations Seminar II, Santa Cruz, California, June 1987.

Presenter: "The Los Angeles Times in Education Pilot Program: The Research Results," Annual ANPA Foundation Newspaper in Education Conference, Los Angeles, April 1986.

Presenter: "How We're Leveraging Our Electronic Information for Profit," Electronic Publishing International Conference, London, November 1985.

Presenter: "The 10 P's of Why We are in the Videotex Market," Videotex International Conference, Amsterdam, October 1985.

Presenter: "The Daily Newspaper: Where Will Future Profits Come From?" Leadership and Education Development Program, University of California at Los Angeles, July 1985.

Presenter: "Satellites and New Technology," National Telecommunications and Information Administration (NTIA), U.S. Department of Commerce's Conference on Telecommunications Opportunities for the Minority Entrepreneur, San Diego, March 1985.

Presenter: "Predictors of Daily Newspaper Readership," Georgia Press Institute, Athens, Georgia, February 1981.

Presenter: "What People Read and Why They Read It," Public Relations Society of America National Conference, Atlanta, Georgia, November 1980.

Presenter: "What Research Tells Us About Who Reads and Who Doesn't," Canadian Daily Newspaper Publishers Association National Readership Symposium, Toronto, March 1979.

Service and Leadership, Including Elected and Appointed Positions

Chair, Committee for new AEJMC MAC Division “Félix F. Gutiérrez and Clint C. Wilson II MAC Award for Teaching Excellence and Innovation.” I proposed this new teaching award to AEJMC’s MAC Division and it was unanimously approved by the executive leadership. Long-time MAC members Dr. Gutiérrez, USC Professor Emeritus, and Dr. Wilson, Howard University Professor Emeritus, wrote the first textbook in journalism and communication education to address racial and ethnic diversity. As committee chair, my goal will be to raise money to fund the annual cash prize for the award and implement the plans to launch this new teaching award. Also, chair the fundraising committee responsible for raising \$25,000 for a permanent endowment to support the annual cash prize and award.

Graduate Minority Liaison Officer, School of Journalism and Media, 2020-2022

Chair, Standard 3, Self-Study Committee, School of Journalism and Media, 2021

Member, Graduate Recruitment Task Force, School of Journalism and Media, 2021

Chair, School of Journalism Transition Committee

Chair, School of Journalism Diversity Action Plan Committee

Member, Search Committee, School of Journalism Director, 2017-2018

Chair, Wayne Danielson Memorial Resolution Committee, University of Texas at Austin Faculty Council. Responsible for writing Wayne Danielson Tribute to be posted on the University website

Founding Director and Editor, Center for News Excellence and Engagement.

The Center for News Excellence and Engagement (<http://www.news-excellence.org/>), which was unveiled August 4, 2016 at the AEJMC Conference in Minneapolis, grew out of News Engagement Day, a national and global initiative to celebrate news engagement, strengthen the belief that being informed is important, increase public understanding about the process and principles of journalism, and reverse declining news consumption. Proposed by Paula Poindexter, the 2013-2014 AEJMC president, and approved by AEJMC’s Board of Directors, the Center is a virtual meeting place and resource for journalism and communication educators, professionals, and graduate students.

In addition to a year-round virtual platform for promoting the goals of News Engagement Day, the Center will emphasize improving the quality of news and strengthening relations between journalism and communications educators and all providers of news, including legacy, digital native, social media, and tech companies. Finally, the Center, which is administered by a director who also serves as the editor, assisted by an editorial assistant, and advised by an editorial board with input from the News Engagement Day Committee, will use blog posts, original podcasts, archived video, and social media to highlight news,

issues, and research relevant to journalism excellence, news engagement, and journalism and communication education. The Center also provides links to news platforms for Millennials and news about journalism issues and innovations.

Elected Member, AEJMC Publications Committee which oversees AEJMC publications, including the flagship journal *Journalism & Mass Communication Quarterly*, *Journalism & Communication Educator*, *Journalism & Communication Monographs*, and *AEJMC News*. The Publications Committee also oversees editorial direction, policy, and hiring of editors. The Publications Committee terms is for three years, 2016-2019.

Co-Chair, Maxwell McCombs Graduate Student Research Publishing Award Committee, 2006-Present. Organize annual award that recognizes University of Texas at Austin School of Journalism graduate students who publish in academic journals. Between the founding of the award in 2006 and 2021, 67 University of Texas at Austin School of Journalism students have been honored with the award.

Founding Editorial Committee Member, Scholarsourcing, joint book publishing initiative between AEJMC and Peter Lang Publishing. This initiative was one of my AEJMC presidential initiatives. As of 2021, seven books were published.

Member, School of Journalism Search Committee for Associate Professor, 2015-2016

Founding Board Member, AEJMC Institute for Diverse Leadership in Journalism and Communication. The Institute, which is co-sponsored by AEJMC and the Association of Schools of Journalism and Mass Communication, is designed for people of color and women who are interested in academic leadership opportunities.

Chair, Maxwell McCombs Graduate Student Research Publishing Award Endowment Fundraising Committee. After the \$25,000 fundraising goal was reached in 2015, a permanent endowment was established in the Moody College of Communications. A total of 67 University of Texas at Austin School of Journalism graduate students have been recipients of the McCombs Graduate Student Research Publishing Award since Dr. McCombs founded it in 2006.

Chair, News Engagement Day Committee, 2014-Present. One of my AEJMC presidential initiatives to encourage news engagement and increase understanding about the purpose and principles of journalism. The first News Engagement Day was Tuesday, October 7, 2014; 46 states, the District of Columbia, and six countries participated. (See: [http://www.newsengagement.org/.](http://www.newsengagement.org/))

Co-Chair, AEJMC International Regional Conference, Santiago, Chile. This first-ever AEJMC International Regional Conference, was held October 15-17, 2015. One of my AEJMC presidential initiatives, the conference was held in three languages. (See:

<http://www.aejmc.org/home/wp-content/uploads/2015/12/January-2016-AEJMC-News.pdf>)

Founder, Sponsor, and Chair, AEJMC News Audience Research Paper Award, 2014-Present. Since I established the award during my 2013-2014 term as AEJMC president, eight research papers have been recognized as the winning papers with cash prizes of \$500 and certificates for the authors. Complementing my News Engagement Day presidential initiative, this award seeks to encourage more research and discussion about the audience for news. The papers were judged on their contributions to understanding the news audience as well as their research design and execution, theoretical grounding, implications for the news industry, and quality of writing.

President, AEJMC, Term 2013-2014. When I was installed as president of AEJMC, I became the fourth journalism professor from University of Texas to serve as president of this association of journalism educators, professionals, and graduate students that was more than 100 years old: <http://communication.utexas.edu/features/poindexter-installed-president-aejmc>. As president, I chaired the AEJMC Board of Directors. I appointed three new AEJMC committees and the chairs and/or co-chairs for five AEJMC standing committees. I chaired AEJMC's Future News Audience Engagement Committee and was Co-Chair of AEJMC's International Regional Conference Committee. I also was the Co-Chair of the Centennial Campaign Fundraising Committee. We reached our \$300,000 fundraising goal. I also chaired AEJMC's Finance Committee during this period. Three of the committees I appointed are responsible for implementing three of my signature initiatives that focus on an AEJMC international regional conference in Santiago, Chile, a Graduate Student Info-Expo to be held at the annual conferences, and News Engagement Day.

Initiatives Created, Facilitated, or Implemented as President of AEJMC:

1. News Engagement Day
2. Press Conference at National Press Club to Announce first News Engagement Day
3. AEJMC Poll on Public Attitudes toward the Press
4. AEJMC Presidential Intern
5. Scholarsourcing Joint Publishing Venture with Peter Lang
6. New News Audience Research Paper Award
7. New Adjunct Membership Category
8. Establish AEJMC Legacy Donor Endowments
9. Center for News Excellence and Engagement (An online website to promote news engagement year round and to inform the public about the process and principles of journalism while helping improve news coverage, especially of diverse communities, women, and Millennials.)
10. Worked with executive director and officers to develop and implement financial plan and investment strategy to increase return on AEJMC reserves and endowments.
11. Helped facilitate AEJMC Trailblazers of Diversity Oral History Project proposed by Maggie Rivas-Rodriguez.
<http://av.cah.utexas.edu/index.php/Category:Trailblazers>

12. Spotlighted *Journalism & Communication Educator* study that found lack of racial and ethnic diversity in AEJMC leadership.
13. Establish Graduate Student Info Expo at the annual conference.
14. First AEJMC International Regional Conference held in Santiago October 2015.

President-Elect, AEJMC. Elected Vice President in 2011; President-Elect term is 2012-2013. Will become President at conclusion of 2013 AEJMC conference business meeting to be held in Washington D.C. Serve on AEJMC Board of Directors. Chaired Subcommittee on Relationship between AEJMC and Minority Professional Journalism Associations, including NABJ, NAHJ, AAJA and NAJA. Also serve on Finance Committee.

Co-founder and Editor, [Millennials and News](#), a Facebook page of news curated from credible news sources, including the New York Times, Washington Post, AP, NPR, Los Angeles Times, CNN, NBC, USA Today, BBC, etc. My Millennial daughter and I founded the page in 2011 and today, more than 4,160 people have liked the page. My students are required to comment on a story of interest at least once a week and we discuss the stories in class. This resource allows me to emphasize news that Millennial and Generation Z students should know, including national and international, politics, business, media, technology, diversity and social justice, etc.

Chair (2010-2011; 2008-2009); Vice Chair (2007-2008), Faculty Council's Research Policy Committee, University of Texas at Austin. As Chair, focused on developing written ethical research standards and guidelines to strengthen the research core of the University. After reviews of the ethical research standards by the Vice President of Research, the Provost, the President, the Dean of the Graduate School and other members of the Deans' Council as well as the Faculty Council Executive Committee, the Faculty Council unanimously approved the resolution affirming the Ethical Research Standards, January 25, 2010. The Research Policy Committee sponsored an Ethical Research Awareness Day September 29, 2010 to make the importance of ethical research more visible to the entire University community.

Founder, [mynews@school](#). In 2008, I created a new type of news-in-the-schools program called [mynews@school](#). The [mynews@school](#) program, which provides classroom sets of the e-replica edition of the *Austin American Statesman*, weekly classroom activities that emphasize the purpose and principles of journalism, classroom visits, independent reading of the newspaper, small group discussion of the news, and recognition of students and teachers, celebrated its fifth anniversary in Fall 2012. Data gathered through [mynews@school](#) was reported in my book, *Millennials, News, and Social Media: Is News Engagement a Thing of the past?* A video of the experiences of [mynews@school](#) classrooms, titled "What Kids Say About the News" has been posted on YouTube at <http://www.youtube.com/watch?v=IKS-PeKAL0o>. I use this video in my class Journalism, Society, and the Citizen Journalist.

Chair, AEJMC Standing Committee on Research, 2005-2007.

During my tenure on the committee, I conducted a survey of AEJMC members on research ethics. After learning from the survey results that an overwhelming majority of members did not have written ethical research standards at their institutions, I chaired the effort to produce written ethical research standards for the membership. The Recommended Ethical Research Guidelines for AEJMC members were unanimously approved by the Standing Committee on Research, August 11, 2005. See Ethical Research Guidelines at

<http://www.aejmc.com/home/2011/03/ethics-research/>

The Standing Committee on Research has responsibility for the following awards: The Paul J. Deutschmann Award for Excellence in Research, which recognizes a body of significant research over the course of an individual's career; The Eleanor Blum Distinguished Service to Research Award which was created to recognize people who devoted substantial parts of their careers to promoting research in mass communication; the Nafziger-White-Salwen Dissertation Award for the most outstanding dissertation. The Tankard Book Award competition was added to the Standing Committee on Research's portfolio after its unanimous approval by AEJMC's Board of Directors.

Chair, Inaugural Tankard Book Award Competition, 2006-2007. After the death of my colleague, Dr. James W. Tankard, Jr., I proposed the idea of the Tankard Book Award to the AEJMC Board of Directors and Standing Committee on Research, which I chaired. The Tankard Book Award, AEJMC's first association-wide book competition, was unanimously approved by both AEJMC's Standing Committee on Research and the Board of Directors. I created the protocol for the Tankard Book Award competition and oversaw the logo design which was created by a School of Journalism graduate student. I also created the protocol for the Tankard Book Award panel at the national conference in which finalists discuss their nominated books and the book writing process. At the end of the panel discussion, there is an "Academy Award moment" in which the envelope with the winner's name is opened and that year's Tankard Book Award winner is announced.

Chair, Graduate Studies Committee, School of Journalism, The University of Texas at Austin, 2002-2006. In this graduate faculty-elected position, chaired the Graduate Studies Committee and oversaw graduate admissions and fellowships within the School of Journalism.

Co-Chair, AEJMC/ASJMC Committee on Alliances, AEJMC, 2001-2002. This committee was responsible for engaging media professionals through special interest panels and a Conference Pro-Guide that featured sessions of special interest to media professionals.

Book Review Editor, *Journalism and Mass Communication Quarterly*, 1995-2001. Served as Co-Editor, 1992-95. This scholarly international journal, which is distributed to members of the Association for Education in Journalism and Mass Communication, publishes research articles and reviews of newly published communication books representing journalism, advertising, public relations, radio, television, theory, history, technology, law, and other communication areas. Responsibilities included selecting

books that were reviewed and the reviewers who reviewed them. As Book Review Editor, I increased the number of book reviews written by racial and ethnic minorities, women, and assistant professors.

Head, Minorities and Communications Division, AEJMC, 1998-99.

Vice Head and Program Chair, Minorities and Communications Division, AEJMC, 1997-98.

Chair and Program Co-Chair, African-Americans and the Media Lecture Series Committee, College of Communication, The University of Texas at Austin, 1994-98.

Co-Founder and Executive Committee Member, Times Women in Management, an organization of Los Angeles Times women at the executive and middle-management levels, 1990-91.

President, Los Angeles Times Management Conference, company-wide organization of executives and managers, 1988-89.

Vice President, Los Angeles Times Management Conference, company-wide organization of executives and managers, 1987-88.

Awards, Honors, and Other Recognition

2018 MAC (Minorities and Communication) Division of AEJMC Names Research Grant for Faculty and Graduate Students in my Honor: Dr. Paula M. Poindexter Research Grant. Faculty research grants are in the amount of \$1,000 and graduate student grants are in the amount of \$500.

2017 Recipient, Dean's Fellow Special Scholarship Research Award.

2016 Recipient, AEJMC's Eleanor Blum Distinguished Service to Research Award. Given 14 times since it was established 36 years ago, the award recognized my leadership in creating innovative research opportunities such as the Tankard Book Award; Scholarsourcing, AEJMC's joint book publishing venture with Peter Lang Publishing; the News Audience Research Paper Award, which I created and fund to encourage more research on news consumers; and AEJMC's International Regional Conference in Santiago, Chile which I proposed as one of my AEJMC presidential initiatives.

2013-2014 President, AEJMC. Installed as President of AEJMC, the largest association of journalism educators, graduate students, and media and communication professionals in the world, during 2013 AEJMC Conference, Washington DC.

Award Winner, AEJMC Inaugural Lionel C. Barrow Jr. Award for Distinguished Achievement in Diversity Research and Education, 2009. AEJMC Executive Director Jennifer McGill said in letter informing me that I was the inaugural recipient of this new award: The award recognizes outstanding individual accomplishment and leadership in diversity efforts within the Journalism and Mass

Communication discipline. You are an incredibly appropriate first winner and will set the bar high for future competitions.”

Selected as Trailblazer, AEJMC Trailblazers of Diversity in Journalism Education Oral History Project. Project records interviews with people who have made important contributions to diversity in journalism education and research. (See: https://youtu.be/_vmaiM9pgUs)

Reddick Fellow, College of Communication, 2007-2008.

Purpose according to Dean’s letter: “Grant significant distinction to a select few faculty from each department in the College and reward excellence.” Fellow monies used to research managers of newspaper in education programs and start up mynews@school, a news in the schools program.

Fellow to the Jesse H. Jones Professorship in Journalism, School of Journalism, University of Texas at Austin, 2005.

First Place Award Winner of "Excellence in Teaching Paper Competition" Sponsored by the Teaching Standards Committee, AEJMC. Paper titled: "A Model for Effective Learning and Rewarding Teaching in the Journalism, Advertising, and Public Relations Research Classrooms," 1997.

Award Winner, AEJMC Barrow Doctoral Minority Student Scholarship, Syracuse University, 1978.

Professional Memberships

Association for Education in Journalism & Mass Communication (AEJMC)
Newspaper & Online News, AEJMC
MAC Division (Minorities & Communication,) AEJMC
Commission on Status of Minorities, AEJMC
Political Communication Interest Group, AEJMC

Select Media Coverage

“Securing the Vote” by Sarah Guzzman <https://www.pbs.org/video/securing-the-vote-yrd8td/>

“Advocates, teachers aim to help growing number of young Texas voters wield their power” by Vicky Camarillo, Corpus Christi Caller Times
<https://www.caller.com/story/news/texasregion/2020/03/11/election-2020-texas-young-voters/4534716002/>

Quoted in the *Washington Post*:

“Young adults use their phones 6 hours a day but barely touch their news apps, a study shows. Here’s why.”
<https://www.washingtonpost.com/arts-entertainment/2019/09/05/young-adults-use-their-phones-hours-day-barely-touch-their-news-apps-study-shows-heres-why/>

Quoted in a *Texas Monthly* article about a controversial citizen journalist who covers crime in Laredo, Texas. The article is titled “For Lagordiloca, Live-Streaming Crime Scenes is Just a Night’s Work.” Link to Texas Monthly story:

<https://www.texasmonthly.com/news/lagordiloca-livestreams-laredo/>

Quoted in *The Guardian*: “New fake news dilemma: sites publish real scoops amid mess of false reports” by Jon Swaine

https://www.theguardian.com/media/2017/may/16/fake-news-sites-reports-facts-louise-mensch?CMP=Share_iOSApp_Other

Interviews and Comments about *News for a Mobile-First Consumer*:

World Editors Forum <http://blog.wan-ifra.org/2016/07/29/how-to-re-engage-the-mobile-first-generation>

Other: Interviews, Media Mentions, Videos Produced

Pittsburgh Post-Gazette “Media urged to change portrayal of blacks,”
November 2, 2011.

***Dallas Morning News*.** **Featured Q&A Point Person**, April 18, 2010, Points, 5P. “The importance of the news: Paula Poindexter explains the dangers to America’s future when people stop trying to stay informed.” Interview conducted by 2010 Pulitzer Prize-winner Tod Robberson.

***CNN Interview*.** CNN interviewed me as part of its ground-breaking, two-part, four-hour documentary *Black in America* that aired July 2008. CNN had found my co-authored *Journal of Broadcasting & Electronic Media* article, "Race and Ethnicity in Local Television News: Framing, Story Assignments, and Source Selections" and wanted to interview me on news coverage of African Americans. CNN flew in a news crew and interviewed me, plus they shot video during my African Americans and the Media class

***The Chronicle of Higher Education* in a December 6, 2006 article, “The Pipeline to Publication”** featured my views on the emphasis that should be placed on journal articles versus conference papers

"Millennials and News: What Kids Say About the News,"

<https://vimeo.com/49395735>

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