

I CHELL . K I E

Department of Communication
108 Switzler Hall
University of Missouri
Columbia, MO 65211
Phone: (573) 882-9230

PhD 1996	Areas of study: Dissertation Director:	Political and Organizational Communication Diana B. Carlin
MA 1989	Areas of study: Thesis Director:	Organizational and Political Communication Charles R. Conrad
BA 1987	Double Major: 1986	Speech Communication and Government Graduated <i>summa cum laude</i> Attended University of London, King's College

2000-Present

Faculty Fellow for Academic Affairs, Office of the Provost (2016-2019)
Chair, Department of Communication, College of Arts and Science (2014-2016)
Professor, Department of Communication (2013-Present)
Professor (*courtesy appointment*), Missouri School of Journalism (2013-Present)
Director, University of Missouri Political Communication Institute (2012-Present)
Director of Graduate Studies, Department of Communication (2011-2014)
Associate Chair, Department of Communication (2009-2014)
Associate Professor, Department of Communication (2006-2013)
Assistant Professor, Department of Communication (2000-2006)

1996-2000

Assistant Professor, Department of Communication

1991-1996

Teaching Assistant, Communication Studies Department

1991-1996

Adjunct Instructor, Speech Division

1989-1991

Instructor, Department of Communication

1987-1989

Teaching Assistant, Department of Speech Communication

Undergraduate

Introduction to Communication Theory

Political Communication

Honors Seminar: *Voting for President*

Political Campaign Processes

Organizational Communication

Controversies in Communication

Public Speaking

Business Communication

Small Group Communication

Interpersonal Communication

Argument and Advocacy

- ¥ The University of Missouri System Manuel T. Pacheco Leadership Development Program, 2017-18.
- ¥ Top Paper, Political Communication Division, National Communication Association, 2017.
- ¥ Michael Pfau Outstanding Article Award, Political Communication Division, National Communication Association, 2014.
- ¥ Daniel Rohrer Memorial Outstanding Research Award, American Forensic Association, 2014.
- ¥ Outstanding Director of Graduate Studies Award, Graduate School, University of Missouri, 2014.
- ¥ Faculty-Alumni Award, Mizzou Alumni Association, 2014.
- ¥

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

Refereed Journal Articles

Houston, J. B., McKinney, M. S., Thorson, E., Hawthorne, J., Wolfgang, D., & Swasy, A. (2019). The twitterization of journalism: User perceptions of news tweets. *Journalism*.

Warner, B. R., Galarza, R., Coker, C. R., Tschirhart, P., Hoeun, S., Jennings, F.J., & McKinney, M. S. (2019). Comic agonism in the 2016 campaign: A study on Iowa caucus rallies. *American Behavioral Scientist*, 63(7), 836-855.

McKinney, M. S. (2018). Political campaign debates in the 2016 elections: Advancing campaign debate scholarship. *Argumentation and Advocacy*, 54, 72-75.

Jennings, F. J., Coker, C. R., McKinney, M. S., & Warner, B. R. (2017). Tweeting presidential primary debates: Debate processing through motivated Twitter instruction. *American Behavioral Scientist*, 61(4), 455-474.

Thorson, E., Hawthorne, J., Swasy, A., & McKinney, M. S. (2015). Co-viewing, tweeting and facebooking the 2012 presidential debates. *Electronic News*, 9, 195-214.

McKinney, M. S., Rill, L. A., & Thorson, E. (2014). Civic engagement through presidential debates: Young citizens' political attitudes in the 2012 election. *American Behavioral Scientist*, 58(6), 755-775.

McKinney, M. S., Houston, J. B., & Hawthorne, J. (2014). Social watching a 2012 Republican presidential primary debate. *American Behavioral Scientist*, 58(4), 556-573.

Hawthorne, J., Houston, J. B., & McKinney, M. S. (2013). Live-tweeting a presidential primary debate: Exploring new political conversations. *Social Science Computer Review*, 31, 101-111.

Houston, J. B., Hawthorne, J., Spialek, M. L., Greenwood, M., & McKinney, M. S. (2013). Tweeting during presidential debates: Effect on candidate evaluations and debate attitudes. *Argumentation and Advocacy*, 49, 302-312.

Houston, J. B., McKinney, M. S., Hawthorne, J., Spialek, M. L., & Greenwood, M. (2013). Frequency of tweeting during presidential debates: Effect on debate attitudes and knowledge. *Communication Studies*, 64, 549-561.

McKinney, M. S. (2013). Consistency and change in political campaign communication: Analyzing the 2012 elections. *Communication Studies*, 64, 467-469

- McKinney, M. S., & Warner, B. R. (2013). Do presidential debates matter? Examining a decade of campaign debate effects. *Argumentation and Advocacy*, 49, 238-258.
- ¥ Michael Pfau Outstanding Article Award, Political Communication Division, National Communication Association, 2014.
 - ¥ Daniel Rohrer Memorial Outstanding Research Award, American Forensic Association, 2014.
- Warner, B. R., & McKinney, M. S. (2013). The polarizing effect of presidential debates. *Communication Studies*, 64, 508-527.
- McKinney, M. S., & Rill, L. A., & Watson, R. G. (2011). Who framed Sarah Palin? Viewer reactions to the 2008 vice presidential debate. *American Behavioral Scientist*, 55(3), 212-231.
- McKinney, M. S., & Rill, L. A. (2009). Not your parents' presidential debates: Examining the effects of the CNN/YouTube debates on young citizens' civic engagement. *Communication Studies*, 60(4), 392-406.
- McKinney, M. S. (2008). On becoming an informed voter: Understanding young citizens' media diet. *Business Research Yearbook*, 15, 190-198.
- McKinney, M. S., & Chattopadhyay, S. (2007). Political engagement through debates: Young citizens' reactions to the 2004 presidential debates. *American Behavioral Scientist*, 50, 1169-1182.
- Tedesco, J. C., McKinney, M. S., & Kaid, L. L. (2007). On the young voters' agenda: Exploring issue salience during the 2004 presidential election. *American Behavioral Scientist*, 50, 1290-1297.

McKinney, M. S., Kaid, L. L., Robertson, T. (2001). The front-runner, contenders, and also-rans: Effects of watching a 2000 Republican primary debate. *American Behavioral Scientist*, 44, 2232-2251.

Benoit, W. L., McKinney, M. S., & Holbert, R. L. (2001). Beyond learning and persona: Extending the scope of presidential debate effects.

Cole, H. J., & McKinney, M. S. (2014). Debating marriage equality in the 2012 elections. In D. G. Bystrom, M. C. Banwart, & M. S. McKinney (Eds.), *alieNATION: The divide and conquer election of 2012* (pp. 180-200). New York: Peter Lang Publishing.

McKinney

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McKinney, M. S., & Bolton, J. P. (2016, Nov.).

McKinney, M. S. (2015, April). *2014 political campaigns: Substantive convergence or*

- McKinney, M. S., & Houston, J. B. (2013, Nov.). *Examining #debates: Live-tweeting the 2012 U.S. presidential debates*. Paper presented at the annual meeting of the National Communication Association, Washington, D.C.
- McKinney, M. S., Houston, J. B., & Hawthorne, J. (2013, Nov.). *Social watching a 2012 presidential primary debate*. Paper presented at the annual meeting of the National Communication Association, Washington, D.C.
- Thorson, E., Hawthorne, J., Swasy, A., & McKinney, M. S. (2013, Aug.). *The effects of "social watching" the 2012 presidential debates*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Washington, D.C.
- Thorson, E., Hawthorne, J., Swasy, A., & McKinney, M. S. (2013, Aug.). *Heavy and light tweeters and non-tweeters watch the presidential debates*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Washington, D.C.
- McKinney, M. S. (2013, April). *Imagining the possible for political communication research*. Discussant for panel at the annual meeting of the Central States Communication Association, Kansas City, MO.
- McKinney, M. S. (2013, April). *From 'big bird' to 'women full of binders' to 'horses and bayonets': Beyond the memes of the 2012 presidential debates*. Discussant for panel at the annual meeting of the Central States Communication Association, Kansas City, MO.
- Houston, J. B., McKinney, M. S., & Hawthorne, J. (2012, Nov.). *Political arguments in 140 characters or less: Tweeting a Republican presidential primary debate*. Paper presented at the annual meeting of the National Communication Association, Orlando, FL.
- McKinney, M. S., & Warner, B. R. (2012, Nov.).

McKinney, M. S., Houston, J. B., & Hawthorne, J. (2012, Aug.). *Live-tweeting presidential debates: Using social media to process political campaign communication*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Chicago, IL.

McKinney, M. S., & Houston, J. B. (2012, May). *Leader of the pack: The emergence of a presidential nominee through primary debates*. Paper of a

McKinney, M. S. (2010, April).

McKinney, M. S. (2009, April). *Careers in teaching communication: Hiring practices at two and four-year institutions*. Discussant for panel at the annual meeting of the Central States Communication Association, St. Louis, MO.

McKinney, M. S. (2009, April). *A conversation about the academic life*. Discussant for panel at the annual meeting of the Central States Communication Association, St. Louis, MO.

McKinney, M. S. (2008, Nov.). *Candidate voices debating gen*

McKinney, M. S. (2007, May). *Maryland voters react to political ads: Focus group reactions to*

McKinney, M. S. (2006, June). *Terrorism, media, and politics: Public opinion and media coverage in political context*. Respondent for panel at the annual meeting of the International Communication Association, Dresden, Germany.

McKinney, M. S. (2006, April). *Developing the informed citizen: Examining the effects of a civics curriculum on first-time voters*. Paper presented at the annual meeting of the Eastern Communication Association, Philadelphia, PA.

McKinney, M. S. (2006, April). *Transforming the political community: Expectations in the 2006 congressional and gubernatorial elections*. Discussant for panel at the annual meeting of the Eastern Communication Association, Philadelphia, PA.

McKinney, M. S. (2006, April). *Who will she be? Why a woman can run and how a woman can win the United States presidency*. Discussant for panel at the annual meeting of the Eastern Communication Association, Philadelphia, PA.

McKinney, M. S. (2006, April). *Transforming communities through political activism: Environment, religion and entertainment*. Respondent for panel at the annual meeting of the Eastern Communication Association, Philadelphia, PA.

- McKinney, M. S. (2005, May). *Analyzing the 2004 presidential debates from all angles*. Paper presented at the annual meeting of the International Communication Association, New York, NY.
- McKinney, M. S. (2005, May). *The content and viewing of televised debates*. Respondent for panel at the annual meeting of the International Communication Association, New York, NY.
- Tedesco, J. C., McKinney, M. S., & Banwart, M. C. (2005, May). *Rock the vote debate and young adult reactions: An agenda setting primer*. Paper presented at the annual meeting of the International Communication Association, New York, NY.
- McKinney, M. S. (2005, April). *I'm not a real president, I just play one on TV: Politics gets real with 'The American Candidate.'* Paper presented at the annual meeting of the Central States Communication Association, Kansas City, MO.
- McKinney, M. S. (2005, April). *What was at the heart of politics in 2004? Analyzing the presidential and lower level campaigns*. Discussant for panel at the annual meeting of the Central States Communication Association, Kansas City, MO.
- McKinney, M. S. (2005, April). *Voters wanted: 2004 presidential candidates seek diverse individuals for voter participation*. Respondent for panel at the annual meeting of the Central States Communication Association, Kansas City, MO.
- McKinney, M. S., Rhea, D. M., Chattopadhyay, S., & Hauser, T. M. (2004, Nov.). *Rocking the youth vote through televised campaign debates*. Paper presented at the annual meeting of the National Communication Association, Chicago, IL.
- Kaid, L. L., McKinney, M. S., & Tedesco, J. C. (2004, Nov.). *Political information efficacy and young voters*. Paper presented at the annual meeting of the National Communication Association, Chicago, IL.
- ¥!
- McKinney, M. S. (2004, Asso

McKinney, M. S. (2004, May). *Language, rhetoric and political communication*. Respondent for panel at the annual meeting of the International Communication Association, New Orleans, LA.

McKinney, M. S. (2004, April). *Getting the word out: Political communication scholars as media analysts*. Discussant for panel at the annual meeting of the Central States Communication Association, Cleveland, OH.

McKinney, M. S. (2004, April). *So many candidates, so many debates: Analyzing the Democratic primary debates*.

McKinney, M. S. (2003, Nov.). *Rhetorical and political media commentary*. Discussant for panel at the annual meeting of the National Communication Association, Miami, FL.

McKinney, M. S. (2003, Nov.). *The processing of politics: Reaching out to the disenfranchised in the 2000 and 2002 elections*. Respondent for panel at the annual meeting of the National Communication Association, Miami, FL.

McKinney, M. S. (2003, Nov.). *Dialogue on research in political communication: Campaign 2004*. Discussant for panel at the annual meeting of the National Communication Association, Miami, FL.

McKinney, M. S. (2003, May). *A further step in Americanization? Audience perceptions of the TV debates in the German 2002 election campaign*. Respondent for panel at the annual

Holbert, R. L., Benoit, W. L., & McKinney, M. S. (2001, Nov.). *Beyond learning and persona:*

McKinney, M. S. (2000, June). *Communicating politics through debates: Enhancing citizen involvement*. Paper presented

- McKinney, M. S., & Pepper, B. G. (1998, April). *A 'covenant' for all? Bill Clinton's rhetoric of AIDS*. Paper presented at the annual meeting of the Central States Communication Association, Chicago, IL.
¥
- McKinney, M. S. (1998, April). *Exploring political images: The image creation process*. Respondent for panel at the annual meeting of the Central States Communication Association, Chicago, IL.
- O'Geary, J. S., Larson, K., Franklin, A. I., & McKinney, M. S. (1998, Feb.). *Presidential debate and the public agenda: Analysis of the first Clinton-Dole 1996 debate*. Paper presented at the annual meeting of the Western States Communication Association, Denver, CO.
- McKinney, M. S. (1997, Nov.). *Reviving democracy: Building community through communication*. Paper presented at the annual meeting of the National Communication Association, Chicago, IL.
- McKinney, M. S. (1997, May). *Measuring political malaise in the 1996 presidential election*. Paper presented at the annual meeting of the International Communication Association, Montreal, Canada.
- McKinney, M. S. (1997, April). *Media and public discourse: Analysis of the alienated citizen*. Paper presented at the annual meeting of the Central States Communication Association, St. Louis, MO.
- McKinney, M. S. (1996, Nov.). *Restoring community: A new model for public discourse*. Paper presented at the annual meeting of the Speech Communication Association, San Diego, CA.
- McKinney, M. S. (1996, Nov.). *The cultural, the political, and the preferred: Studies considering political communication and culture*. Respondent for panel at the annual meeting of the

McKinney, M. S. (1996, April). *Presidential debate Action Caucus: DebateWatch '96*.
Facilitator of Action Caucus at the annual meeting of the Central States Communication
Association, St. Paul, MN.

McKinney, M. S. (1995, April). *The new Congress: Shifting attitudes toward diversity?*

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

Zorn, T. E., McKinney, M. S., & M/0 08y, M. 4 (pe) 4y,risugust).

Young Voters' Civic Engagement in the 2008 Elections 2009 \$3,000

- Coker, Calvin R. (2018). *Make America politically incorrect (again): A genealogy with applications to the 2016 presidential campaign*. Doctoral Dissertation, Department of Communication, University of Missouri. Current position: Assistant Teaching Professor, Department of Communication, University of Louisville.
- Bolton, Joshua P. (2018). *Narratives of the presidential nominating conventions: Branding the parties and candidates*. Doctoral Dissertation, Department of Communication, University of Missouri. Current position: Assistant Professor,

Watson, Rebekah G. (2011). *Go USA . . . go world: Nationalist and internationalist priming effects through Olympic telecasts*. Doctoral Dissertation (Co-Directed with Jennifer Stevens Aubrey), Department of Communication, University of Missouri. Current position: Assistant Professor, Department of Communication, University of Indianapolis.

Glantz, Mark A. (2010). *Negative political advertising and the charge of inconsistency: The rhetoric of “flip-flop” arguments*

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

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

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

¥ Editorial Board, *Western Journal of Communication*, Amy Janan Johnson, Editor

¥ Editorial Board, *Argumentation and Advocacy*, Katie Langford, Editor

¥ Editorial Board, *Communication Studies*

McKinney, M. S. (2015, May). *Speech judge*. Missouri Military Academy's Winston Churchill Memorial Public Speaking Competition, Mexico, MO.

McKinney, M. S. (2014, Oct.). *Young voters' participation in the 2014 local and mid-term congressional elections*. Presentation to Mark Twain Residence Hall's "Coffee and Current Events" series, University of Missouri, Columbia, MO.

McKinney, M. S. (2014, Sept.). *Twitterocracy: An analysis of social media and politics*.

McKinney, M. S. (2012, Oct.). *Developing the good citizen: Young citizens' political engagement*. Presentation to Department of Communication undergraduate students, University of Cincinnati, Cincinnati, OH.

McKinney, M. S. (2012, Sept.). *Building productive political relationships*. Keynote address at the annual meeting of the Oklahoma Speech Theatre Communication Association, Oklahoma City, OK.

McKinney, M. S. (2012, Sept.). *The 2012 presidential election*. Presentation to South Hall residents, "Pasta & Profs" lecture series, University of Missouri, Columbia, MO.

McKinney, M. S. (2012, May). *Oral communication as a tool for learning*. Presentation to "Celebration of Teaching" conference, University of Missouri, Columbia, MO.

McKinney, M. S. (2011, May). *Speech judge*

McKinney, M. S. (2004, Oct.). *First Voters in the 2004 presidential election*. Presentation to Cramer Hall residents, "Dessert & Conversation" series, University of Missouri, Columbia, MO.

McKinney, M. S. (2004, Sept.). *Televised campaign debates*. Guest lecture for Prof. Marty Patton's *Seminar in Political Rhetoric*, English Dept., University of Missouri, Columbia, MO.

McKinney, M. S. (2003, Oct.). *Developing the good citizen*. Guest lecture for the Department of

McKinney, M. S. (1997, Feb.). *How the White House works*. Guest Lecturer for P CS 1113: Government of the United States, University of Oklahoma.

McKinney, M. S. (1996, Dec.). *Civic discourse in the public sphere*. Moderator for panel discussion at “The State of Civic Discourse in America: Rebuilding a Fractured Community” Conference, Political Communication Center, University of Oklahoma, Norman, OK.

McKinney, M. S. (1996, Oct.). *A history of presidential debates*. Presentation to Political Communication Center’s “Political Junkies” Luncheon series. University of Oklahoma, Norman, OK.

McKinney, M. S. (1996, Sept.). *Understanding the 1996 presidential campaign*. Presentation to the Blanchard High School Honors Club. Blanchard, OK.

McKinney, M. S. (1996, May). *Hollywood and the 1996 presidential campaign*. Presentation to the Oklahoma Scholar-Leadership Program, “Hollywood and Politic /T-4 T“/T-4 T“/(54 12 0 0 0 50 158

Report, Christian Science Monitor, National Journal, Miami Herald, Seattle Times, Los Angeles Times, San Francisco Chronicle, Des Moines Register, Denver Post, Jacksonville Times Union, Detroit Free Press, St. Louis Post-Dispatch, and the Kansas City Star. International placements included: Bangladesh News, First Post (India), The China Post, Arab News, Sunday Times of Sri Lanka, Belfast Telegraph (Ireland), Brisbane Times (Australia), Voice of Russia, Sydney Morning Herald, Canberra Times (Australia), Horizonti (Croatia), Lateline (Australia), Times of India, and Globe Life (Canada).

Political Communication Institute (pci.missouri.edu):

- ✎ Established and serve as Director of the University of Missouri's Political Communication Institute (PCI). The primary purpose of the PCI is to develop knowledge and promote a greater understanding of how communication functions in the practice of politics and achievement of democracy. Activities of the Institute include conducting original research, sponsoring educational programs, and promoting citizen engagement in political and civic affairs.

2002 Korean Presidential Debates (2002, July):

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

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

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

1998 Oklahoma Gubernatorial Debate (1998, Oct.):

- ✎ Proposed a televised debate between the major-party candidates running for governor of Oklahoma in 1998. Conducted pre-debate negotiations between the two campaigns, served as debate coordinator responsible for all details relating to debate planning, and also served as moderator for the debate held on the OU campus. The debate was carried by C-SPAN, and broadcast statewide on Oklahoma Educational Television.

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

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University of Oklahoma

- ¥ , Political Communication Center (PCC), Department of Communication. Assisted with PCC research and public service activities. Served as while PCC Director was on sabbatical during 1997.
- ¥ , Film and Video Studies Program. Attended program faculty meetings and also program special events.
- ¥ , Department of Communication. Served as committee member for the following new faculty searches:
 - Assistant / Associate Professor in Mass Communication (Fall, 1999)
 - Assistant / Associate Professor of Communication (Spring, 1999)
 - Assistant Professor in Intercultural Communication (Spring, 1998)
- ¥ , University of Oklahoma English Assessment Program TEACH Test, 1997-98.
- ¥ Arts and Sciences Academic Misconduct Committee, 1998-99.
- ¥ , Department of Communication, 1996 & 1997. Responsible for evaluating senior capstone papers.
- ¥ , Arts and Sciences Scholarship Selection Committee, 1996.
- ¥ , Arts and Sciences Convocation Ceremony, 1996 & 1997.
- ¥ , University of Oklahoma Faculty Speaker's Bureau, 1996 – 2000.

Faculty Fellow for Academic Affairs

¥! Oversee faculty recruitment and hiring for the university's 13 schools and colleges, including the School of Medicine's hiring of clinical faculty for MU Hospitals.

¥!

McKinney CV

- ⌘ Attended meetings of the Cabinet, prepared policy memoranda for the President, and drafted Presidential remarks relating to domestic policy issues.

Staff Assistant

- ⌘ Drafted correspondence for the President's signature, prepared speeches and remarks delivered by the President, and conducted research for special projects.

Board Member

- ⌘ As the elected President of the student government, served as a full voting member of Western Kentucky University's 10-member governing board.
- ⌘ Participated in a nationwide presidential search, was involved in reorganization of the central administration, and approved a \$125 million operating budget.