

## VITA

**Name:** Judith L. Sylvester, Ph.D.

**Professional Experience:**

Manship School of Mass Communication Louisiana State University,  
Associate Professor, 1994-present

Research Partner, tapBlue tablet newspaper software, 2013 to present.

Rector, Vision Louisiana Residential College Program (Emphasis in economic and

## **Publications**

### **Books**

- Sylvester, Judith. *The Media and Hurricanes Katrina and Rita: Lost and Found*, Palgrave-MacMillan, 2008.
- Sylvester, Judith and Suzanne Huffman. *Reporting from the Front: The Media and The Military*. Boulder, Rowman and Littlefield, Inc., 2004.
- Sylvester, Judith and Suzanne Huffman. *Women Journalists at Ground Zero: Covering Crisis*, Boulder: Rowman and Littlefield Publishers, Inc., 2002.
- Sylvester, Judith. *Directing Health Care Messages toward African Americans, Attitudes toward Health Care and the Mass Media*, included in the series, *Health Care Policy in the United States*, John G. Bruhn, ed. New York: Garland Publishing Co., 1998.

### **Book Chapters**

- Sylvester, Judith: "Newspaper Research," chapter, complete revision, in *Research Methods in Communication*. David Sloan, editor. Alabama: Vision Press, 2014, pp. 321-334.
- Sylvester, Judith: "Newspaper Research," chapter in *Research Methods in Communication*. David Sloan, editor. Alabama: Vision Press, 2008, pp. 321-334.

- When media competition, community fear, and law enforcement collide." *Quill*, November, pp. 9-13
30. Freeman, C., Coleman, R. & Sylvester, J. (2003). "Avoiding public panic." *Quill*, April. pp. 21-24
  29. Coleman, Renita, Craig Freeman and Judith Sylvester. (2002). "Is Family a Conflict?" *Quill*, July/August.
  28. Sylvester, Judith and Suzanne Huffman. "CNN," *Newspaper Research Journal* (Special Issue -- Reflections on an American Tragedy: Media Studies of September 11, 2001), Vol. 24 No. 1, Winter 2003, pp. 22-30.
  27. Sylvester, Judith. "College Students' Attitudes toward Tobacco Use." *Business Research Yearbook*, Vol. 10 2003, pp. 401-405.
  26. Wu, H. Denis, Judith Sylvester and John Maxwell Hamilton, "Newspaper Provides Balance in Palestinian/Israeli Reports," *Newspaper Research Journal*, Vol. 23, No. 2-3, Spring/Summer, 2002.
  25. Sylvester, Judith. *The Boundaries of Blackness: AIDS and the Breakdown of Black Politics*, a book

11. Mayo, Charles M. LeAnne Daniels and Judith Sylvester. "A Case Study: The Cyber Question." *Quill*, October 1997, pp. 25-29.
10. Daniels, LeAnne, Charles Mayo and Judith Sylvester. "A Case Study: The Diversity Dilemma." *Quill*, May 1998, pp. 39-44.
9. Sylvester, JL: "Racial Attitudes Toward the O.J. Simpson Verdict in the South: A Q-Methodology Study," *Operant Subjectivity*, Spring, 1997.
8. Sylvester, Judith. "Media Research Bureau Black Newspaper Readership Report," *Milestones in Black Newspaper Research*, Fred H. Black and Gail Baker Woods, eds. National Newspaper Publishers Assoc., Washington, D.C., 1995.
7. Sylvester, JL: *Clips*, Newsletter of the Louisiana Scholastic Press Association, writer and editor, 1994-1996.
6. Vaughn, Susan L.; Frank, Robert G.; Leach, Laurie R.; O'Neal, Grant and Sylvester, JL: The Public Perception of Head Injury In Missouri, *Brain Injury* magazine, Spring 1994.
5. Dubbert, Marsha; Sharp, Gordon C.; Kay, Donald R.; Sylvester, JL; Brownson, Ross: Implications of a Statewide Survey of Arthritis in Missouri, *Missouri Medicine*, 1990.
4. Sylvester, JL and Heins AE: Correlations Between Likely Voters and Newspaper Subscribers, *Missouri Press Association News* magazine, 1988.
3. Sylvester, JL: Missouri Market Data, Missouri Press Association, 1984.
2. Heins AE and Sylvester JL: Coping with Shifting Markets, *Ideas Magazine*, 1984.
1. Sylvester, JL: Survey Research for Newspapers, *Missouri Press Association News* magazine, 1984.

### **Conference and Group Presentations**

36. tapBlue research strategy presentation for the University of Missouri School of Journalism Reynolds Journalism Institute, Columbia, MO, June 8-10, 2014.
35. Tobacco Use Panel, LAPHARD annual conference, Baton Rouge, LA, Oct. 28, 2011.
34. "Public Attitudes Toward Health Care Reform," *Southern Political Science*

28. "Catastrophe and Law Change: The Impact on Smoking Rates on Two Louisiana College Campuses," Hawaii International Conference on Social Sciences, Honolulu, HI, June, 2007.
27. "Women Journalists in Danger," panel at AEJMC, San Francisco, August, 2006.
26. "The Iraq War Coverage and the Embed Program," Lagniappe Studies, Baton Rouge, February 2006.
25. "The Iraq War Coverage and the Embed Program," Athens Institute Communications Conference, Athens, Greece, May 2004.
24. "Healthcare News in Online Newspapers: A Misdiagnosis?" Judith Sylvester and Cleo Allen at the Southwest Symposium Southwest Education Council for Journalism and Mass Communication, Salt Lake City, Utah November 6, 2003.
23. "College Students' Attitudes Toward Tobacco Use," Judith Sylvester at the International Association of Business Disciplines International Convention, Orlando, FL, April 3-6, 2003.
22. "Updating William Stephenson's Smoking Study," Judith Sylvester at the Society for the Scientific Study of Subjectivity Annual Conference, Durham, England, Sept. 18- 22, 2002.
21. "College Students Attitudes toward Sept. 11," Judith Sylvester at the Society for the Scientific Study of Subjectivity Annual Conference, Durham, England, Sept. 18- 22, 2002.
20. "Smoking Words: An Investigation of Anti-Smoking Messages Targeted Toward College Students," Judith Sylvester, Betty Briggs, and Joshua Ogada, Hawaii International Conference on Social Sciences, Honolulu, HI, June 11-15, 2002.
19. "Sylvester, Judith, Betty Briggs, Joshua Ogada. "Smoking Words: Investigating Why College Students Smoke and Why They Don't Quit," presented at the Nineteenth Annual Intercultural Communication Conference, University of Miami School of Communication, Coral Gables, FL, Feb. 21-23, 2002.
18. "Covering the Clinton-Lewinsky Story: Newsroom Decision-Makers Tell All," The AEJMC Southeast Colloquium (Newspaper Division), Lexington, KY, March 1999.
17. "Using Q Methodology to Segment Audiences," National Field Directors and Technology Directors Annual Conference, St. Louis, MO, May 1998.
16. "Traditionalists vs. Reconnectors: Is Civic Journalism the Dividing Factor?" at the AEJMC Southeast Colloquium (Newspaper Division), New Orleans, LA, March 1998.
15. "An Inventory of Students' Personal Computer Use," The Southwest Symposium of the Southwest Education Council, Dallas, TX, Nov. 1997.
14. "Civic Journalism: Fad or New Paradigm," (Poster) The AEJMC Southeast Colloquium (Newspaper Division), New Orleans, LA. March 1998.
13. "Media Leaders Speak Out on the Marv Albert Trial," The First Super Bowl Congress, San Diego, CA, January 1998.
12. "Student Press Laws: Should Louisiana Have One?" The Scholastic Journalism Division of the Association for Education in Journalism and Mass Communication Mid-winter meeting, 1997.

11. "African-American Media Habits and Interest in Healthcare Articles," The

Gittinger Research Professor, a competitive research award from the Manship