



# CYNTHIA M. FRISBY, PH. D.

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## EDUCATION

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- PhD** University of Florida, Mass Communication Research December 1997  
Dissertation: *When bad Things happen: The self-enhancing effect of watching TV talk shows.*  
Chair: Dr. Michael F. Weigold
- MS** University of Florida, Journalism and Communications August 1994  
Thesis: *Ziping television commercials: The effects of personality and ad content on television viewing time.*  
Advisor: Dr. Michael F. Weigold
- BS** University of Florida, Social/Behavioral Psychology August 1992  
Minored in Communication Processes and Disorders and Industrial Psychology
- AA** Santa Fe Community College, Business May 1990  
Management and Industrial Psychology  
Gainesville, FL

## ACADEMIC EMPLOYMENT

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**University of Oklahoma, Norman, OK**

**Professor, Public Relations with a focus in consumer culture** 2020-present

### **Strategic Communications Strategist**

- Taught students how to contribute to the development of brand, messaging, and creative strategies that optimally position sports and entertainment clients to connect with the target audience in meaningful and impactful ways.
- Identified brand identity and creative strategy to maintain the client's brand's identity. Focused on teaching future brand strategy students how to create brand expression that are flexible and pliable.
- Instructed students on how to write and present insightful creative briefs that inspire "big ideas" and advertising campaigns that result in putting a brand in the target market's consideration set. touchpoints.
- Analyzed data, insights, trends, and industry standard processes that helped show students how the analysis influences the development and implementation of integrated brand, creative, and messaging strategies.
- Allowed students to learn how positioning and segmentation strategies work for various campaigns, events, and brands.

### *Teaching Experience and Interests*

- Advanced Mass Communications Theory
- Doctoral Seminar
- Cross cultural issues in media and society
- Introduction to Mass Communication
- Public Relations Research
- Public Relations Campaigns
- Consumer Culture
- Sports and Entertainment Promotions
- Readings in Mass Communication (Master's Seminar)

#### **University of Missouri, Columbia MO.**

**Professor**, Strategic Communication 2017-2020

**Associate Professor**, Strategic Communication 2004-2017

**Assistant Professor**, Strategic Communication 1998-2004

- Taught students in campaigns classes how to evaluate creative executions based on the creative brief to ensure adherence to brand standards
- Ensured that campaign students realized the steps that must be taken to ensure consistent and impactful messaging.
- Instilled in each students the reason why “defining the why” is important in creating promotions and providing meaning to events and how the why provides the meaning to campaigns, storytelling, events, programs, etc.
- Emphasized how collaboration with team members is important when developing campaigns and working and negotiating media placement/buys, coordinating with journalists, and conducting statistical analysis on advertising, creative, marketing, and social media strategies.
- Supervised primary and secondary research projects that helped students learn how to uncover consumer insights that effectively lead to campaign promotions that lead to future campaigns.

### *Teaching Experiences and Interests*

- Doctoral Seminar in Research: Content Analysis
- Principles of Strategic Communication
- Media Strategy and Planning
- Cross Cultural Journalism/Media, Culture, and Consumer Behavior
- Sports and Entertainment Promotion
- Effective Job Search Strategies
- AdZou: Strategic Campaigns
- Doctoral seminar in teaching strategies
- Strategies in Retail Advertising
- Graduate course for doctoral students on Issues in Cross Cultural Media and its effects on consumer behavior

**University of Florida, Gainesville**

1995-1997

**Graduate Teaching Assistant, Advertising**

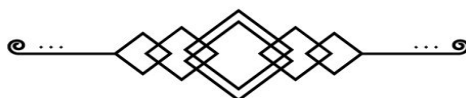
## **DETAILED COURSE DESCRIPTIONS**

**University of Oklahoma: Norman**

Fall 2020- present

*Full Professor*

**JMC 5083/6083: Mass Communication Theory.** The overall goal is to help students develop an appreciation for the theories and methodologies that can be employed



depending upon the research question that is addressed. We spend a considerable amount of time discussing theory. What does it mean to theorize? What steps are involved? What must be considered when we theorize? Students are provided opportunities to synthesize readings, analyze, and critique recent publications in the areas of mass communication (assessment: research article critique, lecture discussion posts, class discussions, thought questions). We discuss constructs and concepts and how they relate to theoretical development.

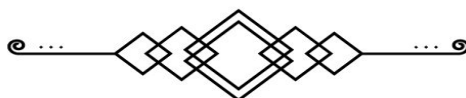
**JMC 6091: Doctoral Seminar.** The purpose of this course was to provide doctoral students with knowledge of information that must be included in an academic portfolio to use on the job search process and what must be included in an application for tenure. Students in this course learn how to create a record of their teaching philosophy, reflection, development, research statement and goals, as well as achievements over time. They learn how to gather information on their academic experiences, achievements and professional development—all with the end result of producing an effective portfolio which helps authenticate and illuminate the breadth, depth, and quality of work that they have done.

**JMC 1013: Introduction to Mass Media.** This overview course provided students with information pertaining to the major areas of study in Advertising, Creative Media, Production, Journalism, Professional Writing and Public Relations. In this course, you students learn about all types of media from traditional media, to new media, to books and movies. We discuss how these and other forms of media and their characteristics have influenced human behaviors as well as the American culture. We also review legal and ethical frameworks of media, and explore the theoretical elements as well as the practical implications of their function within contemporary society. Students produce an end-of-the-year paper that helps them learn media literacy and how to do academic research and write papers using APA as a style guide.

**JMC 3463: Issues in Cross Cultural Journalism, Media and Society.** JMC 3463 introduces students to the concept of *cultural competence* [the ability to interact effectively with people of different cultures], *diversity* [race, ethnicity, gender, sexual orientation, socio-economic status, age, physical abilities, religious beliefs, political beliefs, or other ideologies] *and culture* [the set of shared attitudes, values, goals, and practices that characterizes a group] from historical, political, and sociological perspectives. The United States is an excellent system for such an endeavor as it has a high degree of variation in cultures [based upon regional, ethnic, racial, and historical differences]. The definition of diversity is itself based upon the different groups that exist within the US. Thus, the United States serves as our laboratory for teaching the skill set needed for cultural competence.

**JMC 4403: Public Relations Campaigns: Capstone.** Students in this course master the elements of a strategic communications campaign through direct experience. It is taught in such a way that students gain real-world experiences by submitting time reports, holding agency meetings, and working with real-world clients. The course is designed to create an experience of working in an agency environment in order to help seniors' transition from students to professionals. Students learned that assessment is based on the quality, creativity and professionalism of their work and final project.

**JMC 4453/5453: Public Relations Research.** This course teaches students how to read and understand communication and PR (as a part of communication) research, evaluation, and measurement. It provides students an understanding of the relationship between



theory, data collection, analysis, and communication of results. The course also teaches students how to choose, design, critique, manage, and execute various methodologies used for program assessment and evaluation in the field of communication in general and the contemporary practice of public relations PR in particular.

**JMC 4970/5970: Consumer Culture.** This course was designed to be a comprehensive introduction to the major theories and empirical studies on consumer culture with emphasis upon the motivations and cultural aspects of consumption in America; substantive focus upon diverse topics such as fashion, celebrity influences, food, tourism, physical attractiveness, children, and race/ethnicity. The study of consumption is now central to many of the key debates within strategic communications— particularly around notions of markets, target market choice, ethnicity, individualization and collectively organized practices, identity, and so on. This course provides students with theoretical perspectives on consumer culture and opportunities to apply their knowledge to a critical examination of substantive topics in consumer culture and the practice of public relations.

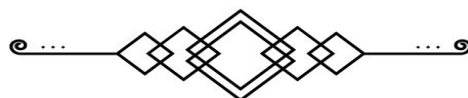
**JMC 5063: Readings in Mass Communications.** This is a basic graduate course in mass communication theory and research. It introduces the graduate student to mass communication theory and research and focuses on theories of media consumers and media effects. The class is structured in a lecture/seminar format and is designed to create an environment to discuss topics of interest as they relate to theories of mass communication and media. This class provides beginning master's students with an overview of the important theories in our field and will encourage students to think about how theories apply to the real world and how they will inform their work as a media professional.

**University of Missouri: Strategic Communication**  
*Associate/Full Professor*

January 1998-Spring 2020

**Jour 4970/7970, AdZou: Strategic Campaigns.** This capstone course provides upper-class students with experiences that allow them to understand the same process that the most forward-thinking professional advertising, public relations, and marketing firms use when approaching a new client project. The course begins with a client meeting to introduce the client's current situation and problem they are looking for a campaign to solve. Clients provide goals for the campaign, and students immediately are allowed to work on creative ideas and concepts that make the client's desires a reality. Students, under the tutelage of the professor, develop effective campaign ideas and plans that are based on informed solutions that connect the right target audience with the right message at the right time.

**Comm 8140, Content Analysis.** This course introduces doctoral students to the theory and practice of content analysis. Content analysis is approached in this course as a quantitative, systematic, and objective method of analysis of communication messages. This is a hands-on course requiring active participation from students. Students are asked to actively participate in each seminar discussion as well as to complete content analysis exercises during class sessions. During the course, students plan and execute a content analysis of their own design. Additionally, students are expected to assist



with the coding of other students' projects as part of the course. Students learn the process of conducting a content analysis from beginning to end stage.

**Jour 4212/7212, Sports and Entertainment Promotion.** This course gives students an introduction to integrated brand promotion and its impact on sports and entertainment. Students are exposed to advertising, promotion, market research, social media, traditional and new media, and other components of the sports and entertainment promotion industry. Students learn how a sports and entertainment integrated promotional plan is applied in practice and will analyze sports promotion and marketing strategies to better understand how to develop their own sports and entertainment promotion plans. Students conduct their own independent research projects wherein they identify, analyze, and write campaign plans that might be considered for implementation by managers of particular sports and entertainment organizations.

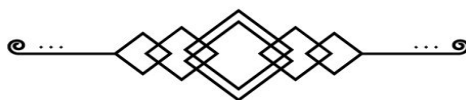
**Jour 4224, Effective Job Search Strategies.** In this course, students learn about the process of career development and planning, which includes self-assessment, job search strategies, awareness of etiquette and other social networking/small talk issues, and how to network. Students develop skills that, along with their education, can lead to achieving personal goals and career success. An examination of job search strategies with emphasis on the written and oral communications necessary to market one's potential. Special focus is placed on developing effective application correspondence, follow-up correspondence and interviewing techniques.

**Jour 2000, Cross Cultural Journalism.** A course designed to serve as an in-depth expansion on the material undergraduate students will be exposed to in several upper division courses in the School of Journalism. The course examines culture as a historically transmitted system of meaning constructed through both face-to-face interaction and the mass media. The course centers on research and theory from various approaches to culture and mass communication. My main teaching objective is to help students appreciate and understand the research and theory behind cross-cultural journalism so that they are able to use the information in their careers as a reporter, advertiser, public relations professional, photographer, or media manager

**Jour 4200 (J120; J319), Principles of Strategic Communication.** A survey course that examines the four major advertising categories: management, research, copy writing and ad design, and media planning. The class is designed to enhance students' understanding of and appreciation for major concepts, practices, and processes involved in advertising. This course also provides advertising majors with a basic understanding of common advertising research methods, policies, and problems.

**Jour 328, Retail Advertising.** This course provides students with a unique opportunity to build an advertising campaign for a local merchant selected from the Columbia area. The "real-life" "real-world" hands-on learning experience allows students to write, design, and create ad campaigns that not only "break through the advertising clutter," but can be used to increase store traffic, enhance a corporate image, create persuasive promotional campaigns, increase short-term sales, long-term profits, and move inventory.

**Jour 4248, Media Strategy and Planning.** A course that deals with the planning, selection, and evaluation of advertising media. After taking this course, students should know how media decisions relate to the overall marketing and advertising process. The



course is designed and was developed to enhance the student's knowledge of all of the mass media options available in the United States.

**University of Florida, Gainesville**  
*Teaching Assistant*, Department of Advertising

August 1992 to December 1997

**ADV 4101** was designed and developed to enhance copy writing, visualization, creativity and problem-solving skills. Students created and produced print and broadcast advertisements for local and national advertisers. Although it was a beginning course in copy and visualization techniques, students were highly encouraged and challenged to produce ads that were original, creative, relevant, and effective. Students learned how to write scripts for radio and TV as well as learned how to use the computer to lay out ads and write copy platforms.

**ADV 3000** was designed to enhance students' understanding of advertising concepts, practices, and processes, this course also provided students with fundamental insights into common advertising research methods, policies, and problems. Students learn broad concepts from how advertising affects beliefs, emotions, desires and behaviors to elements of great ads to understanding who is responsible for designing and creating advertisements.

**ADV 3502** introduced students to the world of advertising sales. Students learn how local advertising media can meet the advertising needs of retailers. The course examined the various ways media are bought and sold as well as helps students to enhance negotiation, selling, presentational and communication skills.

## **PROFESSIONAL AND INDUSTRY EXPERIENCE**

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**DeJaVu Comedy Club**

2005-2016

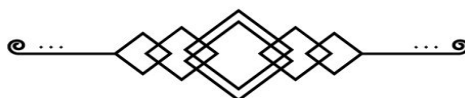
*Social Media Promotions Director*

*Emcee/Host*

*Public Relations Director*

Columbia, MO 65201

- Handled all facets of the comedy club's social media (Facebook, YouTube, Twitter)
- Oversaw all digital marketing, including the website, customer newsletter, and SEO
- Was on-site 2-3 nights a week to: (1) assist and introduce comedians, (clips, pictures), (2) capture pictures and images to post on social media and in other promotional materials, (3)
- Served as "housekeeper" telling the audience to turn their cell phones off and refrain from talking during the performance. Informed the audience of upcoming live shows, promotions and events.
- Managed creative strategy and content for all advertising initiatives: TV, radio, online and print, as well as trafficking.
- Managed content for comedy shows and special events including writing and delivering press releases, media kits, artwork creation, copy and branding.
- Created graphics for website and social media as well as advertisement and other promotional materials
- Worked special events that included nights, holidays, and weekends



**Bernstein-Rein Advertising Agency**

Summer 1998

*Educator in Residence*

Kansas City, MO 64211

- Interviewed and observed advertising practitioners involved in Account Management, Research, Media Planning and Buying, and Creative Development.
- Observed the how media planners and account executives exchange of information and handle the timing of every project to meet crucial print and broadcast deadlines.
- Involved in finding the target audience for advertised products. Spent time in media planning in order to observe how media planners and buyers learn about the target audience's preferences, the channels they use, and what messaging is most audience-appropriate.
- Learned how advertisers use advertising platforms like Google Ads to place ads for clients within the Google search
- Acquired skills in negotiation of advertising rates and run times with media.

**University of Alabama in conjunction with NASA'S SSL**

Summer 1996

*Mass Communications Specialist*

Huntsville, AL 35808

- Researched, developed, and wrote an Internet campaign strategy for the Space Sciences Laboratory in Huntsville, AL. Frisby, C. M. (1996). *Lift Off: Strategies to improve the effectiveness of the Marshall Space Sciences Laboratory Web Site.*
- Supported NASA's public affairs communications plan that included ideas and strategies to attract media/public, social media, the internet, and internal audiences to NASA activities and programs.
- Designed, directed and advised communication plans.
- Created strategic planning calendars, strategies, and manuals that would help coordinate and provide plans on how to distribute communication activities to consumers.
- Developed communication strategies and ideas for events that would attract consumers to be interested in touring NASA agencies.

**University of Florida**

1994-1996

*Computer Software Technical Support*

Gainesville, FL 32611

- Provided computer technical and software support for the Knight Center.
- Worked on planning and designing an Internet homepage for the department.
- Identified, investigated, and resolved users problems with computer software and hardware.
- Fielded support calls, email, and/or other communication from UF faculty who made inquiries regarding new software programming, connectivity, printing, and other computer-related concerns.

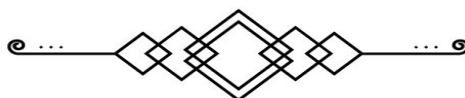
**Barr Systems, Inc.**

1992-1994

*Human Resources Administrator*

Gainesville, FL 32606

- Reviewed incoming resumes for potential job candidates.



- Designed and published a monthly employee newsletter.
- Wrote articles and news releases informing employees about changes in health benefits, pay rates, and personnel laws.
- Developed, designed, and maintained a monthly newsletter, “The Barr Starr.”
- Maintained monthly payroll reports, time cards/sheets, and pay raises.
- Developed a system and form for supervisors to use in providing employee reviews.

**W. O. N. E. Cable Radio FM 91.7**

1985-1988

*Public Relations Director, On-Air Personality*

- Created, produced and announced community events and job openings and other topics on the radio.
- Delivered newscasts; announced radio playlist of top 100 pop, reggae, and rhythm and blues musical selections; provided weather and traffic conditions;
- Wrote and edited press releases, public service announcements, commercials, pre-recorded reports, etc.
- Specialized in producing and airing shows for reggae and classic R & B hits

**Music Express**

1981-1988

*Club Manager and Disc Jockey*

- Met the entertainment needs of the clientele.
- Created a variety of promotional events to increase patronage to the night club
- Communicating with clients about the needs of their specific event.
- Read the crowd and adjusted music to determine crowd favorites
- Adaptable, patient, engaging, comfortable with more than one operating system, intuitive, consistent, proficiency in the basics (mixing, phrasing, beatmatching, and prep)

**Nationwide Insurance Company**

1979-1986

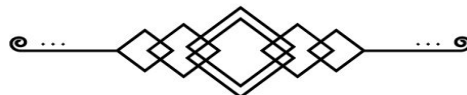
*Activities and Employee Promotional Director*

Gainesville, FL 32607

- Responsible for creating recreational and family-fun events for employees.
- Obtained discounts from local retailers for all employees.
- Maintained a small showroom for employees to buy discount items such as movie tickets, discounts to Disney World and other Florida attractions, Hallmark cards, and other small items.

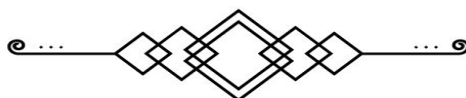
## INVITED LECTURES, KEYNOTES, AND PRESENTATIONS

Event	Year
Invited Speaker “We’re Not Playing Anymore: Athletes & Resistance” University of Missouri- selected to be one of two panel participants based on my research on controversies and issues in sports	February 2023
Invited Lecture at Temple University on “Current Controversies in Sports, Media, and Society.”	September 2021





<b>Event</b>	<b>Year</b>
Invited Moderator for hour-long Zoom Q & A session on cosmetics and Women of Color. Panelists, founders of Mented Cosmetics	March 2021
Invited research talk, University of Kansas	
Invited research talk, University of Michigan on text <i>Current Controversies in Sports, Media, and Society</i>	2020
<i>Current Controversies in Sports, Media, and Society</i> voted and selected by the Communication faculty to present research on sports in society	
Invited presented to the Gaylord College of Communication on Issues in Sports, Media, and Society	2019
Invited key speaker to the 2019 Missouri State of Inclusivity Conference “ <i>Media Impact on Perceptions of Gender and Race</i> ”	2019
Invited professor in residence, Gaylord College of Communications	2019
Invited panel participant with sports communication interest group at the annual AEJMC conference in Washington, D.C. “ <i>Did She Really Say That?</i> ” on sports and media portrayals of female athletes	2018
Invited panel presentation to MSBA’s Center for Education Safety. Panel topic: “ <i>Protests on Campus: Experiences and lessons learned.</i> ”	2017
Panel presenter on “ <i>Living with Racism and Loving Enemies,</i> ” Columbia College	2017
Keynote speaker for Editors, Designers, and Top CEOs at the St. Louis Federal Reserve, “ <i>Moving Beyond Tolerance: How to address inclusivity in our work</i> ”	2017
Panel presenter, “ <i>HerTomorrow: Women, Speaking, Thinking and Leading</i> ”	2017
Keynote speaker for Battle High School, Columbia MO “ <i>If you can dream it, you can do it,</i> ” a presentation designed to encourage underserved students to be successful and create challenging yet realistic goals. Also sought to encourage many to seek higher education (specifically careers in strategic communication.)	2016
Presenter for the 2016 High School Journalism Day: “ <i>Beyond PuppyMonkeyBaby: Your future in strategic communication, advertising, public relations, and promotional video.</i> ”	2016
Invited speaker for ASNE - American Society of News Editors workshop held at the Reynolds Journalism Institute. “ <i>Learning how to get it right: diversity in high school journalism staff and newspapers</i> ”	2011-2016
Requested speaker for the 2015 Black Studies annual conference: “ <i>Young Guilty and Black: Media coverage of alleged criminals of color</i> ”	2016
Invited special session presentation on “ <i>How to succeed in college,</i> ” Westminster College Leadership Program, Fulton, MO	2015
Invited keynote panel presenter “ <i>In Black and White: Media coverage male athletes</i> ”, presented to University of Missouri’s Department of Black Studies Annual Conference	2013

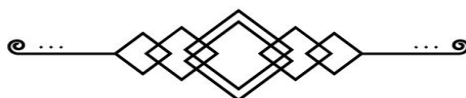


<b>Event</b>	<b>Year</b>
Keynote speaker, " <i>Blinded by Monoculture: Strategies for Developing Strength Through Cultural Diversity</i> ," Missouri Dept. of Natural Resources, Diversity Conference	2011
Speaker, Catholic Health Initiatives on the use of social marketing and social media in health communications, New Orleans, LA	2008
Speaker for Missouri, Dept. of Transportation, Diversity Conference	2005-2008
Keynote speaker for Alpha Phi Scholarship Banquet	2002
Speaker for " <i>Life Skills 101</i> " program, University-wide event	2002
Keynote speaker for University of Missouri's " <i>Unsung Heroes</i> " Banquet, sponsored by Missouri Student Affairs	2002
" <i>Advantages and Disadvantages of media</i> ," presented to OnMedia's cable advertising media sales staff	2002
<i>Why Sell Ads</i> A presentation to the Mid-Missouri Advertising Federation	2002
Keynote Speaker for Supplier Diversity Conference	2001

## RESEARCH

### *Books and Book Chapters*

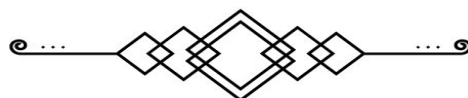
- Frisby, C. M.** (2023) *Nasty Women: Utilization and Depictions of Women in American Media*, Accepted for publication. Forthcoming, Fall 2023. (September 4, 2023)
- Frisby, C. M.** (2020). *Current Controversies in Media, Sports and Culture*. San Diego, CA: Cognella Publishing.
- Stone, B. B., Baker, E. A., & **Frisby, C. M.** (2015). Technology: Harnessing affordances to address pedagogical challenges. In A. Strathman & J. Spain (Eds.), *The pursuit of teaching excellence: Lessons from the University of Missouri Kemper Teaching Fellows* (pp. 99-134). Columbia, MO: University of Missouri Press.
- Frisby, C. M.** (2015). *How you see me, how you don't: Essays on stereotypes and representation of media and its effects on minorities, women, and adolescents*. Oklahoma City, OK: Tate Publishing.
- Frisby, C. M.** (2015). Race and gender representations in sports. In M. Len-Rios and E. Perry, (Eds), *Cross-cultural journalism: Communicating strategically about diversity*. (pp. 297-31). New York, NY: Routledge Press.
- Frisby, C. M.** (2013). Getting real with reality TV. In K. A. Ackley (Ed.), *Perspectives on contemporary issues: Reading across the disciplines* (8<sup>th</sup> ed.) (pp. 250-251), Boston, MA: Cengage Learning.
- Frisby, C. M.** (2007). Getting real with reality TV. In J. Gorham (Ed.). *Annual editions: Mass media* (7th ed.), (pp. 56-62). Guilford, CT : Dushkin/McGraw-Hill.
- Frisby, C. M.** (2004). The changing faces of advertising: Minority images and the media. IN F. Cropp, C. M. Frisby, & D. Mills (Eds.). *Journalism across cultures*. (pp. 187-201). Ames, IA: Iowa State Press.
- Cropp, F., **Frisby, C. M.**, & Mills, D. (2004). *Journalism across cultures*. Ames, IA: Iowa State Press.



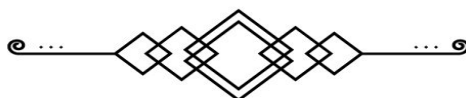
**Frisby, C. M.** (2000). *Black like me: How idealized images of Caucasian women affect body esteem and mood states of African-American females*, [Google Books Version], Retrieved from <https://books.google.com/books?id=dT9UmgEACAAJ>

### **Journal Publications (Refereed)**

- Lorenz, E. & **Frisby, C. M.** (2022). "Disability on drama TV: How attitudes about disability in the US relate to viewing frequency and identification with a character with a disability on "Glee," *Media Education*, 13(1), 47-57.
- Hu, L. & **Frisby, C. M.** (2022). Outside the "Spiral": Factors Predicting Social Media Users' Outspokenness Online and Offline, *Communication & The Public*, (accepted for publication).
- Hu, L., Kearney, M. W., & **Frisby, C. M.** (2021). Tweeting and Retweeting: Gender Differences in Political Expressions on Twitter, *Journal of Gender Studies*, 1-19, DOI: [10.1080/09589236.2021.1995340](https://doi.org/10.1080/09589236.2021.1995340)
- First, J. M., Danforth, L. **Frisby, C. M.**, Warner, B. R., Ferguson, M., & Houston, J. B. (2020). Posttraumatic Stress Related to the Killing of Michael Brown and Resulting Civil Unrest in Ferguson, Missouri: Roles of Protest Engagement, Media Use, Race, and Resilience, *Journal of the Society for Social Work and Research*, 11(3), 369-391.
- Frisby, C. M.** & Hu, Lingshu (2019). A Light that Moves Forward: Native Americans and Microaggressions on Social Media, *International Review of Social Sciences*, 7(7), pp. 324-338.
- Frisby, C. M.** (2019). Black and beautiful: An investigation of colorism and strides toward inclusivity in the cosmetic industry, *Advances in Journalism and Communication*, 7, pp. 1 – 20.
- Frisby, C. M.** & Behm-Morawitz, E. (2019). Undressing the words: prevalence of profanity, misogyny, violence, and gender role references in popular music from 2006-2016. *Journal of Communication: Media Watch*, 10(1), 5-21, doi:10.15655/mw/2019/v10i1/49562.
- Frisby, C. M.** (2018). "Oh see what we say:" A content analysis of partisan media's framing of the take a knee silent protest by the NFL, *American International Journal of Humanities and Social Science*, 4(3), pp. 6-18.
- Frisby, C. M.** & Wanta, W. (2018). Media hype and its effect on athletes' self-concept and performance, *Advances in Journalism and Communication*, 6(1), pp. 1-18.
- Dell, R. & **Frisby, C. M.** (2017). Start to Finish: The Effect of Sportswriter and Reader Gender on Perception of Female Athletes, *Advances in Journalism and Communication*, accepted for publication, 5(4), 236-255
- Brannen, J. & **Frisby, C. M.** (2017). Self-Esteem's Moderation of Self-Congruity Effects on Brand Loyalty, *Theoretical Economics Letters*, 7(6), 1848-1864.
- Medvedeva, Y, **Frisby, C. M.**, & Moore, J. (2017). Celebrity capital of actresses of color: A mixed methods study, *Advances in Journalism and Communication*, 5(3), 183-203
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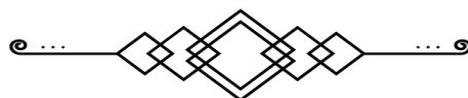


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## AWARDS AND HONORS

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- Honor Tap of LSV** 2020  
This award is dedicated to women concerned about the status of women on the University campus and in society as a whole. The award recognizes the most outstanding upper-class students and faculty, who, through their individual service to the University and the community, continually strive to promote and improve the status of women.
- The GDUSA (Graphic Design USA) Inhouse Design Awards** 2019  
“*Current Controversies in Sports, Media, and Society*” book cover recognized for creativity, ingenuity, and skill. The GDUSA American Inhouse Design Awards highlight the extraordinary work of in-house graphic designers and graphic design departments in companies, organizations, and institutions across the nation. While GDUSA receives thousands of submissions for the awards each year, only about 15% receive honors.
- Finalist for Missouri Woman of the Year, Professional Excellence** 2017  
The Women in Business Awards were founded by the Columbia Daily Tribune to honor outstanding Mid-Missouri business women.  
(<http://www.gatehouselive.com/expos/wib/columbiamo/>)
- Honor Tap of Omicron Delta Kappa** 2007  
A junior honorary award that recognizes individuals who have attained a high standard of achievements in collegiate activities. As representatives of ODK, they encourage others to strive for attainment in scholarship, athletics, social and service activities, religious activities, campus governments, journalism and the performing arts.
- Honor Tap of the Mystical Seven** 2007  
Formerly a secret honor society, M7 selects the seven most outstanding men and women on campus on the basis of their good works throughout the community and unselfish leadership ability.
- Most Inspiring Professor** 2007  
Voted by Missouri Student-Athlete Advisory Board
- Martin Luther King Jr. Award** 2004  
Selected by Stephens College Faculty for Outstanding Service to the City of Columbia.
- William T. Kemper Award for Excellence in Teaching** 2002  
The award is intended to honor and reward MU faculty who have demonstrated outstanding teaching ability.
- Selected to participate in the Milt Gossett Workshop held in New York, NY**  
**“Honorary Coach” for both the Men and Women’s Basketball Teams** 2001



The honorary coach program identifies top faculty and offers an opportunity to experience a sporting event from the bench. Honorary coaches are selected by athletics staff and athletes.

<b>Provost Outstanding Junior Faculty Teaching Award</b>	2000
Recognizes junior faculty for superior teaching and advising on the MU campus.	
<b>University of Missouri Faculty Incentive Grant</b>	2000
The grant recognizes, rewards and encourages faculty who successfully compete for external grants and contracts that contribute to the University's mission. The Grant and Contract Incentive Program provides a mechanism to acknowledge and reward faculty success in indirect cost recovery and in faculty salary compensation coverage from grants and contracts.	
<b>Greek Life, Greek Week Named "Outstanding Faculty Member"</b>	2000
<b>Kappa Gamma "Professor of the Year"</b>	2000
<b>Zeta Tau Alpha "Professor of the Year"</b>	2000
<b>Tower Outstanding Teacher</b>	2000
<b>Outstanding Teacher of the Year</b>	1999
<b>The University of Florida Graduate Student Teaching Award</b>	1997
<b>Outstanding Graduate Student Teacher (UF)</b>	1997
<b>The Dowden Center Doctoral Dissertation Grant Award</b>	1996
<b>Graduate Student Research Award</b>	1996
<b>Graduate Student Forum Paper Session</b>	1995 & 1996
o 2nd place, 2nd place respectively	

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## INTERNATIONAL AND NATIONAL RESEARCH MEDIA EXPOSURE

***"Skin in the Game with Dr. Ibram X. Kendi"*** (2023, September 20).

Skin in the Game with Dr. Ibram X. Kendi debuted on September 20, exclusively on ESPN+. The series delves into and challenges racism in the sports world. Through Dr. Kendi's analysis, athlete profiles, and robust roundtable discussions with athletes, academics and journalists, each episode dives deeply into the histories, statistics and notable moments behind the racist norms we accept today. Dr. Frisby appears on Dr. Ibram X Kendi's ESPN special "Skin in the Game" which discusses the lack of diversity in sports media and how it impacts the coverage of athletes of color. Dr. Kendi is joined by ESPN contributor Scoop Jackson, sports editor Dave Zirin, and professor Dr. Cynthia Frisby to discuss how a lack of diversity in newsrooms can impact how stories are told. You have to have ESPN+ to view the episode(s) [https://www.espn.com/espnplus/player/\\_id/66143e9f-455f-45e0-bc69-773ca8eb5](https://www.espn.com/espnplus/player/_id/66143e9f-455f-45e0-bc69-773ca8eb5)

***"Black Ice" a film written and directed by Hubert Davis*** (20, March 2022)

Was invited to film for the this film that exposes a history of racism in hockey through the untold stories of Black hockey players, both past and present, in a predominantly white sport. The film premiered at the 2022 *Toronto International Film Festival*, where it was the winner of the *People's Choice Award for Documentaries*. *Metacritic*, which uses a weighted average, assigned the film a score of 82 out of 100, based on five critics, indicating "**universal acclaim**."



***“How the 'natural talent' myth is used as a weapon against black athletes”*** (October 2, 2018).

Two years ago Frisby published a study examining the media depictions of black male athletes. What she found, after analyzing a decade’s worth of news clippings, was that black male athletes receive “significantly more negative coverage” in the form of hard news stories about domestic and sexual violence; all the while their white counterparts are the hero protagonists of feature and profile stories that lay bare the shades of their humanity. The separate but equal reporting doesn’t just reinforce false notions about black athletes being more “naturally talented” than their “gritty” white peers. It lends credence to a spurious concept known as stacking, in which athletes are viewed as being particularly well suited to play certain positions based on race or ethnicity.

<https://www.theguardian.com/sport/2018/oct/02/athletes-racism-language-sports-cam-newton>

***“Media microaggressions against female Olympic athletes up 40 percent”*** (June 13, 2017).

Frisby and lead author Kara Allen, an undergraduate student at Mizzou, analyzed 723 newspaper and magazine articles covering the 2012 and 2016 Olympics. In the coverage of the 2012 Olympics, the researchers identified 69 microaggressions against female athletes. In the 2016 Olympic coverage, the researchers found 96 instances of microaggressions against female athletes. These microaggressions included four instances of sexual objectification, 26 instances of treating females as second-class citizens, 44 instances of racist or sexist language or jokes, 61 instances of restrictive gender roles, and 30 instances of focusing on the athletes' physical body types and shapes. The researchers also found increased microaggressions against female athletes who play more "masculine" sports such as basketball, powerlifting and wrestling.

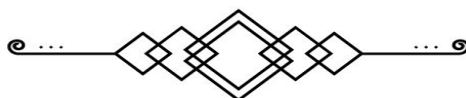
<https://www.sciencedaily.com/releases/2017/06/170613111633.htm>

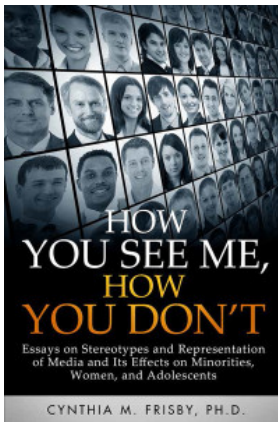
***MU faculty member shares stories of racism, Nov 8, 2015***

[https://www.columbiamissourian.com/from\\_readers/from-readers-mu-faculty-member-shares-stories-of-racism/article\\_69d9487c-8644-11e5-910b-238aa5321294.html](https://www.columbiamissourian.com/from_readers/from-readers-mu-faculty-member-shares-stories-of-racism/article_69d9487c-8644-11e5-910b-238aa5321294.html)

***“Stereotypes and biases abound in sports reporting says media scholar”*** (July 2, 2015).

University of Missouri Associate Professor Cynthia Frisby proposed that if you ask the average Joe, they would more often than not state that Black athletes are involved in more domestic violence incidents than White athletes. Her recent media study shows that six out of every 10 stories on Black athletes tend to be negative. This week’s Another View discusses Frisby’s study of 10 years of analyzing newspaper, magazine and web stories on pro athletes.





<https://spokesman-recorder.com/2015/07/02/stereotypes-biases-abound-sports-reporting-says-media-scholar/>

### ***Cynthia Frisby Publishes New Book on Stereotypes, Media Effects Chapters Cover Racism, Sexism, Other Disparities in the News Media***

**By Annie Rees**

Columbia, Mo. (March 17, 2015) — A new book by Associate Professor [Cynthia Frisby](#) provides insight to the uses, gratifications and effects of media exposure on diverse audiences.

*How You See Me, How You Don't*

“How You See Me, How You Don't” (Tate Publishing) is a collection of essays on stereotypes and representation of media and its effects on minorities, women and adolescents. Chapters cover racism, sexism and other disparities in the media. The book gives readers a sense of how media work and how issues might be framed.

Frisby's research has been influenced by her desire to refine and evaluate advertising messages and their effects on consumers, specifically trying to discern how knowledge, culture, motivations, perceptions and attitudes about issues influence consumer behavior.

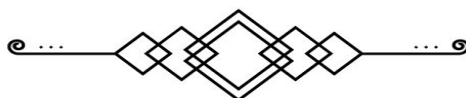
Frisby joined the Missouri School of Journalism faculty in 1998. She has taught a variety of strategic communication courses, including sports and entertainment promotion, strategic campaigns, women in the media and media planning and practice. Frisby received the William T. Kemper Award for Excellence in Teaching in 2002 and the Provost Outstanding Junior Faculty Teaching Award in 2000.

“How You See Me, How You Don't” is Frisby's second book. Her first, “Journalism Across Cultures,” (Iowa State University Press) was co-authored with Fritz Cropp and Dean Mills.

### ***“A Bad Rap: New Study Finds Pop Lyrics Contain Just As Many References To Violence As Hip-Hop Music***

Researchers at the University of Missouri have found that pop music lyrics contain the same amount of violent content as rap and hip-hop. Because pop music is one of the most popular genres among young teens and adults, song lyrics have the potential to impact their behavior and expectations for their social life. Unlike hip-hop and rap music, which get the bulk of public criticism for harsh lyrics, antagonistic lyrics in pop music might be harder for listeners to pinpoint. The research received national and international coverage and has appeared on The Daily Mail and Futurity, the AAU's premier research site. This means that my work reached more than 18 million people in less than 24 hours (Futurity: 1.6 million unique users monthly, Daily Mail: 16.4 million unique users monthly.)

- <https://www.dailymail.co.uk/news/article-6782437/Lewd-lyrics-Pop-music-just-violent-sexist-hip-hop-rap-study-finds.html>
- <https://psmag.com/news/pop-music-lyrics-are-as-violent-as-those-in-hip-hop>
- <https://nypost.com/2019/03/08/does-taylor-swift-music-promote-violence-and-misogyny/>
- <https://www.futurity.org/pop-music-violence-lyrics-2001742-2/>
- <https://m.dailyhunt.in/news/bangladesh/english/millennium+post-epaper-millpost/pop+songs+equally+violent+as+rap+hip+hop-newsid-110814419>
- <https://telanganatoday.com/pop-hip-hop-lyrics-equally-violent>





- <http://www.bigkrisradio.com/2019/03/08/study-pop-music-is-as-violent-and-sexist-as-hip-hop-and-rap/>
- <https://www.studyfinds.org/study-pop-music-violent-hip-hop-rap-songs/>
- <https://phys.org/news/2019-03-bad-rap-lyrics-violence-hip-hop.html>
- <http://www.newindianexpress.com/lifestyle/health/2019/mar/09/pop-songs-equally-violent-as-rap-hip-hop-study-1948924.html>
- <https://www.whiskeyriff.com/2019/03/07/study-finds-country-music-has-least-violent-misogynistic-lyrics-compared-to-other-genres/>
- <https://www.outlookindia.com/newscroll/pop-songs-equally-violent-as-rap-hiphop-study/1491929>
- <https://www.businessstelegraph.co.uk/lewd-lyrics-pop-music-is-just-as-violent-and-sexist-as-hip-hop-and-rap-study-finds/>
- <https://www.todaychan.com/2019/03/06/new-study-finds-pop-lyrics-contain-just-as-many-references-to-violence-as-hip-hop-music/>
- <https://www.habaritoday.online/2019/03/08/lewd-lyrics-pop-music-is-just-as-violent-and-sexist-as-hip-hop-and-rap-study-finds/>
- <https://www.usatimes.online/2019/03/08/lewd-lyrics-pop-music-is-just-as-violent-and-sexist-as-hip-hop-and-rap-study-finds/>
- <https://tribune.com.pk/story/1925488/4-pop-violent-rock-hip-hop-study/>
- <https://whatsnew2day.com/song-songs-pop-music-is-just-as-violent-and-sexist-as-hip-hop-and-rap-the-study-thinks/>
- <https://www.currenttrending.com/pop-songs-equally-violent-as-rap-hip-hop-study/>

#### **International placements: 25**

- 3-7-19 [Business Standard](#)
- 3-7-19 [Daily Mail](#)(16.4 million unique users monthly)\*
- 3-9-19 [The Express Tribune](#) (Pakistan)
- 3-11-19 [Presstext](#) Wallstreet Online (Germany's AP)
- 4-7-19 Radio New Zealand
- 3-7-19 [Radioandmusic.com](#)
- 3-12-19 [KXAAN 36 News](#)
- 3-1-19 [Lahore Daily Times](#)

#### **+17 other International Media Placements**

#### **National placements: 29**

- 3-7-19 [Futurity](#)(1.6M unique users monthly)
- 3-8-19 [Pacific Standard](#)(587,581 unique users monthly)
- 3-8-19 [New York Post](#) (23.9 million unique users monthly)\*
- 3-7-19 [Whiskey Riff](#)
- 3-8-19 [Tech Nation News](#)
- 4-4-19 [The Epoch Times](#)

#### **+23 other National Placements**

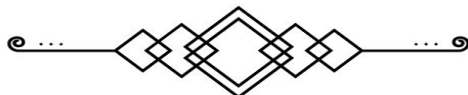
#### **KC/STL placements: 1**

- 3-25-19 [KCUR Radio Live](#)(197,963 unique users monthly)

#### **Local placements: 1**

- 3-25-19 [KBIA](#)(22,908 unique visitors per month)

*“Media Microaggressions against Female Olympic Athletes Up 40 percent”* Female athletes long have experienced microaggressions from the media and the public, such as racism, sexism, the belittling of athletic accomplishments and being the brunt of sexual jokes.



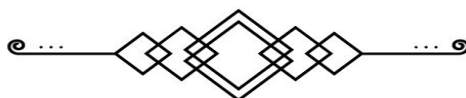
Now, researchers at the **University of Missouri** School of Journalism have found that microaggressions against female athletes in the media increased by nearly 40 percent from the 2012 Summer Olympic Games to the 2016 Summer Olympic Games. Cynthia Frisby, an associate professor of strategic communication at Mizzou, also found evidence of increased microaggressions against female athletes of color.

- [http://running.competitor.com/2017/06/news/sexist-microaggressions-study-olympics\\_165473](http://running.competitor.com/2017/06/news/sexist-microaggressions-study-olympics_165473)
- <http://news.cehd.umn.edu/microaggressions-against-female-athletes-female-athletes-of-color-show-increase/>
- <http://amsterdamnews.com/news/2017/jun/22/esteemed-journalism-professor-examines-media-depic/>
- [http://womensrunning.competitor.com/2017/06/news/olympics-media-coverage-microaggressions\\_76398#WS1IvAjWS5smTxwX.97](http://womensrunning.competitor.com/2017/06/news/olympics-media-coverage-microaggressions_76398#WS1IvAjWS5smTxwX.97)
- <http://www.girlsoccernet.com/conquer/the-movement/objectification-female-athletes-media/>
- <https://epeak.info/2017/07/30/mizzou-feminist-scholars-unveil-69-microaggressions-that-men-commit-against-women-athletes/>
- <http://www.sciencenewsline.com/news/2017061315560084.html>
- <http://globalnewsconnect.com/media-microaggressions-against-female-olympic-athletes-up-40-percent/>
- <https://thinkprogress.org/sexist-racist-sports-media-coverage-d93267bfe8ae/>

**“Media Portrayal of Public Shooters Can Perpetuate Stereotypes: Study highlights need for journalists to examine implicit bias when reporting on shootings”** (Spring 2017). This research found that stories about white shooters were much more likely to only include objective facts, such as the time, date and place of the shooting. However, stories about shooters of color were much more likely to include subjective facts, such as aggravating circumstances that might have caused the shooting. “News media serve as a powerful mode of communication and have incredible power in influencing public opinion on controversial topics, especially those topics that involve race, gun violence, shootings, killings and injuring innocent victims,” Frisby said. “If social change is to occur, media outlets need to start facilitating conversations about race and crime in the 21st century. Hopefully journalists, like all of us, can face their personal biases and understand that words have meaning before making decisions about how to write headlines.”

**“Racial tension at the University of Missouri”** (Fall 2015). Appeared on CNN, MSNBC, Comedy Central’s “The evening show with Larry Wilmore” along with several references in print media concerning my thoughts and professional opinion concerning the protests and racial tension on campus.

- [www.cnn.com/videos/tv/2015/11/09/mizzou-professor-on-universitys-systematic-racism-lead-frisby-live.cnn](http://www.cnn.com/videos/tv/2015/11/09/mizzou-professor-on-universitys-systematic-racism-lead-frisby-live.cnn)
- <http://podcast.cnn.com/explore/Cynthia-Frisby>
- <http://www.msnbc.com/kate-snow/watch/how-u.-of-missouri-plans-to-move-forward-563027011562>
- <http://www.cc.com/video-clips/k4vgqz/the-nightly-show-with-larry-wilmore-missouri-racism-the-college-years---uncensored>
- [http://www.nytimes.com/2015/11/12/opinion/mizzou-yale-and-free-speech.html?\\_r=0](http://www.nytimes.com/2015/11/12/opinion/mizzou-yale-and-free-speech.html?_r=0)
- <http://www.chicagotribune.com/news/nationworld/ct-missouri-protests-20151110-story.html>
- <http://www.usnews.com/news/sports/articles/2015/11/10/ferguson-protests-influence-actions-at-u-of-missouri>

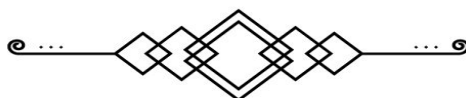


- <http://www.mediadiversityforum.lsu.edu/african-americans1.html>
- <http://www.huffingtonpost.com/cynthia-frisby/> <http://www.latimes.com/nation/nationnow/la-na-missouri-campus-racism-20151109-story.html>
- <http://www.chicagotribune.com/news/nationworld/ct-missouri-protests-20151110-story.html>
- <http://www.theamericanconservative.com/dreher/the-anti-social-media-race-safe-space/>
- <https://grabien.com/file.php?id=64353>
- [http://www.stltoday.com/news/local/metro/mizzou-professor-who-declared-herself-more-than-the-n-word/article\\_a14764f6-7061-5691-8e66-21df91561bf9.html](http://www.stltoday.com/news/local/metro/mizzou-professor-who-declared-herself-more-than-the-n-word/article_a14764f6-7061-5691-8e66-21df91561bf9.html)

“**Cynthia Frisby Publishes New Book on Stereotypes, Media Effects**” (Spring 2015). A new book by Associate Professor Cynthia Frisby provides insight to the uses, gratifications and effects of media exposure on diverse audiences. “How You See Me, How You Don’t” (Tate Publishing) is a collection of essays on stereotypes and representation of media and its effects on minorities, women and adolescents. Chapters cover racism, sexism and other disparities in the media. The book gives readers a sense of how media work and how issues might be framed.

“**Black Athletes Stereotyped Negatively in Media Compared to White Athletes**” (Summer 2015). Story Contact: Nathan Hurst, Columbia, Mo. – Research has shown that media, such as television and video games, can affect viewers’ thoughts and actions. Now, new research by Cynthia Frisby, an associate professor of strategic communication in the University of Missouri School of Journalism, has revealed racial stereotyping in the way media portray athletes. Frisby found that media stories on African-American athletes focus primarily on criminal actions while stories about white athletes are overwhelmingly positive. See:

- <http://diverseeducation.com/article/73591/>
- <http://www.columbiaheartbeat.com/index.php/crime/1114-102615>
- <http://www.voanews.com/content/athlete-stereotyping-5jun15/2808997.html>
- <https://www.jbhe.com/2015/06/university-of-missouri-study-finds-media-perpetuates-negative-stereotypes-of-black-athletes/>
- <http://www.ooyuz.com/geturl?aid=6679673>
- [http://www.eurekalert.org/pub\\_releases/2015-06/uom-bas060215.php](http://www.eurekalert.org/pub_releases/2015-06/uom-bas060215.php)
- <http://www.sify.com/sports/media-discriminates-between-black-and-white-athletes-news-news-pgdnJhjgceejb.html>
- <http://spokesman-recorder.com/2015/07/02/stereotypes-biases-abound-sports-reporting-says-media-scholar/>
- <http://southboundanddown.com/2015/06/05/university-of-missouri-study-suggests-media-stereotyping-of-black-athletes/>
- <http://www.washingtontimes.com/topics/cynthia-frisby/>
- <http://www.rediff.com/sports/report/study-shows-that-media-indulges-in-racial-discrimination/20150603.htm>
- <http://globalnewsconnect.com/black-athletes-stereotyped-negatively-in-media-compared-to-white-athletes/>
- <http://www.amren.com/news/2015/06/black-athletes-stereotyped-negatively-in-media-compared-to-white-athletes/>
- <http://www.breakingnewsblast.com/?s=frisby>
- <http://www.scienceworldreport.com/articles/26232/20150602/racial-stereotyping-still-very-much-alive-when-it-comes-to-athleticism.htm>



- <https://www.questia.com/magazine/1G1-422159659/latest-report-shows-that-media-fuels-negative-perception>
- <http://www.usatoday.com/story/sports/columnist/nancy-armour/2016/01/28/cam-newton-dabbling-black-quarterback-super-bowl-racism/79485258/>

***“Sexual Objectification of Female Artists in Music Videos Exists Regardless of Race, MU Study Finds Music videos could play an influential role in young viewers’ development,”***

- Retrieved from: [http://latimesblogs.latimes.com/music\\_blog/2012/04/women-sex-object-music-video-research-study.html](http://latimesblogs.latimes.com/music_blog/2012/04/women-sex-object-music-video-research-study.html)

***“America The Beautiful”*** (August, 2008, Hollywood, CA). Invited by Fleishman Hillard and the YWCA, to participate as a panelist at a media roundtable event in Hollywood, CA. The roundtable was held on Monday, August 18, 2008. The YWCA, which has been at the forefront of virtually every women's issue since its founding over a century ago, celebrated its 150th anniversary with a series of national campaign initiatives, one of which is "beauty and body image" and the implications on women and girls. I was identified by the advertising agency as a leading expert in the field, and as a result, was selected to participate on a panel of five people to discuss my professional experiences and expertise on the issue, given my work in the area. Excerpt: “The YWCA USA leadership and Roberts were joined today by a panel of experts to discuss the report, including Dr. Cheryl Dellasega, author of *Girl Wars* and *Mean Girls Grown Up*; and **Dr. Cynthia Frisby, a media effects and advertising expert from the University of Missouri School of Journalism.**

- Refer to: [http://www.redorbit.com/news/health/1524968/americas\\_beauty\\_obsession\\_poses\\_serious\\_consequences\\_for\\_women\\_and\\_girls/](http://www.redorbit.com/news/health/1524968/americas_beauty_obsession_poses_serious_consequences_for_women_and_girls/)

***“Documentary, studies renew debate about skin color's impact,”*** Tuesday, December 26, 2006, by L.A. Johnson, Pittsburgh Post-Gazette. Abstract: In her study, "Shades of Beauty': Examining the Relationship of Skin Color to Perceptions of Physical Attractiveness," University of Missouri-Columbia researcher Cynthia Frisby found that people perceive a light brown skin tone, on blacks as well as whites, to be more physically attractive than a pale or dark skin tone.

- Retrieved from: <http://www.post-gazette.com/pg/06360/748295-51.stm>).

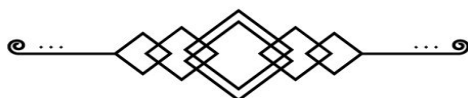
***“Black Women Ignore Many of Media's Beauty Ideals”*** Run Date: 06/10/04 by Dakota Smith, WeNews correspondent. A Missouri School of Journalism study published in the Journal of Black Studies in March 2004 studied the effects that magazine advertisements--featuring attractive images of white and black young women--played in shaping the self-image of black women. For more on this story refer to <http://www.womensenews.org/article.cfm/dyn/aid/1865/context/archive>.

***“Getting Real with Reality TV,”*** by Cynthia M. Frisby, PhD.

Story appeared in USA Today (Society for the Advancement of Education).

- See Questia Media America, Inc. [www.questia.com](http://www.questia.com) USA Today Magazine, September 2004. Retrieved from: <https://www.questia.com/magazine/1G1-122163031/getting-real-with-reality-tv>

***“Do computers make it harder to learn?”*** by Melina Childers. Cynthia Frisby, MU associate professor of advertising is not permitting computers in her lecture classes. “The main reason I don’t allow them in my large lecture courses is because it appears as if



students spend more time on eBay and e-mail than lecture content,” Frisby said. “Most, believe it or not, will admit that their laptops allow them to be more distracted.” Kimberly Alexander, one of Frisby’s advertising students, concurs.

- For more on the story, go to:  
<http://columbiaindian.com/news/story.php?ID=19419>.

**“Beauty Images Do Affect Black Women.”** Images of 'Ideal' Black Women Can Shatter Body Image, by Cherie Berkley, MD, WebMD Medical News, reviewed by Charlotte Grayson, MD, Aug. 26, 2003. Black women may be more affected by the portrayal of beauty in the media than previously thought. A new study shows that while black women may shrug off beautiful images of white women, seeing "ideal" images of other black women may deal a serious blow to their body image.

- For more on this story refer to:  
<http://onhealth.webmd.com/script/main/art.asp?articlekey=56695>.  
<http://womensenews.org/2004/06/black-women-ignore-many-medias-beauty->

