

**Curriculum Vitae**  
**Kenneth R. Blake, Ph.D.**

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**ACADEMIC EMPLOYMENT:**

- **Middle Tennessee State University College of Mass Communication**, 1996 to present. Promoted in 2002 to rank of associate professor with tenure.

**EDUCATION:**

- **Ph.D., Mass communication, The University of North Carolina at Chapel Hill**, August 1997. Specialized in mass media and society, and public opinion. Named “Outstanding Graduating Ph.D. Student.”
- **M.A., Journalism, Marshall University in Huntington, W.Va.** Graduated August 1990. Grade point average: 4.0 out of 4.0.
- **B.A., Journalism, Marshall University.** Graduated May 1988. Grade point average: 4.0 out of 4.0.

**ADMINISTRATIVE EXPERIENCE:**

- **Director, Office of Communication Research, Middle Tennessee State University College of Mass Communication**, July 2004 – present. Responsible for managing the office’s budget and supporting research activities. Supported activities include the College of Mass Communication’s research subject pool, presentation of faculty and graduate student research at regional and national conferences, and the twice-annual MTSU Poll.
- **Co-founder, Associate Director and Director, The MTSU Poll**, 1998 to present. Statewide telephone poll conducted twice a year by the Office of Communication Research at Middle Tennessee State University. Became director in 2004. Duties include writing each poll's questionnaire, executing contracts with data collection firms, analyzing poll results and producing reports, publishing reports on the poll's Website, and responding to media inquiries about poll results. Before data collection was turned over to private vendors, duties included programming the Computer-Assisted Telephone Interviewing software used to administer the poll, supervising student interviewers and field director, obtaining and managing the poll's random-digit dialing sample, and maintaining the poll's 26-station calling lab.
- **Director of Graduate Studies, Middle Tennessee State University College of Mass Communication**, January 2003 – July 2004. Responsibilities included advising about 40 master's students, making admission decisions, coordinating graduate faculty, and administering the program's budget.

- **Acting director, Office of Communication Research, Middle Tennessee State University College of Mass Communication, January 2002 to August, 2002.** Managed the office's research activities and budget while the director was on sabbatical. The office administered the Middle Tennessee Poll and included three quarter-time faculty research associates and one graduate assistant.

#### TEACHING:

- **Science of Communication,** An on-campus graduate course that introduces students to Excel-based data analysis and provides an in-depth exploration of empirical theories for describing, predicting and explaining media-related processes and effects. Featuring the YouTube-based [Excel Stats Minicourse](#) and extensive in-class practice at applying media theory to contemporary media phenomenon. A required course for mass communication master's students. The course is also open to elective-seeking graduate students in other programs on campus and is particularly well suited to those studying psychology, sociology or political science.
- **Scientific Approaches to Media,** An on-campus, senior-level undergraduate course that leaves students both trained and experienced in using basic inferential statistics and scientifically valid surveys, experiments and content analysis to produce theory-based descriptions, explanations and predictions of media users' attitudes and behavior as well as other media-related related processes and effects. Featuring the YouTube-based [Excel Stats Minicourse](#) and preparation of a research project for submission to the annual spring MTSU Scholars Week University-Wide Exposition. Counts toward graduation requirements for all School of Journalism and Department of Electronic Media Communication students.
- **Data Journalism,** a junior-level, online undergraduate course equipping media professionals with data-based investigative skills including data analysis, graphing and statistics in Microsoft Excel; data searching, filtering and matching in Microsoft Access; data geocoding and online mapping using Google Fusion Tables, and content analysis using the free Yoshikoder application. The course features YouTube-hosted, step-by-step "how-to" videos, some of which also appear in my [Data Journalism](#) Web page. Counts toward graduation requirements for all newspaper/magazine and PR students. The course is taught via D2L.
- **Media Writing,** a totally online undergraduate course in writing for the mass media, featuring [Digital Writing Critiques](#) of students' submissions. A required course for all majors in the School of Journalism. The course is taught via D2L.

**ACADEMIC PUBLICATIONS:**

- Bodle, John V., Blake, Kenneth R. & Adams, Edward E. (summer 2004). "A Fifteen-Year Census of Gender and Journal Productivity." *Journalism & Mass Communication Educator* 59: 156-170.
- Blake, Kenneth R. and Robert O. Wyatt. "Has Newspaper Credibility Mattered? A Perspective on Media Credibility Debate." *Newspaper Research Journal* 23 (winter 2002): 73-77.
- Blake, Kenneth R. "Using the World Wide Web to teach News Writing Online." *Journalism & Mass Communication Educator* 55 (spring 2000): 4-13.

**SELECTED ACADEMIC PAPERS:**

- Blake, Kenneth R., and Donaway, Rebecca (2013, November). *A Process Model of Education's Moderating Role in Partisan-Based Attitudes Toward North Korea's Nuclear Program*. Paper presented to the annual meeting of the Midwest Association for Public Opinion Research, Chicago, IL.
- Blake, Kenneth R., and Chen, Chan (2012, November). *The Roles of Partisanship, Conservative Media Diet and Education in Belief Gaps about President Obama's Birthplace: A Conditional Process Model*. Paper presented to the annual meeting of the Midwest Association for Public Opinion Research, Chicago, IL.
- Farwell, Tricia M., Alligood, Leon, Fitzgerald, Sharon and Blake, Kenneth R. (2012, August). *Assessing assessment: Evaluating outcomes and reliabilities of grammar, math and writing skill measures in an introductory journalism course*. Paper presented to the annual meeting of the Association for Education in Journalism & Mass Communication, Chicago, IL.
- Blake, Kenneth R., and Culley, Misa (2011, November). *Polarized Lenses: Party Identification and Tennesseans' Ratings of the State and National Economies, 2004-2011*. Paper presented to the annual meeting of the Midwest Association for Public Opinion Research, Chicago, IL.
- Blake, Kenneth R., Duggin, Heather R., and Hampton, Kristen (2010, November). *Birthers and Belief Gaps: Ideology's Influence on Knowledge about Barack Obama*. Paper presented to the annual meeting of the Midwest Association for Public Opinion Research, Chicago, IL.

- Blake, Kenneth R., Wyatt, Robert O., and Reineke, Jason B. (2009, November). *Just Joking, Seriously: Exploring Humor's Role in Willingness to Speak Out*. Paper presented to the annual meeting of the Midwest Association for Public Opinion Research, Chicago, IL.
- Blake, Kenneth R., Wyatt, Robert O., and Reineke, Jason B. (2008, November). *Time to Get Off the Train: Abandoning Quasi-Public Environs for Familiar Spaces in Spiral of Silence Research*. Paper presented to the annual meeting of the Midwest Association for Public Opinion Research, Chicago, IL.
- Blake, Kenneth R. and Wyatt, Robert O. (2008, August). *Willingness to Speak Out Among Strangers, Friends, and Kin: Social Setting and the Spiral of Silence*. Paper presented to the annual meeting of the Association for Education in Journalism & Mass Communication, Chicago, IL.
- Blake, Kenneth R. and Wyatt, Robert O. (2007, August). Subsidizing sacred cinema: A presumed media influence model of churchgoers' enthusiasm for "The Passion of the Christ." Paper presented to the annual meeting of the Association for Education in Journalism & Mass Communication, Washington, D.C.
- Blake, Kenneth R., and Wyatt, Robert O. (2006, August). *Consecrating the Bully Pulpit: A Presumed Media Influence Model of Evangelical Christians' Attitudes Toward President George W. Bush*. Paper presented at the meeting of the Association for Education in Journalism and Mass Communication, San Francisco, CA.
- Blake, Kenneth R., and Wyatt, Robert O. (2005, November). *Consecrating the Bully Pulpit: A Presumed Influence Model of Evangelical Voting Behavior*. Paper presented at the meeting of the Midwest Association for Public Opinion Research, Chicago, IL.
- Blake, Kenneth R., Wyatt, Robert O., and Warf, Holly. (2005, May). *The Basis of Voting Preferences Among Evangelical Christians in the 2004 Election*. Paper presented at the meeting of the American Association for Public Opinion Research, Miami Beach, FL.
- Blake, Kenneth R., Wyatt, Robert O., and Pahl, Katie (2004, November). *Polarization in the Pews: Evangelicals and the 2004 Election*. Paper presented at the meeting of the Midwest Association for Public Opinion Research, Chicago, IL.
- Blake, Kenneth R. & Wyatt, Robert O. (2003, November). *Praying, Crying, Stumping and Lawmaking: When Religious Talk by Political Officials is More and Less OK with the Public*. Paper presented at the meeting of the Midwest Association for Public Opinion Research, Chicago, IL.

- Mastin, Teresa, Blake, Kenneth R., Wyatt, Robert O., & Fan, David P. (2003, May). *Annus mirabilis, Annus horibilis: How news of the events of 2001 affected confidence in the press, the military, organized religion, major companies, and financial institutions*. Paper presented at the Meeting of the American Association for Public Opinion Research, Nashville, TN.
- Bodle, John V., Burriss, Larry L., Mastin, Teresa, Blake, Kenneth R., & Wyatt, Robert O. (2003, May). *Public perceptions of the phrase "God bless America."* Paper presented at the Meeting of the American Association for Public Opinion Research, Nashville, TN.
- Blake, Kenneth R. and Wyatt, Robert O. (2002, November). *Media Credibility Post 9/11: A Redemptionless Rebound*. Paper presented at the meeting of the Midwest Association for Public Opinion Research, Chicago, IL.
- Blake, Kenneth R. and Robert O. Wyatt. (2001, November). *Effects of Source and Situation on News Story Belief: An Experiment from the 2000 Presidential Election*. Paper presented at the meeting of the Midwest Association for Public Opinion Research, Chicago, IL.
- Blake, Kenneth R. and Robert O. Wyatt. (2000, November). *Religiosity as a Predictor of Media Credibility*. Paper presented at the meeting of the Midwest Association for Public Opinion Research, Chicago, IL.
- Blake, Kenneth R. (2000, June). *Using E-mail and the World Wide Web to Teach News Writing Online*. Paper presented at the annual meeting of the International Communication Association, Acapulco, Mexico.
- Wyatt, Robert O., Blake, Kenneth R., Edy, Jill, and Mastin, Teresa, (1999, November). *How Support for Journalistic Rights Is Related to News Media Credibility, Confidence in Institutions, and Civic Tolerance*. Paper presented at the meeting of the Midwest Association for Public Opinion Research, Chicago, IL.
- Blake, Kenneth R. and Mastin, Teresa. (1999, November). *The Effects of Working as a Poll Interviewer on Students' Attitudes Toward Polling and the Public*. Paper presented at the meeting of the Midwest Association for Public Opinion Research, Chicago, IL.
- Blake, Kenneth R. (1998, November). *Exploring the Role of Question Topic Order in Patterns of Response to Yankelovich's Index of Public Judgment*. Paper presented at the meeting of the Midwest Association of Public Opinion Research, Chicago, IL.

- Blake, Kenneth R. (1997, November). *Melting Mushiness: Evidence of Order Effects in Yankelovich's Mushiness Index*. Paper presented at the meeting of the Midwest Association of Public Opinion Research, Chicago, IL.
- Blake, Kenneth R. (1995, August). *Exploring the Link Between Source Credibility and Reputational Harm: Effects of Publication Type on Belief of Unfavorable Statements*. Paper presented to the meeting of the Association for Education in Journalism and Mass Communication, Washington D.C.
- Blake, Kenneth R. (1994, May) *Making the Official Call: How Courts Have Defined "Public Official" in the Wake of New York Times v. Sullivan*. Paper presented to the Southeast Regional Association for Education in Journalism and Mass Communication conference, Charleston, SC.

### **MEDIA EXPERIENCE:**

- **Local government reporter**, The Herald-Dispatch, December 1991-July 1993. Duties included covering city and county government. The Herald-Dispatch is a 45,000-circulation daily newspaper in Huntington, W.Va.
- **General assignment reporter**, The Herald-Dispatch, July 1990-December 1991.
- **Stringer**, The Herald-Dispatch, August 1987-July 1990. Covered city government in nearby town of Barboursville, W.Va. Worked as a full-time general assignment reporter during the summer.
- **Copy editor**, The Richmond Times-Dispatch in Richmond, Va., June 1987-August 1987. Position was a three-month internship awarded through the Dow Jones Inc. Copy Editing Internship program.
- **Reporter, staff editor, news editor**, The Parthenon, Marshall University's daily student newspaper, August 1986-May 1987.
- **Full-time reporting intern**, The Herald-Dispatch, May 1986-August 1986. General assignment duties included both hard news and feature writing.

### **HONORS:**

- **Summer Faculty Research and Creative Activity Grant**, 2002. Grant funded a summer research project that yielded a conference paper presented the following November.
- **Distinguished Educator Award in Distance Learning**, 1999. Award presented by Middle Tennessee State University's Division of Continuing Studies in recognition for efforts in teaching media writing online.

- **Outstanding Graduating Ph.D. Student**, 1996. Award presented by the School of Journalism and Mass Communication, University of North Carolina at Chapel Hill.
- **Runner Up, Specialty Reporting, Gannett Well Done Awards**, January/February 1993 competition. Corporate-wide award recognized a package of nearly a dozen stories examining a proposed local cable television franchise agreement.
- **First Place, Specialty Reporting, Gannett Well Done Awards**, March/April 1992 competition. Corporate-wide award recognized a package of stories about an autistic man who, after 24 years of silence, apparently had begun communicating with the help of a controversial new therapy.
- **First Place, Best-Written News Story**, the West Virginia Press Association's 1992 Better Newspapers Contest. State-wide award recognized a story on the funeral of a local soldier killed in the Persian Gulf War.
- **Second Place, Best Enterprise Reporting**, the West Virginia Newspaper Association's 1992 Better Newspapers Contest. Package of stories examined the business side of running a church.
- **First Place, Best Enterprise Reporting**, the West Virginia Newspaper Association's 1991 Better Newspapers Contest. Statewide award was for contributions to a special section marking the 20th anniversary of an airplane crash that killed most of the Marshall University football team as well as several coaches and fans.
- **Gannett Well Done Award**, November 1990. Corporate-wide award was for contributions to Marshall University plane crash special section.
- **Outstanding Senior in Journalism**, May 1988. Honor was awarded by the faculty of the W. Page Pitt School of Journalism.
- **Dow Jones Inc. copy editing internship**, May 1987. One of 40 interns selected from applicants across the nation.

#### **ACADEMIC / PROFESSIONAL ACTIVITIES:**

- **Conference Chair, Midwest Association for Public Opinion Research**, November 2009- November 2010. Responsible for all aspects of the conference program.
- **Conference Co-Chair, Midwest Association for Public Opinion Research**, November 2008-2009. Assisted the conference chair.

- **Consultant, LifeWay internal communication survey**, June 2003. Designed, implemented, and analyzed a survey of employees at LifeWay, a large Christian publishing firm in Nashville, Tenn.
- **Data Analysis Consultant, "The Color of Credit,"** May, 2003. Project yielded a three-day series of *Nashville Tennessean* articles exposing racial disparities in home mortgage loan approval rates across Tennessee.
- **Executive Committee Member, AEJMC Media Management & Economics Division**, December 1998 - December 1999. Duties included organizing panel discussions on media management & economics instructional issues for the 1998 AEJMC convention in Baltimore, MD.
- **Member, Middle Tennessee State University Institutional Review Board**, Fall 1999 - Spring 2000. Duties include inspecting research proposals to ensure the health and rights of research subjects are protected.
- **Chair, "Starting and Maintaining a University-Based Polling Operation,"** a panel discussion during the 1998 Midwest Association for Public Opinion Research meeting in Chicago, Ill.
- **Participant, "The Conundrum of Measuring Considered Opinion,"** a panel discussion during the 1998 International Communication Association meeting in Jerusalem, Israel, in August, 1988.
- **Consultant, National Survey of Medical Marketing Management Strategies**, January - June 1998. Duties included designing the survey, advising on survey procedures, compiling and analyzing survey results, and producing a report. The survey is sponsored by Medical Marketing Management of Chapel Hill, N.C.
- **Writing consultant for Dabora Inc.**, Publishers of *Walking Horse Report* and *Saddle Horse Report*, February 1998. Duties included coaching staff writers on leads and story organization.
- **Consultant, 1997 MTSU College of Mass Communication Alumni Poll**, August, 1997. Telephone poll aimed at discovering how well the college's alumni had prepared them in each of 13 curriculum areas.
- **Field director, Carolina Poll**, Fall 1994-Spring 1995. Telephone poll is a statewide sampling of public opinion in North Carolina sponsored jointly by the UNC-CH School of Journalism and Mass Communication and the Institute for Research in Social Science. Duties include instructing and overseeing students who serve as callers, managing the poll's sample, and analyzing the poll's results.



- **Consultant, Carolina Breast Cancer Detection Center client survey**, January-May 1995. Responsible for survey design, sample selection, and data analysis.
  - **Member, Association for Education in Journalism and Mass Communication**, August 1995-present.
  - **Participant, "Advancing the State of Media Studies,"** February 12-16, 1995. Seminar in New York City sponsored by the Freedom Forum. Selection was based on competition with nominees from two dozen universities with doctoral programs in mass communication, communication, or media studies.
  - **Consultant, Caring Program for Children poll**, Fall 1994. Mail survey polled 670 households chosen at random from the non-profit program's client list. Advised program director regarding sample selection, questionnaire design, and data entry. Also performed data analysis.
  - **Consultant, Survey of North Carolina Journalism Educators**, January-May 1994. Statewide survey replicated an earlier survey that measured high school journalism instructors' self-reported levels of expertise in teaching journalism.
  - **Consultant, North Carolina Scholastic Press Association 1994 Convention**, June, 1994. Duties included creating and managing a FileMaker Pro 2.1 database that tracked attendance, generated name badges, and printed award certificates for approximately 800 attendees.
  - **Computer-assisted journalism conference**, March 12-14, 1993, Indianapolis, Indiana. Attended a series of workshops on journalistic applications for computer spreadsheet programs.
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