

MITCHELL S. McKINNEY

*Dean
Buchtel College of Arts & Sciences*

The University of Akron
CAS 430
Akron, OH 44325-1901

Education

PhD 1996	University of Kansas Department of Communication Studies	Area of study: Political Communication
MA 1989	University of North Carolina at Chapel Hill Department of Communication	Area of study: Presidential Rhetoric
BA 1987	Western Kentucky University Departments of Speech Communication and Government Graduated <i>summa cum laude</i>	Double Major

Academic Leadership

2021 –	Dean , Buchtel College of Arts & Sciences, The University of Akron
2016 – 2020	Acting Deputy Provost (Faculty Fellow), Office of the Provost, University of Missouri
2013 – 2016	Chair , Department of Communication, University of Missouri
2012 – 2021	Director , Political Communication Institute, University of Missouri
2010 – 2013	Director of Graduate Studies , Department of Communication, University of Missouri
2009 – 2013	Associate Department Chair , Department of Communication, University of Missouri
2006 – 2007	Director of Academic Affairs , National Communication Association, Washington, DC
1997 – 2000	Director of Undergraduate Studies , Dept of Communication, University of Oklahoma
1993 – 1995	Staff Assistant , Executive Vice Chancellor's Office, University of Kansas
1993	White House Fellow , Office of Domestic Policy, The White House, Washington, DC
1986 – 1987	Staff Assistant , President's Office, Western Kentucky University, Bowling Green, KY
1985 – 1986	Board Member , Board of Regents, Western Kentucky University, Bowling Green, KY

Faculty Appointments

2021 –	Professor , School of Communication, The University of Akron
2012 – 2021	Professor , Department of Communication and Missouri School of Journalism (<i>joint appointment</i>), University of Missouri
2006 – 2012	Associate Professor , Department of Communication and Missouri School of Journalism (<i>joint appointment</i>), University of Missouri
2000 – 2006	Assistant Professor , Department of Communication and Missouri School of Journalism (<i>joint appointment</i>), University of Missouri
1996 – 2000	Assistant Professor , Department of Communication, University of Oklahoma
1991 – 1996	Instructor , Speech Division, Johnson County (KS) Community College
1989 – 1991	Instructor , Department of Communication, Missouri Southern State University

Academic Leadership & Administrative Experience

Buchtel College of Arts & Sciences, The University of Akron
Dean

2021-Present

Institutional & College Profile: The University of Akron (UA) is among Ohio's most influential public urban research universities, conducting high quality research in focused areas of excellence, contributing to the vitality of the local economy and providing a workforce in highly trained diverse disciplines. UA offers nearly 16,000 students a wide variety of bachelor's, master's, doctoral and professional degree programs. As a STEM-intensive research institution, UA has strong connections with industries including polymers, advanced materials and engineering. Students are enrolled across five degree-granting colleges, including: 1) Buchtel College of Arts and Sciences, 2) College of Business, 3) College of Engineering and Polymer Science, 4) College of Health and Human Sciences, and 5) School of Law.

The Buchtel College of Arts & Sciences (BCAS), UA's largest and oldest degree-granting college, enrolls approximately 6,000 undergraduates and 500 graduate students in 19 schools and departments, five interdisciplinary degree programs, and 10 research centers and institutes. BCAS employs approximately 500 faculty and 100 staff members. The college's educational programs span five academic divisions, including Education, Fine Arts, Humanities, Natural Sciences, and the Social Sciences. The departments, programs, research labs, and centers yield both applied and basic knowledge that provides the foundation for a strong liberal arts and sciences education for students seeking degrees both within BCAS and across The University of Akron campuses. The college has been a leader in establishing interdisciplinary research and teaching efforts, including the Integrated Bioscience Doctoral Program, the Biomimicry Research Initiative Center, and the EX[L] (Experiential Learning) Center.

Primary responsibilities as Dean of the College:

- Serve as chief academic, fiscal, and administrative officer of the college, reporting to the Executive Vice President and Provost.
- Supervise a senior leadership team of 11 individuals, including a Senior Associate Dean, three Associate Deans, five Directors, a Faculty Fellow, and a Chief of Staff.
- Lead the college's academic leadership team of 24 School Directors, Department Chairs, and Academic Program Directors.
- Guide the college's instructional, research and outreach activities, including oversight of its \$45 million annual operating budget and annual research expenditures of approximately \$10 million.
- Direct academic program development within the college, including creation of new and modification of existing academic offerings. Work closely with faculty and unit leaders to develop new degree programs, certificates, and micro-credentials, including interdisciplinary and joint degree programs and new distance/online learning initiatives.
- Lead the college's Higher Learning Commission accreditation activities, including the development of assurance arguments and quality improvement initiatives.
- Direct the college's advancement and development activities, including annual fundraising of approximately \$12 million and engagement with the more than 95,000 BCAS living alumni.

Major accomplishments:

- Initiated a college-wide strategic planning process and developed the college's first Strategic Action Plan, with action plan priorities including: Increasing Student Enrollment; Strengthening Student Success and Engagement; Enhancing Faculty Research and Creative Activity; Expanding Public-Community Engagement; Strengthening Inclusive Excellence; and Building a Community of Belonging.
- Established an annual awards and recognition program for faculty, staff, and students.

- Established multidisciplinary areas of “Academic Excellence & Innovation” guiding academic program development and collaborative research activity, including Arts & Community Development, Data Science & Analytics, Global Change Science, and Health, Well-Being & Community Flourishing.
- Implemented a strategic investment plan for the college, guided by our Strategic Action Plan, that includes the development of an Innovation Fund and the Buchtel College Advantage Support grants to invest resources in new academic programs, personnel, student support, and facilities.
- Established “Educate to Elevate” on-line and on-site academic programs for regional employers, and workforce development councils to build university-industry partnerships.
- Created a continuous program review process within the college, including development of metrics to assess academic program performance and faculty productivity.
- Created a Director of Recruitment and Retention position within the college, achieving increased student enrollment and increases in first-year retention and degree completion rates.
- Created the college’s Office of Advising and Student Success with enhanced student support and career services and expanded experiential learning opportunities.
- Created Office of Communication and Marketing for the college and appointed its first Director.
- Established an Inclusive Excellence leadership position within the college and launched an underrepresented minority faculty hiring initiative that achieved a doubling of the college’s ranked minority faculty within a two-year period.
- Created a national Alumni Advisory Council for the college, a Dean’s Development Board, and the Arts Advancement Council.
- Created the Dean’s Part-Time Faculty Advisory Council and Dean’s Staff Advisory Council.
- Created a leadership development program for new School Directors and Department Chairs, and a peer-mentoring program for new faculty.

Office of the Provost, University of Missouri

2016-2020

Acting Deputy Provost & Faculty Fellow for Academic Affairs

Institutional Profile: The University of Missouri (MU) is the state’s flagship, land-grant, comprehensive research university that enrolls approximately 32,000 students across 13 major academic units. As a member of the prestigious Association of American Universities (AAU), MU is a Research One university with more than 3,000 full-time faculty, nearly 14,000 staff, an operating budget of \$2.2 billion and annual research expenditures of approximately \$435 million. MU maintains the state’s Extension Program, and contains a clinical and research medical enterprise, MU Health Care, whose operations total more than \$1 billion.

Primary responsibilities in the Office of the Provost:

- Directed faculty recruitment and hiring for the university’s 13 schools and colleges, including the School of Medicine’s hiring of faculty-clinicians for MU Hospitals and Clinics.
- Supervised all faculty conduct matters, including Title IX complaints, disciplinary matters, research misconduct and conflict of interest investigations. Working with the Office of General Counsel, assisted in developing a Standards of Faculty Conduct process for the adjudication of faculty conduct matters.
- Directed MU’s Office of Academic Integrity that examines student academic misconduct.
- Reviewed annual budget plans for each school and college; supervised annual salary adjustment process for the university’s approximately 3,000 faculty and academic personnel; and reviewed and approved requests for mid-year faculty salary increases, including faculty retention and counteroffers.
- Coordinated, with the Division of Inclusion, Diversity and Equity, campus initiatives related to minority faculty retention and hiring, including the creation of MU’s Faculty Inclusion and Excellence Fund to support underrepresented faculty hiring efforts.
- Coordinated the formative and summative evaluation of deans and participated in the onboarding of new deans.

Major accomplishments:

- Participated in a \$40 million budget reduction process that involved academic program consolidation and elimination.
- Supervised the development of faculty workload policies for every academic unit on campus.
- Assisted Office of Research, Innovation & Impact and supervised the work of deans to carry out cluster and inter/transdisciplinary faculty hiring as part of MU's strategic goal to secure three to five national research centers and to double federal and industry research funding, thus elevating MU's standing among AAU public research universities.
- Coordinated a campus-wide salary equity study and implemented the study's major findings that addressed inequity in pay especially among female faculty.
- Assisted with the creation and implementation of a faculty "career span" development and awards program.
- Directed the revision of MU's faculty recruitment and hiring process with greater attention to minority faculty hiring, achieving a doubling of MU's tenured and tenure-track underrepresented minority faculty (from 6% to 12%).

Department of Communication, University of Missouri

2013-2016

Department Chair

- Led one of the largest departments in the College of Arts and Science, with an annual budget of \$3 million; approximately 650 majors; 30 tenured and tenure-track, non tenure-track, post-doctoral and adjunct faculty; and a graduate program with 35-40 doctoral students.
- Strengthened faculty research productivity and funding expectations – over a three-year period (AY 2013-2016) federally sponsored research in the department nearly tripled, faculty research output increased from an average of 2½ refereed publications per faculty to an average of 4 refereed publications per year, and faculty established four research centers and institutes with federal funding.
- MU Communication was the 5th highest-ranked communication doctoral program in the United States (out of 83 programs) in 2016, according to Academic Analytics.
- Doubled minority graduate student representation and increased minority faculty representation to one-third of our ranked faculty.
- Established an Alumni Advisory Council and launched the very first department-level development campaign, generating approximately \$1 million in a three-year period and increased our permanent endowment funds by approximately 25%.

Department of Communication, University of Missouri

2010-2013

Director of Graduate Studies

- Directed the Department's M.A. and Ph.D. programs, including oversight of all graduate students, supervision of graduate and doctoral faculty activities, and development of graduate policies and curriculum.
- Served as the principal liaison between the Department and the Graduate School, managing graduate student recruitment and admissions, conducting annual reviews and monitoring time to degree of all graduate students, overseeing placement of doctoral graduates, and developing graduate student alumni relations.
- Major accomplishments while serving as DGS included, increased teaching assistantship stipends; raised endowment funds for the establishment of new graduate student fellowships; established annual funding for graduate student travel to attend professional conferences; doubled the graduate program's minority student representation; created Preparing Future Faculty career development seminar series, including emphasis on "alt-ac" careers; introduced mental health "first aid" training seminar for graduate students.

National Communication Association, Washington, DC
Director of Academic Affairs

2006-2007

- Directed the association's academic programming and initiatives in the areas of scholarship, research, and teaching with emphasis on graduate education.
- Worked with the Council of Graduate Schools to develop graduate program assessment tools.
- Assisted with discipline advocacy and coordinated research and data collection about the discipline.
- Served as the association's chief representative to federal research funding agencies and directed government relations.

Department of Communication, University of Oklahoma
Director of Undergraduate Studies

1998-2000

- Responsible for reviewing and acting on all requests for course waivers and for evaluating transfer credit requests.
- Served as a member of the Department's Curriculum Committee.
- Served as sponsor of the Undergraduate Communication Association.
- Supervised all activities relating to the Department's undergraduate Academic Advising Office, including oversight of the staff of three undergraduate advisers.

Executive Vice Chancellor's Office, University of Kansas
Staff Assistant

1993-1995

- Coordinated the appointments of faculty, staff and students to various university boards and committees, drafted correspondence for the Executive Vice Chancellor's signature, and prepared speeches and remarks for the EVC.

The White House, Office of Domestic Policy, Washington, DC
White House Fellow

1993

- Assisted President Clinton's Domestic Policy Advisor with research and development of policy initiatives relating to health care, welfare, and higher education reform.
- Attended meetings of the Cabinet, prepared policy memoranda for the President, and drafted Presidential remarks relating to domestic policy issues.

Office of the President, Western Kentucky University
Staff Assistant

1986-1987

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

Board of Regents, Western Kentucky University
Board Member

1985-1986

- 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 and was involved in reorganization of the central administration.

Selected Honors & Awards

Teaching Awards

- Graduate Teacher of the Year, Association of Communication Graduate Students, University of Missouri, 2011.
- William T. Kemper Fellow for Excellence in Teaching Award, University of Missouri, 2009.
- Lambda Pi Eta, University of Missouri Chi Beta Chapter, Honorary Member, 2009.
- Selected as one of five teacher-scholars throughout the U.S. to facilitate the National Communication Association's Hope Institute for Faculty Development, 2002.

Research Awards

- Top Paper, Political Communication Division, International Communication Association, 2025.
- 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.
- Donald W. Reynolds Journalism Institute Research Fellow, University of Missouri, 2012-13.
- Top Paper, Political Communication Division, National Communication Association, 2010.
- Top Paper, Political Communication Division, Central States Communication Association, 2010.
- Top Paper, Political Communication Division, National Communication Association, 2004.
- Central States Communication Association Federation Research Prize, 2003.
- Invited by South Korean National Election Commission to assist with production of Korean televised presidential debates in 2002.
- Invited by U.S. Commission on Presidential Debates to assist with production of televised presidential debates in 1992, 1996 & 2000.
- Central States Communication Association Federation Research Prize, 1998.
- Top Paper, Rhetorical Theory & Criticism Division, Central States Communication Association, 1998.
- University of Kansas Graduate Student Research Award, 1995.
- Top Paper, Communication Theory Division, Southern States Communication Association, 1989.

Service Awards

- Faculty-Alumni Award, Mizzou Alumni Association, 2014.
- Outstanding Director of Graduate Studies Award, Graduate School, University of Missouri, 2014.
- Graduate Faculty Mentor Award, Graduate School, University of Missouri, 2011.
- Graduate Adviser of the Year, Association of Communication Graduate Students, University of Missouri, 2010.

Academic Leadership Awards

- Exemplary Leadership Award, Buchtel College of Arts and Sciences Faculty, The University of Akron, 2024.
- Administrative Champion Award, The University of Akron EX[L] (Experiential Learning) Center, 2022.
- Alumnus of the Year, Department of Communication, Western Kentucky University, 2020.
- Central States Communication Association “Hall of Fame” Member, 2020.
- The University of Missouri System Manuel T. Pacheco Leadership Development Program, 2017-18.
- President, Central States Communication Association, 2012-13.
- University of Kansas Graduate Student Leadership Award, 1994 & 1995.

TEACHING ACTIVITY***Undergraduate Courses Taught***

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
 Argumentation and Advocacy

Graduate Courses Taught

Seminar in the Rhetorical Presidency
 Survey of Political Communication Research
 Political Communication Research Issues
 Seminar in Campaign Debates
 Communication Theory

Seminar in Media and Politics
 Rhetorical Criticism
 Communication and Leadership
 Introduction to Graduate Study

Invited Lectures, Workshops & Keynote Presentations (2015-2025)

- *Campaign Debates Like We’ve Never Seen Before: The Influence of Donald J. Trump on Presidential Debates*. (2023, April). Keynote Address, The Donald J. Trump Presidency Conference: Legacy and Record. University of Mount Union, Alliance, OH.
- *Strengthening Democracy: The Good, The Bad & The Ugly of Social Media Use and Presidential Debate Viewing*. (2021, Oct.). Keynote Address, Ohio Communication Association’s 85th Annual Conference, Youngstown, OH.
- *Women Political Candidates and the Presidency: Examining Vice Presidential Debates*. (2020, Oct.). Kansas Women’s Leadership Series, University of Kansas.
- *Debating Democracy: Sixty Years of U.S. Presidential Debates*. (2020, Oct.). Western Kentucky University, Carl L. and Mary Anne Kell Distinguished Lecture, Bowling Green, KY.
- *Elections 2020: The Role of Televised Debates in U.S. Presidential Elections*. (2020, Sept.). U.S. Department of State & Foreign Press Center, Washington, DC.

- *Let's Debate: Strategies for Campaign Debate Preparation*. (2020, July). Asian Pacific American Institute for Congressional Studies, Women's Collective Summit, Washington, DC. (2020, July).
- *From Here to Anywhere in the World*. (2020, May). Western Kentucky University, Department of Communication Commencement Speaker (2020, May).
- *Social Watching Televised Presidential Debates: The Impact of Social Media on Candidates, Citizens, and the Punditocracy*. Emerson College, Boston, MA (2019, March).
- *Work Life Balance: Surviving the End of the Semester*. (2017, Nov.). Presentation to ET@MO Teaching Academy, Columbia, MO.
- *Speak up! A Public Speaking Showcase*. (2017, April). Department of Communication's COMM Week, University of Missouri, Columbia, MO.
- *The Language of Leadership*. (2017, Feb.). Keynote Address, University of Missouri System Graduate Student Leadership Development Program, Columbia, MO.
- *New Media for New Voters*. (2016, March). Keynote Address, Department of Communication & Media COMM Week 2016, Texas A&M University-Corpus Christi, Corpus Christi, TX.
- *Political Junkies Brownbag: Predicting a President*. (2016, March). "Lunch & Learn" Address, Department of Communication & Media, Texas A&M University-Corpus Christi, Corpus Christi, TX.
- *Fanning the Frames of Ferguson: National and Local Media Perspectives*. (2016, March). Presentation to University of Missouri's Department of Communication Colloquium, Columbia, MO.
- *Do They Matter? Exploring the Effects of Presidential Debates*. (2015, Oct.). San Diego State University, School of Journalism & Media Studies, San Diego, CA.
- *Learning from the Kemper Teaching Fellows: Great Teachers at Mizzou*. (2015, Oct.). Presentation to University of Missouri Faculty Scholars Program, Columbia, MO.
- *A Cold War and Churchill's Iron Curtain Address*. (2015, May). Missouri Military Academy's Winston Churchill Memorial Public Speaking Competition, Fulton, MO.

Research Activity

Summary of Published Scholarship:

- 10 books
- 100+ refereed journal articles and book chapters
- Approximately 3200 total citations; h-index of 26 and i10-index of 48
(<https://scholar.google.com/citations?user=8EaNQKgAAAAJ&hl=en>)

Books

- Warner, B. R., Bystrom, D. G., McKinney, M. S., & Banwart, M. C. (Eds.). (in press). *Democracy on the line: The turbulent 2024 presidential election*. New York: Praeger.
- Warner, B. R., Bystrom D. G., McKinney, M. S., & Banwart, M. C. (Eds.). (2022). *Democracy disrupted: Communication in the volatile 2020 presidential election*. New York: Praeger.
- Warner, B. R., Bystrom, D. G., McKinney, M. S., & Banwart, M. C. (Eds.). (2017). *An unprecedented election: Media, communication, and the electorate in the 2016 campaign*. New York: Praeger.
- Thorson, E., McKinney, M. S., & Shah, D. (Eds.). (2016). *Political socialization in a media saturated world*. New York: Peter Lang Publishing.

- Bystrom, D. G., Banwart, M. C., & McKinney, M. S. (Eds.). (2014). *alieNATION: The divide and conquer election of 2012*. New York: Peter Lang Publishing.
- McKinney, M. S., & Banwart, M. C. (Eds.). (2011). *Communication in the 2008 U.S. election: Digital natives elect a president*. New York: Peter Lang Publishing.
- McKinney, M. S., Kaid, L. L., Bystrom, D. G., & Carlin, D. B. (Eds.). (2005). *Communicating politics: Engaging the public in democratic life*. New York: Peter Lang Publishing.
- Kaid, L. L., Tedesco, J. C., Bystrom, D. G., & McKinney, M. S. (Eds.). (2003). *The millennium election: Communication in the 2000 campaigns*. Lanham, MD: Rowman and Littlefield Publishers.
- Kaid, L. L., McKinney, M. S., & Tedesco, J. T. (2000). *Civic dialogue in the 1996 presidential campaign: Candidate, media, and public voices*. Cresskill, N.J.: Hampton Press.
- Carlin, D. B., & McKinney, M. S. (Eds.). (1994). *The 1992 presidential debates in focus*. New York: Praeger.

Editor of Refereed Journals

- McKinney, M. S. (in press). Political campaign debates in the 2024 election [Special issue]. *Argumentation and Advocacy*.
- McKinney, M. S. (2021). Political campaign debates in the 2020 election [Special issue]. *Argumentation and Advocacy*, 57(3-4).
- McKinney, M. S. (2018). Political campaign debates in the 2016 election [Special issue]. *Argumentation and Advocacy*, 54(2).
- McKinney, M. S. (2013). Consistency and change in political campaign communication: Analyzing the 2012 elections [Special issue]. *Communication Studies*, 64(5).
- McKinney, M. S. (2013). Political campaign debates in the 2012 election [Special issue]. *Argumentation and Advocacy*, 49(4).
- Tedesco, J. C., & McKinney, M. S. (2007). Young citizens, media, and political participation [Special issue]. *American Behavioral Scientist*, 50(9).

Refereed Journal Articles

(*Italics indicate a graduate student co-author under faculty supervision during the project.*)

- McKinney, M. S. (2024). In defense of journalism and presidential debates. *Journal of Mass Media Ethics*, 39(4), 302-305.
- Bramlett, J. C., Reed, J. L., & McKinney, M. S. (2024). The rhetoric of democracy in United States senate campaign debates. *Communication and Democracy*, 58(1), 70-95.
- Reed, J. L. & McKinney, M. S. (2023). Constitutive Rhetoric and partisan polarization in the 2016 presidential primary debates. *Speaker & Gavel*, 59(1), 59-81.
- Jennings, F. J., Wicks, R. H., McKinney, M. S., & Kenski, K. (2022). Closing the knowledge gap: How issue priming before presidential debate viewing encourages learning and opinion articulation. *American Behavioral Scientist*, 66(3), 292-306.

- McKinney, M. S. (2021). Presidential campaign debates in the 2020 elections: Debate scholarship and the future of presidential debates. *Argumentation and Advocacy*, 57(3-4), 149-156.
- Park, J., Warner, B. R., McKinney, M. S., Kearney, C., Kearney, M. W., & Kim, G. (2021). Partisan identity and affective polarization in presidential debates. *American Behavioral Scientist*, 1-20.
- Warner, B. R., Park, J., Kim, G., McKinney, M. S., & Bryan, W. B. (2021). Do presidential primary debates increase political polarization? *American Behavioral Scientist*, 1-17.
- Jennings, F. J., Bramlett, J. C., McKinney, M. S., & Hardy, M. G. (2020). Tweeting along partisan lines: Identity-motivated elaboration and presidential debates. *Social Media and Society*, 6(4), 1-12.
- Jennings, F. J., Warner, B. R., McKinney, M. S., Kearney, C. C., Funk, M. E., & Bramlett, J. C. (2020). Learning from presidential debates: Who learns the most and why? *Communication Studies*, 71(5), 896-910.
- Warner, B. R., McKinney, M. S., Bramlett, J. C., Jennings, F. J., & Funk, M. E. (2020). Reconsidering partisanship as a constraint on the persuasive effects of debates. *Communication Monographs*, 87(2), 137-157.
- Houston, J. B., McKinney, M. S., Thorson, E., Hawthorne, J., Wolfgang, D., & Swasy, A. (2020). The twitterization of journalism: User perceptions of news tweets. *Journalism*, 21(5), 614-632.
- 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). To unite and divide: 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.
- Kaid, L. L., McKinney, M. S., & Tedesco, J. C. (2007). Political information efficacy and young voters. *American Behavioral Scientist*, 50, 1093-1111.
- McKinney, M. S., & Banwart, M. C. (2005). Rocking the youth vote through debate: Examining the effects of a targeted debate message on the intended audience. *Journalism Studies*, 6(2), 153-163.
- Banwart, M. C., & McKinney, M. S. (2005). A gendered influence in campaign debates? Analysis of mixed-gender United States senate and gubernatorial debates. *Communication Studies*, 56, 353-373.
- McKinney, M. S. (2005). Let the people speak: The public's agenda and presidential town hall debates. *American Behavioral Scientist*, 49(2), 198-212.
- Benoit, W. L., McKinney, M. S., & Stephenson, M. T. (2002). Effects of watching campaign 2000 presidential primary debates. *Journal of Communication*, 52, 316-331.
- 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. *Communication Monographs*, 68(3), 259-273.

Kaid, L. L., McKinney, M. S., Tedesco, J. C., & Gaddie, K. (1999). Journalistic responsibility and political advertising: A content analysis of state and local newspaper and television adwatches. *Communication Studies*, 50, 279-293.

Zorn, T. E., McKinney, M. S., & Moran, M. (1993). Structure of interpersonal construct systems: One system or many? *Journal of Constructivist Psychology*, 6, 139-166.

Competitively Selected Book Chapters

(Italics indicate a graduate student co-author under faculty supervision during the project.)

Pepper, B. G., & McKinney, M. S. (2022). Looking in/looking out: Pete Buttigieg's not so queer run for the presidency. In B. R. Warner, D. G. Bystrom, M. S. McKinney, & M. C. Banwart (Eds.), *Democracy disrupted: Communication in the volatile 2020 presidential election* (pp. 3-20). Santa Barbara, CA: Praeger.

Bramlett, J. C., Warner, B. R., & McKinney, M. S. (2022). Trump's disruptive debate: Analyzing the candidate branding costs. In B. R. Warner, D. G. Bystrom, M. S. McKinney, & M. C. Banwart (Eds.), *Democracy disrupted: Communication in the volatile 2020 presidential election* (pp. 239-264). Santa Barbara, CA: Praeger.

Jennings, F. J., McKinney, M. S., & Greenwood, M. M. (2019). Preaching to the choir: Partisan social identity and presidential debate social watching. In E. Hinck (Ed.), *Presidential debates in a changing media environment*. Westport, CT: Praeger.

Bramlett, J. C., McKinney, M. S., & Warner, B. R. (2018). Processing the political: Presidential primary debate live tweeting as information processing. In B. R. Warner, D. G. Bystrom, M. S. McKinney, & M. C. Banwart (Eds.), *An unprecedented election: Media, communication, and the electorate in the 2016 campaign* (pp. 169-188). Santa Barbara, CA: Praeger.

Jennings, F. J., Greenwood, M. M., & McKinney, M. S. (2017). I'm with her: The impact of gender identification on assessments of Hillary Rodham Clinton and Donald J. Trump's presidential debate performance. In R. E. Denton (Ed.), *Studies of communication in the 2016 presidential campaign*. Lanham, MD: Lexington Books.

Houston, J. B., & McKinney, M. S. (2016). Young citizens' use of digital and traditional political information. In E. Thorson, M. S. McKinney, & D. Shah (Eds.), *Political socialization in a media saturated world*. New York: Peter Lang Publishing.

Jahng, M., McKinney, M. S., & Thorson, E. (2016). Peer influence in adolescent political socialization: Deliberative democracy inside and outside the classroom. In E. Thorson, M. S. McKinney, & D. Shah (Eds.), *Political socialization in a media saturated world*. New York: Peter Lang Publishing.

Thorson, E., Jahng, M., McKinney, M. S. (2016). Political knowledge and participation in teens during low and high political interest periods of a presidential election. In E. Thorson, M. S. McKinney, & D. Shah (Eds.), *Political socialization in a media saturated world*. New York: Peter Lang Publishing.

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.

- Hawthorne, J., & McKinney, M. S. (2014). To form a more polarized electorate? The effect of presidential debates on polarization, partisanship and political aggression. In D. G. Bystrom, M. C. Banwart, & M. S. McKinney (Eds.), *alieNATION: The divide and conquer election of 2012* (pp. 31-47). New York: Peter Lang Publishing.
- Rill, L. A., & McKinney, M. S. (2014). Defying expectations: Young citizens' political attitudes and participation in the 2012 election. In D. G. Bystrom, M. C. Banwart, & M. S. McKinney (Eds.), *alieNATION: The divide and conquer election of 2012* (pp. 260-276). New York: Peter Lang Publishing.
- McKinney, M. S., Rill, L. A., & Gully, D. (2011). Political engagement through presidential debates: Attitudes of political engagement throughout the 2008 election. In M. S. McKinney & M. C. Banwart (Eds.), *Communication in the 2008 U.S. election: Digital natives elect a president* (pp. 121-142). New York: Peter Lang Publishing.
- Rill, L. A., & McKinney, M. S. (2011). Talking politics: Young citizens' interpersonal interaction during the 2008 presidential campaign. In M. S. McKinney & M. C. Banwart (Eds.), *Communication in the 2008 U.S. election: Digital natives elect a president* (pp. 51-70). New York: Peter Lang Publishing.
- McKinney, M. S., & Banwart, M. C. (2010). The Biden – Palin 2008 vice presidential debate: An examination of gender and candidate issue expertise. In J. A. Hendricks & L. L. Kaid (Eds.), *Techno politics in presidential campaigning: New voices, new technologies, and new voters* (pp. 158-174). New York: Routledge.
- McKinney, M. S. (2005). Engaging citizens through presidential debates: Does the format matter? In M. S. McKinney, L. L. Kaid, D. G. Bystrom, & D. B. Carlin (Eds.), *Communicating politics: Engaging the public in democratic life* (pp. 209-221). New York: Peter Lang Publishing.
- McKinney, M. S., Kaid, L. L., & Bystrom, D. G. (2005). The role of communication in civic engagement. In M. S. McKinney, L. L. Kaid, D. G. Bystrom, & D. B. Carlin (Eds.), *Communicating politics: Engaging the public in democratic life* (pp. 3-26). New York: Peter Lang Publishing.
- McKinney, M. S., Dudash, E. A., & Hodgkinson, G. (2003). Viewer reactions to presidential debates: Learning issue and image information. In L. L. Kaid, J. C. Tedesco, D. G. Bystrom, & M. S. McKinney (Eds.), *The millennium election: Communication in the 2000 campaigns* (pp 43-58). Lanham, MD: Rowman and Littlefield Publishers.
- McKinney, M. S., & Lamoureux, E. R. (1999). Citizen responses to the 1996 presidential debates: Focusing on the focus groups. In L. L. Kaid & D. G. Bystrom (Eds.), *The electronic election: Perspectives on the 1996 campaign communication* (pp. 163-178). Mahwah, N.J.: Lawrence Erlbaum Publishers.
- Spiker, J. A., & McKinney, M. S. (1999). Measuring political malaise in the 1996 presidential election. In L. L. Kaid & D. G. Bystrom (Eds.), *The electronic election: Perspectives on the 1996 campaign communication* (pp. 319-334). Mahwah, N.J.: Lawrence Erlbaum Publishers.
- McKinney, M. S., & Pepper, B. G. (1999). From hope to heartbreak: Bill Clinton and the rhetoric of AIDS. In W. N. Elwood (Ed), *Power in the blood: A handbook on AIDS, politics, and communication* (pp. 77-92). Mahwah, N.J.: Lawrence Erlbaum Publishers.

McKinney, M. S., Spiker, J. A., & Kaid, L. L. (1998). DebateWatch '96 and citizen engagement: Building democracy through citizen communication. In T. J. Johnson, C. E. Hays, & S. P. Hays (Eds.), *Engaging the public: How government and the media can reinvigorate American democracy* (pp. 184-194). New York: Rowman & Littlefield.

McKinney, M. S. (1996). The rhetoric of indoctrination: A critical analysis of new employee orientation. In W. N. Elwood (Ed.), *Public relations inquiry as rhetorical criticism: Studies of corporate discourse in public relations campaigns*. New York: Praeger.

McKinney, M. S. (1985). Jesse Stuart: Kentucky poet and educator. *Western Kentucky University Honors Research Bulletin*, 12, 67-74. Bowling Green, KY: Western Kentucky University Press.

Invited Publications

(*Italics indicate a graduate student co-author under faculty supervision during the project.*)

Warner, B. R., McKinney, M. S., & Banwart, M. C. (2020). Are the 2020 Democratic primary debates good for voters? *Spectra*, 56, 30-36.

McKinney, M. S., & Spialek, M. L. (2017). Political debates. In M. Allen (Ed.), *The SAGE Encyclopedia of Communication Research Methods*. Thousand Oaks, CA: Sage Publications.

Warner, B. R., & McKinney, M. S. (2016). Debating the presidency. *Spectra*, 52, 34-39.

Thorson, E., McKinney, M. S., & Shah, D. (2016). Theorizing political socialization in a media saturated world. In E. Thorson, M. S. McKinney, & D. Shah (Eds.), *Political socialization in a media saturated world*. New York: Peter Lang Publishing.

McKinney, M. S., & Bolton, J. (2016). Youth and elections in American campaigns. In W. G. Benoit (Ed.), *Handbook of political campaigning in the United States*. New York: Praeger.

McKinney, M. S., & Bystrom, D. G. (2014). An alieNATION of the U.S. electorate: The divide and conquer election of 2012. In D. G. Bystrom, M. C. Banwart, & M. S. McKinney (Eds.), *alieNATION: The divide and conquer election of 2012* (pp. 1-11). New York: Peter Lang Publishing.

McKinney, M. S. (2012). Communication and political participation: Engaging young citizens in political life. In A. K. Goodboy & K. Shultz (Eds.), *Introduction to communication studies: Translating scholarship into meaningful practice* (pp. 365-373). Dubuque, IA: Kendall Hunt.

McKinney, M. S. (2012). Debating democracy: The history and effects of U.S. presidential debates. *Spectra*, 48, 8-12.

McKinney, M. S., & Banwart, M. C. (2011). The election of a lifetime. In M. S. McKinney & Mary C. Banwart (Eds.), *Communication in the 2008 U.S. election: Digital natives elect a president* (pp. 1-9). New York: Peter Lang Publishing.

McKinney, M. S., Davis, C. B., & Delbert, J. (2009). The first – and last – woman standing: Analyzing Hillary Rodham Clinton's presidential primary debate performance. In T.F. Sheckels (Ed.), *Cracked but not shattered: Hillary Rodham Clinton's unsuccessful campaign for the presidency* (pp. 197-213). Lanham, MD: Rowman and Littlefield Publishers.

Kaid, L. L., McKinney, M. S., & Tedesco, J. C. (2009). Political communication. In L. R. Frey & K. N. Cissna (Eds.), *Handbook of applied communication* (pp. 254-276). Mahwah, N.J.: Lawrence Erlbaum Publishers.

- McKinney, M. S. (2008). Political campaign debates. In L. L. Kaid & C. Holtz-Bacha (Eds.), *Encyclopedia of political communication* (pp. 159-165). Thousand Oaks, CA: Sage Publications.
- McKinney, M. S. (2007). Presidential debates. In T. Schaefer & T. Birkland (Eds.), *Encyclopedia of media and politics* (pp. 221-224). Washington, DC: CQ Press.
- McKinney, M. S., & Carlin, D. B. (2004). Political campaign debates. In L. L. Kaid (Ed.), *Handbook of political communication* (pp. 203-234). Mahwah, N.J.: Lawrence Erlbaum Publishers.
- McKinney, M. S. (2002). The evolution of presidential debates in the United States. In J. Song (Ed.), *Communicating the presidency: Televised debates and campaign news coverage*, (pp. 78-104). Seoul, Korea: Korean Broadcasting Institute. [Published in Korean language]
- McKinney, M. S. (1994). Design and implementation of the focus group study. In D. B. Carlin & M. S. McKinney (Eds.), *The 1992 presidential debates in focus* (pp. 21-35). New York: Praeger.
- Lamoureux, E. R., Entekin, H. S., & McKinney, M. S. (1994). Debating the debates. In D. B. Carlin & M. S. McKinney (Eds.), *The 1992 presidential debates in focus* (pp. 55-67). New York: Praeger.
- McKinney, M. S. (1993). A focus on the 1992 presidential debates: Description of a national focus group project. *Proceedings "Debates '92" Symposium*, 3-7. Washington, D.C.: Commission on Presidential Debates.

Conference Papers & Participation (2015-2025)

(*Italics indicate a graduate student co-author under faculty supervision during the project.*)

- Warner, B. R., & McKinney, M. S. (2025, June). *Do debates affect voter decision-making? Evidence from 20 years of quasi-experimental studies*. Paper presented at the annual meeting of the International Communication Association, Denver, CO.
- **Selected as top paper in Political Communication Division.**
- McKinney, M. S. (2025, April). *From worst to best: Examining the content and effects of the 2024 presidential debates*. Paper presented at the annual meeting of the Central States Communication Association, Cincinnati, OH.
- McKinney, M. S. (2025, April). *Political communication interest group: Top papers*. Respondent for panel at the annual meeting of the Central States Communication Association, Cincinnati, OH.
- McKinney, M. S. (2025, April). *Analyzing the 2024 presidential election and its aftermath*. Discussant for panel at the annual meeting of the Central States Communication Association, Cincinnati, OH.
- McKinney, M. S. (2025, April). *Analyzing the 2024 presidential debates*. Discussant for panel at the annual meeting of the Central States Communication Association, Cincinnati, OH.
- McKinney, M. S. (2024, April). *Considering the future of presidential debates*. Paper presented at the annual meeting of the Central States Communication Association, Grand Rapids, MI.
- McKinney, M. S. (2024, April). *Analyzing the 2024 presidential election: Reflections on the primaries and predictions for the general election*. Discussant for panel at the annual meeting of the Central States Communication Association, Grand Rapids, MI.
- McKinney, M. S. (2024, April). *The legacy and public memory of President Gerald Ford and First Lady Betty Ford*. Discussant for panel at the annual meeting of the Central States Communication Association, Grand Rapids, MI.

- Bramlett, J. C., Reed, J. L., & McKinney, M. S. (2023, Nov.). *Debating democracy: Election denialism and democracy defense in televised campaign debates during the 2022 United States midterm elections*. Paper presented at the annual meeting of the National Communication Association, Washington, DC.
- McKinney, M. S. (2023, April). *Looking back—looking forward: Examining the elections of 2022 & 2024*. Discussant for panel at the annual meeting of the Central States Communication Association, St. Louis, MO.
- McKinney, M. S. (2023, April). *Political communication interest group: Top papers*. Respondent for panel at the annual meeting of the Central States Communication Association, St. Louis, MO.
- McKinney, M. S. (2023, April). *The post-Roe election: Gender in the 2022 campaigns*. Discussant for panel at the annual meeting of the Central States Communication Association, St. Louis, MO.
- McKinney, M. S. (2023, April). *Democracy disrupted: Communication in the volatile 2020 presidential election*. Discussant for panel at the annual meeting of the Central States Communication Association, St. Louis, MO.
- Warner, B. R., McKinney, M. S., Kim, G. E., Park, J., Scruggs, X. L., & Wenter, R. (2022, Nov.). *The contribution of presidential campaign debates to partisan polarization*. Paper presented at the annual meeting of the National Communication Association, New Orleans, LA.
- McKinney, M. S. (2022, March). *Political communication and the 2022 U.S. midterm elections*. Discussant for panel at the annual meeting of the Central States Communication Association, Madison, WI.
- McKinney, M. S. (2022, March). *Celebrating the 4th annual Judith S. Trent award for early career excellence in political communication*. Discussant for panel at the annual meeting of the Central States Communication Association, Madison, WI.
- McKinney, M. S. (2022, March). *The future of presidential debates & debate research*. Discussant for panel at the annual meeting of the Central States Communication Association, Madison, WI.
- McKinney, M. S. (2021, Nov.). *Judith S. Trent: Celebration of life*. Discussant for panel at the annual meeting of the National Communication Association, Seattle, WA.
- McKinney, M. S. (2021, March). *Analyzing the 2020 presidential election and its aftermath*. Discussant for panel at the annual meeting of the Central States Communication Association, Virtual.
- McKinney, M.S. (2021, March). *Political communication interest group: Top papers*. Respondent for panel at the annual meeting of the Central States Communication Association, Virtual.
- McKinney, M. S. (2021, March). *Judith S. Trent: Celebration of life*. Discussant for panel at the annual meeting of the Central States Communication Association, Virtual.
- McKinney, M. S. (2020, Nov.). *The Trump presidency: Rhetoric and public opinion*. Respondent for panel at the annual meeting of the National Communication Association, Indianapolis, IN.
- McKinney, M. S., & Pepper, B. G. (2020, Nov.). *Mayor Pete's run for the White House: Blazing the trail as an openly gay presidential candidate*. Paper presented at the annual meeting of the National Communication Association, Indianapolis, IN.

- Bramlett, J. C., McKinney, M. S., Galarza Molina, R., & Reed, J. L. (2020, Nov.). *The effects of partisan social media commentary on presidential debate candidate performance assessments*. Paper presented at the annual meeting of the National Communication Association, Indianapolis, IN.
- Jennings, F. J., Bramlett, J. C., McKinney, M. S., & Hardy, M. (2020, May). *Thinking along partisan lines: Identity-motivated elaboration and presidential debates*. Paper presented at the annual meeting of the International Communication Association, Gold Coast, Australia.
- McKinney, M. S. (2020, April). *Analyzing the 2020 presidential election: Reflections on the primaries and predictions for the general election*. Discussant for panel at the annual meeting of the Central States Communication Association, Chicago, IL.
- McKinney, M. S., & Warner, B. R. (2019, Nov.). *A test of partisan motivated reasoning in presidential primary debates*. Paper presented at the annual meeting of the National Communication Association, Baltimore, MD.
- McKinney, M. S. (2019, Nov.). *Top papers in political communication*. Respondent for panel at the annual meeting of the National Communication Association, Baltimore, MD.
- McKinney, M. S. (2019, April). *Spotlight panel: Celebrating the inaugural Judith S. Trent award for early career excellence in political communication*. Chair and Discussant for panel at the annual meeting of the Central States Communication Association, Omaha, NE.
- McKinney, M. S. (2019, April). *Top papers in political communication*. Respondent for panel at the annual meeting of the Central States Communication Association, Omaha, NE.
- McKinney, M. S. (2019, April). *Looking back – looking forward: Examining the elections of 2018 & 2020*. Discussant for panel at the annual meeting of the Central States Communication Association, Omaha, NE.
- Hardy, M., McKinney, M. S., & Bramlett, J. C. (2019, April). *A rhetorical analysis of mixed gender and co-gender debates in the 2018 elections*. Paper presented at the annual meeting of the Central States Communication Association, Omaha, NE.
- McKinney, M. S. (2018, Nov.). *Was the 2016 presidential campaign a great one?* Discussant for panel at the annual meeting of the National Communication Association, Salt Lake City, UT.
- Bramlett, J., Reed, J. L., Jennings, F. J., Warner, B. R., McKinney, M. S., & Greenwood, M. M. (2018, Nov.). *Exploring the effects of accuracy and partisan prompts on tweeting during the 2016 general election presidential debates*. Paper presented at the annual meeting of the National Communication Association, Salt Lake City, UT.
- Jennings, F. J., Warner, B. R., McKinney, M. S., Kearney, C. C., Funk, M. E., & Bramlett, J. (2018, Nov.). *Learning from presidential debates: Who learns the most and why?* Paper presented at the annual meeting of the National Communication Association, Salt Lake City, UT.
- Warner, B. R., McKinney, M. S., Jennings, F. J., Bramlett, J., & Funk, M. E. (2018, May). *Reconsidering partisanship as a constraint on the persuasive effects of debates: The case of U.S. presidential and vice-presidential debates (2004-2016)*. Paper presented at the annual meeting of the International Communication Association, Prague, Czechia.
- McKinney, M. S. (2018, April). *Redefining presidential: Understanding the presidency of Donald J. Trump*. Discussant for panel at the annual meeting of the Central States Communication Association, Milwaukee, WI.

- McKinney, M. S., *Bramlett, J. C.*, & Banwart, M. C. (2018, April). *A gendered influence in campaign debates? Exploring Hillary Rodham Clinton's presidential debate performance*. Paper presented at the annual meeting of the Central States Communication Association, Milwaukee, WI.
- McKinney, M. S. (2018, April). *Political communication and the 2018 U.S. midterm elections*. Discussant for panel at the annual meeting of the Central States Communication Association, Milwaukee, WI.
- McKinney, M. S. (2017, Nov.). *Lessons learned from the 2016 presidential campaign*. Discussant for panel at the annual meeting of the National Communication Association, Dallas, TX.
- Reed, J. L.*, & McKinney, M. S. (2017, Nov.). *Affirmation and subversion: Navigating the rhetorical tensions of polarization in the 2016 presidential primary debates*. Paper presented at the annual meeting of the National Communication Association, Dallas, TX.
- Jennings, F. J.*, *Greenwood, M. M.*, & McKinney, M. S. (2017, Nov.). *"I'm with her:" The impact of gender social identification on debate perceptions and effects*. Paper presented at the annual meeting of the National Communication Association, Dallas, TX.
- Banwart, M. C., & McKinney, M. S. (2017, Nov.). *A gendered influence in campaign debates? Exploring the 2016 presidential debate performances*. Paper presented at the annual meeting of the National Communication Association, Dallas, TX.
- Warner, B. R., *Galarza, R.*, *Coker, C. R.*, *Tschirhart, P.*, *Hoeun, S.*, *Jennings, F. J.*, & McKinney, M. S. (2017, Nov.). *Comic agonism in the 2016 campaign: A study of Iowa caucus rallies*. Paper presented at the annual meeting of the National Communication Association, Dallas, TX.
- McKinney, M. S., *Jennings, F. J.*, *Coker, C. R.*, & Warner, B. R. (2017, Nov.). *Tweeting presidential primary debates: Debate processing through motivated twitter instruction*. Paper presented at the annual meeting of the National Communication Association, Dallas, TX.
- **Selected as top three paper in Political Communication Division.**
- McKinney, M. S. (2017, March). *Perspectives on election 2016*. Discussant for panel at the annual meeting of the Central States Communication Association, Minneapolis, MN.
- McKinney, M.S. (2016, Nov.). *Senior scholar spotlight panel: What just happened? A presidential election postmortem*. Discussant for panel at the annual meeting of the National Communication Association, Philadelphia, PA.
- McKinney, M. S., & *Bolton, J. P.* (2016, Nov.). *Processing the #debates: Live-tweeting U.S. presidential debates*. Paper presented at the annual meeting of the National Communication Association, Philadelphia, PA.
- McKinney, M. S., *Coker, C.*, & Warner, B. R. (2016, Nov.). *Live tweeting the primary debates*. Paper presented at the annual meeting of the National Communication Association, Philadelphia, PA.
- McKinney, M. S. (2016, April). *Analyzing the 2016 presidential primary debates*. Discussant for panel at the annual meeting of the Central States Communication Association, Grand Rapids, MI.
- McKinney, M. S. (2016, April). *Analyzing the 2016 presidential election: Reflections on the primaries and predictions for the general election*. Discussant for panel at the annual meeting of the Central States Communication Association, Grand Rapids, MI.

McKinney, M. S. (2016, April). *The Iowa caucuses: Realities and myths*. Discussant for panel at the annual meeting of the Central States Communication Association, Grand Rapids, MI.

McKinney, M. S. (2016, April). *Credibility, outsiders, and the 2016 GOP primary*. Discussant for panel at the annual meeting of the Central States Communication Association, Grand Rapids, MI.

McKinney, M. S. (2016, April). *CSCA scholar conversation: Judith S. Trent*. Interviewer for senior scholar conversation at the annual meeting of the Central States Communication Association, Grand Rapids, MI.

McKinney, M.S., Hawthorne, J., & Warner, B.R. (2015, Nov.). *Processing the #debates: Live tweeting the 2012 U.S. presidential debates*. Paper presented at the annual meeting of the National Communication Association, Las Vegas, NV.

McKinney, M.S. (2015, Nov.). *Debates around the world: The rise of electoral debates in established and emerging democracies*. Discussant for panel at the annual meeting of the National Communication Association, Las Vegas, NV.

McKinney, M. S. (2015, Nov.). *An unlovable president: The “othering” of Barack Obama as opposition strategy*. Discussant for panel at the annual meeting of the National Communication Association, Las Vegas, NV.

McKinney, M. S. (2015, April). *Looking back, looking forward: Examining the elections of 2014 & 2016*. Discussant for panel at the annual meeting of the Central States Communication Association, Madison, WI.

McKinney, M. S. (2015, April). *Engaging the student as citizen: Teaching the political communication course in a presidential campaign season*. Facilitator of short course at the annual meeting of the Central States Communication Association, Madison, WI.

McKinney, M. S. (2015, April). *2014 political campaigns: Substantive convergence or continued polarization*. Discussant for panel at the annual meeting of the Central States Communication Association, Madison, WI.

Grants & Funded Research

<i>Project & Funding Agency/Source</i>	TOTAL FUNDING: \$1,024,800	
	<i>Year</i>	<i>Amount</i>
“Electing a President: Intraparty Polarization in the Iowa Caucuses” MU Office of Undergraduate Research & Novak Leadership Institute (co-PI with Benjamin Warner)	2020	\$15,000
“2018 Midterm Elections: Debates & Ads” MU Office of the Provost Faculty Research Fund	2018	\$18,000
“Extreme Incivility in Digital News Discourse” Donald W. Reynolds Journalism Institute (co-PI with Benjamin Warner)	2016	\$75,000

McKinney CV		20
<i>"2016 Presidential Primary Elections: An Interdisciplinary Research Team"</i> MU Office of the Provost "Mizzou Advantage – Media of the Future" (co-PI with Benjamin Warner)	2015	\$28,000
<i>"Parent – Child Mobile News Use"</i> Donald W. Reynolds Journalism Institute (co-PI with Esther Thorson & J. Brian Houston)	2013	\$90,000
<i>"'Twitterocracy' and the Social Media Transformation of Politics"</i> Donald W. Reynolds Journalism Institute (co-PI with J. Brian Houston)	2012	\$125,000
<i>"Gender in Political Campaign Debates"</i> MU Arts and Science Alumni Organization	2011	\$12,500
<i>"Study of Communications Markets"</i> Office of the Provost "Mizzou Advantage – Media of the Future" (co-PI with Esther Thorson & Murali Mantrala)	2010	\$78,800
<i>"2008 Presidential Debates"</i> MU Research Council	2009	\$15,000
<i>"Young Voters' Civic Engagement in the 2008 Elections"</i> MU Alumni Association Faculty Development Incentive Grant	2009	\$12,500
<i>"Gender in Political Campaign Debates"</i> MU Arts and Science Alumni Organization	2009	\$10,000
<i>"Gender in Political Campaign Debates: State & Local Election Debates"</i> MU Alumni Association Faculty Development Incentive Grant	2006	\$12,500
<i>"Faculty International Travel Grant"</i> MU Research Council	2006	\$12,500
<i>"Gender in Political Campaign Debates"</i> MU Arts and Science Alumni Organization	2005	\$7,500
<i>"Young Citizens' Political Engagement in the 2004 Presidential Campaign"</i> MU Research Council	2004	\$15,000
<i>"International Terrorism Focus Groups"</i> The Pew Charitable Trusts	2004	\$90,000
<i>"Assistant Professor Travel Fund"</i> MU College of Arts and Science	2004	\$5,000
<i>"Debating in the States: U.S. Senate, House, and Gubernatorial Debates"</i> MU Alumni Association Faculty Development Incentive Grant	2003	\$12,500
<i>"Analysis of U.S. Senate, House, and Gubernatorial Mixed-Gender Debates"</i> Central States Communication Association's Federation Research Prize	2003	\$6,000
<i>"Faculty International Travel Grant"</i> MU Research Council	2002	\$7,500

McKinney CV		21
“Voter Alienation: Understanding Generational Differences” MU Research Council	2001	\$15,000
“Faculty Enrichment Grant” OU College of Arts and Science	1999	\$15,000
“Analysis of State and Local Newspaper and Television Adwatches” Central States Communication Association's Federation Research Prize	1998	\$6,000
“Using Technology for the Improvement of Learning” OU Information Technology Council	1998	\$45,000
“International Travel Grant” OU Research Council	1998	\$5,000
“Junior Faculty Research Fellowship” University of Oklahoma Research Council	1997	\$7,500
“DebateWatch ‘96 Oklahoma” Corporate Sponsor Kerr-McGee Corporation	1996	\$75,000
“Oklahoma College of Arts and Sciences Associates’ Lecture Series” OU College of Arts & Sciences	1996	\$18,000
“Research & Creative Activity Equipment/Facilities Program” OU Research Council	1996	\$150,000
1992 Presidential Debates: A National Focus Group Study” Ford Foundation / Commission on Presidential Debates (with PI Diana Carlin)	1992	\$40,000

Graduate Student Advising

Doctoral Dissertations Directed

- Paul, Wm. Bryan. (2022). *Imagining madam president: A critical typology of fictional female presidents and intersectional presidentiality in U.S. politainment*. Doctoral Dissertation, Department of Communication, University of Missouri. Current position: Director of Alumni Advocacy, American Council of Trustees and Alumni, Washington, D.C.
- Reed, Joel Lansing. (2020). *Mugwumps and never Trumps: The rhetoric of party bolting and party repair*. Doctoral Dissertation, Department of Communication, University of Missouri. Current position: Assistant Professor, School of Journalism and Strategic Media, University of Arkansas.
- 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 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: Associate Professor, Department of Communication, Salisbury University.

- Turner McGowen, Sara E. (2017). *Weinergate, Twitter, and marginalized voices: Political sex scandals in a new media environment*. Doctoral Dissertation, Department of Communication, University of Missouri. Current position: Training Manager, IntouchCX, Las Vegas, NV.
- Phillips, Anji L. (2015). *Labor union communication: Effects of labor media on local union vote choice*. Doctoral Dissertation (Co-Directed with Jennifer Stevens Aubrey), Department of Communication, University of Missouri. Current position: Professor, Department of Communication, Bradley University.
- Hawthorne, Hayley J. (2014). *Challenging national heterosexuality: A rhetorical analysis of campaign rhetoric for and against marriage equality in the November 2012 elections*. Doctoral Dissertation, Department of Communication, University of Missouri. Current position: Research Analyst, Duarte, Inc., Santa Clara, CA.
- Smith, J. Scott. (2013). *From political argument to myth: Presidents' use of Orwell's Big Brother*. Doctoral Dissertation, Department of Communication, University of Missouri. Current position: Associate Professor, Department of Communication, Christopher Newport University.
- Gully, Darin J. (2012). *The political storytelling system*. Doctoral Dissertation (Co-Directed with J. Brian Houston), Department of Communication, University of Missouri. Current position: Research Analyst, State Farm Insurance, Normal, IL.
- Whalen, Sheri. (2012). *Gender and racestyle coverage in the 2008 Democratic presidential primaries*. Doctoral Dissertation, Department of Communication, University of Missouri. Current position: Professor & Chair, Department of Communication, Frostburg State University.
- Kristiansen, Lars J. (2012). *The filth and the fury—A rhetoric of punk*. Doctoral Dissertation, Department of Communication, University of Missouri. Current position: Associate Professor, School of Communication Studies, James Madison University.
- Delbert, Jeffrey R. (2011). *Throw the bums out: Anti-government rhetoric in the 2010 congressional elections*. Doctoral Dissertation, Department of Communication, University of Missouri. Current position: Associate Professor, School of Journalism & Mass Communication, Lenoir-Rhyne (NC) University.
- 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: Senior Project Consultant, Thomas P. Miller & Associates, Indianapolis, IN.
- Glantz, Mark A. (2010). *Negative political advertising and the charge of inconsistency: The rhetoric of "flip-flop" arguments*. Doctoral Dissertation, Department of Communication, University of Missouri. Current position: Associate Professor, Communication and Media Studies, St. Norbert (WI) College.
- Rill, Leslie A. (2009). *Information, pleasure, and persuasion: How motivations function in talking politics*. Doctoral Dissertation (Co-Directed with Jennifer Stevens Aubrey), Department of Communication, University of Missouri. Current position: Marketing Content Strategist, Intel Corporation, Portland, OR.
- **Dissertation selected as the 2010 Outstanding Doctoral Dissertation by the Political Communication Division of the National Communication Association.**

Kaylor, Brian T. (2008). *I'm a believer: Presidential campaign rhetoric in an age of confessional politics*. Doctoral Dissertation, Department of Communication, University of Missouri. Current position: Editor and President, *Word & Way* newspaper, and Associate Director, Churchnet.org.

- **Dissertation selected as the 2009 University of Missouri Distinguished Dissertation Award.**
- **Dissertation selected as the 2009 Dissertation of the Year by the Religious Communication Association.**

Dudash, Elizabeth A. (2007). *Generational shifts and the creation of political selves: A focus group study*. Doctoral Dissertation, Department of Communication, University of Missouri. Current position: Professor, Department of Communication, Missouri State University.

Chattopadhyay, Sumana C. (2006). *Can we make a difference? A study of perceived collective efficacy, political participation and media use*. Doctoral Dissertation (Co-Directed with Jennifer Stevens Aubrey), Department of Communication, University of Missouri. Current position: Associate Professor, College of Communication, Marquette University.

Song, Jong-Gil. (2000). *Culture, politics, and television: A comparative study of U.S. and Korean televised presidential debates*. Doctoral Dissertation, Department of Communication, University of Oklahoma. Current position: Professor, Kyonggi University, Seoul, Korea.

Franklin, April I. (1999). *Women, politics, and power: The media's construction of First Lady Hillary Rodham Clinton*. Doctoral Dissertation (Co-directed with Lynda Lee Kaid), Department of Communication, University of Oklahoma. Current position: Instructor, College of Business and Economics, California State University Fullerton.

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, The University of Akron.

M.A. Theses Directed

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.

Academic & Professional Service

Editorial Board Service

- Editorial Board, *Communication Studies*, Sandra Faulkner, Editor
- Editorial Board, *Argumentation and Advocacy*, Ben Voth, Editor
- Editorial Board, *Communication Studies*, Yuping Mao, Editor
- Editorial Board, *Argumentation and Advocacy*, Beth Innocenti, Editor
- Editorial Board, *Western Journal of Communication*, Amy Janan Johnson, Editor
- Editorial Board, *Argumentation and Advocacy*, Katie Langford, Editor
- Editorial Board, *Communication Studies*, Patric Spence, Editor
- Editorial Board, *Western Journal of Communication*, Robert C. Rowland, Editor
- Editorial Board, *Communication Studies*, Ken Lachlan, Editor
- Editorial Board, *Communication Studies*, Robert Littlefield, Editor
- Editorial Board, *Western Journal of Communication*, Bill Eadie, Editor
- Editorial Board, *Communication Quarterly*, Benjamin R. Bates, Editor

- Editorial Board, *Communication Monographs*, Mike Allen, Editor
- Editorial Board, *Communication Studies*, Kimberly Powell, Editor
- Editorial Board, *Communication Quarterly*, Trevor Parry-Giles, Editor
- Editorial Board, *Archive of Women's Political Communication*, Dianne G. Bystrom, Editor
- Editorial Board, *Communication Studies*, William L. Benoit, Editor
- Editorial Board, *Journal of Communication*, Michael Pfau, Editor
- Editorial Board, *Journal of Communication*, William L. Benoit, Editor
- Editorial Board, *Communication Studies*, Mike Allen, Editor
- Editorial Board, *Argumentation and Advocacy*, Dale Herbeck, Editor

Selected Service to Professional Associations

- **Chair** of the Political Communication Division's Judith S. Trent Award for Early Career Excellence in Political Communication, Central States Communication Association, 2018-20.
- **Chair** of the Political Communication Division's 2019 Roderick P. Hart Outstanding Book Award, National Communication Association.
- **Chair & Program Planner**, National Communication Association's 2015 Doctoral Honors Seminar, University of Missouri.
- **Member** of the Finance Board, Central States Communication Association, 2012-15.
- **Director** of the Central States Communication Association's Undergraduate Honors Research Conference, 2012-13.
- **Chair** of the Political Communication Division Nominating Committee, National Communication Association, 2009-10.
- **Chair** of the Political Communication Division Book Award Committee, National Communication Association, 2007-08.
- **Chair** of the Political Communication Division Awards Committee, National Communication Association, 2005-06; 2009-10.
- **Member** of the National Communication Association's Legislative Assembly, 2004-07.
- **Chair** of the Political Communication Division, National Communication Association, 2004-05.
- **Chair** of the Central States Communication Association Nominating Committee, 2005-06.
- **Chair** of the Political Communication Interest Group, Central States Communication Association, 1998-2000.

Community Engagement & Public Scholarship

- **Board of Directors**, Akron Art Museum, Akron, OH, 2021-Present.
- **Advisor**, League of Women Voters of Missouri, 2016-2020.
- **Founder & Director**, Political Communication Institute, University of Missouri, 2012-2021.
- **Research Fellow**, Donald W. Reynolds Journalism Institute, Columbia, MO, 2012-2015.
- **Consultant**, U.S. Commission on Presidential Debates, Washington, DC, 1996-2000.
 - Invited by the U.S. Commission on Presidential Debates to assist with the "Town Hall" presidential debates of 1992, 1996 and 2000. This consultation involved working with Professor Diana Carlin, a member of the Commission's Advisory Board, and assisting Commission staff as they staged the nationally-televised debates.

- **Media Commentary:**

- Frequently interviewed by local, state, and national media to offer analysis of presidential debates and current political campaigns.
- Serve as the principal presidential debate analyst during U.S. presidential campaigns for C-SPAN, BBC News, NPR News (including “Morning Edition” and “All Things Considered”), *USA Today*, and Voice of America.
- During the most recent presidential campaigns (2020 & 2024) quoted in approximately 3500 media stories, including such news outlets as: *The New Yorker*, *Time*, Associated Press, Reuters, CNN, MSNBC, CNBC, ABC News, Fox News, *New York Times*, *Washington Post*, *Chicago Tribune*, *Wall Street Journal*, *U.S. News & World Report*, *Christian Science Monitor*, *National Journal*, *The Hill*, *Miami Herald*, *Des Moines Register*, *Denver Post*, *Jacksonville Times Union*, *Detroit Free Press*, *St. Louis Post-Dispatch*, and the *Kansas City Star*.

Membership in Professional Organizations

- American Political Science Association
- Association for Educators in Journalism and Mass Communication
- Broadcast Education Association
- Central States Communication Association
- International Communication Association
- National Communication Association