

Curriculum Vitae
WENDY MACIAS

Office Address:
Department of Advertising & PR
Grady College of Journalism & Mass Communication
University of Georgia
Athens, GA 30602
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EDUCATION:

Ph.D., Advertising, Department of Advertising, College of Communication, The University of Texas at Austin, August 2000

M.A., Advertising, Department of Advertising, College of Communication, The University of Texas at Austin, Spring 1997.

B.A., Journalism and Psychology, University of Minnesota, Winter 1992.

TEACHING:

Associate Professor, Department of Advertising and Public Relations,
Grady College of Journalism and Mass Communication
University of Georgia, August 2000 to present

Courses Taught:

ADPR 3130 Advertising Research
ADPR 3130 Advertising and Public Relations Research
ADPR 5990 Psychology of Advertising
JRMC 8120 Advertising and Public Relations Research (Graduate level)
JRMC 8010 Mass Communication Research (Graduate level)
JRMC 8100 Advertising Management (Graduate level)
JRMC 9010 Mass Communication Theory: Social Scientific Theories (Doctoral)

Assistant Instructor (Instructor of Record), Department of Advertising, College of Communication, The University of Texas at Austin, August 1999 to June 2000

Course Taught:

Adv319 Psychology of Advertising/Consumer Behavior

Graduate Teaching Assistant, Department of Advertising, College of Communication, The University of Texas at Austin, January 1996 to July 1999

Courses:

ADV318J Introduction to Advertising
ADV344K Advertising Research
ADV321L Advertising and Society

RESEARCH:**Referred Journal Articles:**

Frew, Paula M., Wendy Macias, Kayshin Chan and Ashley C. Harding (2008), "In 'Step' with HIV Vaccines? A Content Analysis of Local Recruitment Campaigns for an International HIV Vaccine Study," *Journal of Health and Mass Communication*, 1(1-2), 11-39.

McMillan, Sally J. and Wendy Macias (2008), "Strengthening the Safety Net for Online Seniors: Factors Influencing Differences in Health Information Seeking Among Older Internet Users," *Journal of Health Communication*, Volume 13, Issue 8, 778.

McMillan, Sally J., Elizabeth Johnson Avery and Wendy Macias (2008), "From Have Nots to Watch Dogs: Understanding Internet Health Communication Behaviors of Online Senior Citizens," *Information, Communication & Society*, 11(5), 652-674.

Macias, Wendy, Jeffrey K. Springston, Ruth Ann Weaver Lariscy and Ben Neustifter (2008), "A 13-Year Study of Survey Methodology in Journalism and Communication Related Journals," *Journal of Current Issues and Research in Advertising*, 30(1), 79-94.

Macias, Wendy and Sally J. McMillan (2008), "The Return of the House Call: The Role of Internet-based Interactivity in Bringing Health Information Home to Older Adults," *Health Communication*, 23(1), 34-44.

Macias, Wendy, Kartik Pashupati, and Liza Stavchansky Lewis (2007), "A Wonderful Life or Diarrhea and Dry Mouth: Content of Direct-to-Consumer (DTC) Drug Advertising on Television," *Health Communication*, 22(3), 241-252.

Macias, Wendy and Liza Stavchansky Lewis (2005), "How Well Do Direct-to-Consumer (DTC) Prescription Drug Web Sites Meet FDA Guidelines and Public Policy Concerns?," *Health Marketing Quarterly*, 22(4), 45-71.

Macias, Wendy, Liza Stavchansky Lewis and Tennika Smith (2005), "Health Related Message Boards Discussion Content and Implications for Pharmaceutical Sponsorships," *Journal of Health Communication*, 10(3), 209-223.

King, Karen W., Leonard N. Reid and Wendy Macias (2004), "Selecting Media for National Advertising Revisited: Criteria of Importance to Large-Company Advertising Managers," *Journal of Current Issues and Research in Advertising*, (Spring), 59-68.

Macias, Wendy and Liza Stavchansky Lewis (2003-4), "A Content Analysis of Direct-to-Consumer (DTC) Prescription Drug Web Sites," *The Journal of Advertising*, 32(4), 43-56.

Macias, Wendy (2003), "A Preliminary Structural Equation Model of Comprehension and Persuasion of Interactive Advertising Brand Web Sites," *Journal of Interactive Advertising*, 3(2), Spring, URL <http://www.jiad.org/> (retrieved February 24, 2005).

Macias, Wendy (2003), "A Beginning Look at the Effects of Interactivity, Product Involvement and Web Experience on Comprehension: Brand Web Sites as Interactive Advertising," *Journal of Current Issues and Research in Advertising*, 25(2), 31-44.

Book chapters:

McMillan, Sally J., Elizabeth Johnson Avery and Wendy Macias (2008), "From Have Nots to Watch Dogs: Understanding Internet Health Communication Behaviors of Online Senior Citizens," book chapter in *Third Age Welfare.*, edited by Brian Loader.

Macias, Wendy and Liza Stavchansky Lewis (2008), "Sex, Drugs and the Evening News: DTC Pharmaceutical Drug Advertising," in *Issues in American Advertising: Media, Society, and a Changing World*, (2nd ed.), Tom Reichert, ed., Chicago: Copy Workshop, Chapter 3, 41-56.

Non-refereed Journal Article:

Chiang, Chia Yuan, Wendy Martin and Wei-Na Lee (1999), "A Comparative Content Analysis of Advertising Age's Coverage of New Media Technology in Taiwan and the United States," *International Communication Bulletin*, (Spring).

Invited Publications:

Macias, Wendy (2008), "What Is the Future of DTC Drug Advertising? Content Analysis of Direct-to-Consumer Television Ads Yields Interesting Results," *Genetic Engineering and Biotechnology News*, 23(15).

Macias, Wendy, Liza Stavchansky Lewis and Vandana Shankar (2004), "Dr. Mom and Dr. Web: A Qualitative Analysis of Women's Use of Health Information on the Web," *Journal of Interactive Advertising*, Spring, URL <http://www.jiad.org/> (retrieved February 24, 2005).

Published Refereed Conference Papers:

Macias, Wendy and Liza Stavchansky Lewis (March 2009), "Consumer Comprehension of Direct-to-Consumer (DTC) TV Drug Advertisements," Paper to be presented at the 2009 American Academy of Advertising Conference, Cincinnati, Ohio.

McMillan, Sally J. and Wendy Macias (October 2007), "My Granny Googles Better than Yours: Factors Influencing Differences in How Older Americans Use

the Internet for Health Communication and Information,” *Association of Internet Researchers*, (Vancouver, British Columbia).

Macias, Wendy, Hilyard, Karen, and Freimuth, Vicki (August 2007), “Blog Functions as Risk and Crisis Communication During Hurricane Katrina,” *Association for Education in Journalism and Mass Communication* (Washington DC).

McMillan, Sally J., Avery, Elizabeth, and Macias, Wendy (August 2007), “From Have Nots to Watch Dogs: Understanding the Realities of Senior Citizens’ Use of the Internet for Health Information,” *Association for Education in Journalism and Mass Communication* (Washington DC).

Macias, Wendy and Liza Stavchansky Lewis (March 2006), “The Changing Face of Direct-to-Consumer (DTC) Print Advertising: Policy and Content Issues,” Paper to be presented at the American Academy of Advertising Conference, Reno, Nevada.

Pashupati, Kartik, Wendy Macias and Liza Stavchansky Lewis (March 2005), “Rational Products, Emotional Appeals? A Content Analysis of Appeals used in DTC Television Ads,” 2005 American Academy of Advertising conference, Houston, Texas.

Macias, Wendy, Liza Stavchansky Lewis and Tenikka L Smith (March 2003), “Content of Discussions on Health-Related Message Boards and Implications for Pharmaceutical Sponsorships,” Paper presented at the 2003 American Academy of Advertising Conference, Denver, CO.

Macias, Wendy (August 2002), “Perception Theory and Interactive Advertising Brand Web Sites: Perceived versus Technical Interactivity,” Paper presented at the Association for Education in Journalism and Mass Communication Convention., Miami, FL.

Macias, Wendy and Liza Lewis (March 2002), “A Content Analysis of Direct-to-Consumer Prescription Drug Web Sites,” Presented at the American Academy of Advertising Conference, Jacksonville, FL.

Macias, Wendy (March 2001), “A Preliminary Structural Equation Model of Interactive Advertising,” Presented at the American Academy of Advertising Conference, Salt Lake City, UT.

Neeley, Sabrina, Wendy Macias, Tara Clark and Wei-Na Lee (2000), “Advertising Spokes-Character Attributes and Use Relationships,” *Proceedings of the Society for Consumer Psychology 2000 Conference*.

Martin, Wendy and Wei-Na Lee (1999), “A Further Understanding of URLs in Television Commercials,” *Proceedings of the 1999 Conference of the American Academy of Advertising*, Marilyn S. Roberts, ed., 242-249.

Martin, Wendy and Wei-Na Lee (August 1999), "The Presence of Nostalgia in Television Commercials," Presented to the Advertising Division of the Association for Education in Journalism and Mass Communication Convention, New Orleans, LA.

Special Topics Sessions:

Stout, Patricia A., Jennifer Ball, Carrie La Ferle, Jorge Villegas and Wendy Macias, (March 2007), "Once More with Feeling: Reconsidering the Role of Emotion in Advertising," Special Topics Session to be presented at the American Academy of Advertising Conference, Burlington, VT.

Martin, Wendy and John Leckenby (April 1999), "New Media Development: The Internet vs. Traditional Media," American Academy of Advertising 1999 Conference Special Topic Session Panelist.

Grants:

"The Return of the House Call: The Role of Internet-based Interactivity in Bringing Health Information Home to Older Adults" American Academy of Advertising Research Fellowship (\$2,425), 2003.

Cox Institute for Newspaper Management Studies grant (\$2,000), sample recruitment for "The Effect of Interactivity on Comprehension" study, 2002.

"The Effect of Interactivity on Comprehension," University of Georgia Research Foundation Junior Faculty Research Grant (\$5,750), 2001-2002.

Supervision of Student Research:

Dissertation Committees:

Jisu Huh (Ph.D.), graduated August 2004.
 Jerry Kim (Ph.D.), graduated May 2005.
 JongSuk Choi (Ph.D.), graduated July 2008.

M.A. Theses Supervised:

Janice Gabriel, Fall 2004 and Spring 2005.
 Shana Meganck, Fall 2004 and Spring 2005, graduated June 2005.

M.A. Theses Committees:

Karen Sine, Spring 2007.
 Youngshim Baek, Spring 2008.
 Stephanie Ahn, Spring 2008.
 Hojoon Choi, Spring 2008.
 Judith Brown, Spring 2008.
 Jongsuk Choi, Spring/Summer 2004.
 Vandana Shankar, Spring/Summer 2003.

Graduate Independent Studies Supervised:

Anil Pammi, Summer 2001.
 Aaron Hite, Summer 2002.
 Jerry Kim, Fall 2002.
 Jason Peterson, Spring 2003.
 Janice Gabriel, Fall 2004.
 Shana Meganck, Fall 2004.

Undergraduate Independent Studies Supervised:

Michelle Mount, Summer 2001.
 Xuan Cang, Spring 2004.

Undergraduate Honor's Thesis:

Adam Seid (A.B.J.), graduated and thesis completed May 2002.

Undergraduate Research Projects:

Jessie Bender (A.B.J.), graduated and honor's project completed May 2002.
 Tenikka L. Smith (Benedict College), UGA Summer Undergraduate Research Project (SURP) participant, completed project summer 2002.

MMC and MA Students Advised:

Girgly Niglasz, entered MA program Fall 2000.
 Kelly Burke, entered MMC program Fall 2002.
 Morgan Motlow, entered MMC program Fall 2003.
 Beom Jun Bae, entered MMC program Fall 2003.
 Janice Gabriel, entered MA program Fall 2003.
 Torise Battle, entered MMC program Fall 2004.

PROFESSIONAL EXPERIENCE:

Intern and Consultant

IntelliQuest

Austin, Texas, March through June 1998

Marketing Assistant (June 1996 to February 1997),

Teleservices Representative/Trainer (May 1995 to June 1996)

Hart Graphics

Austin, Texas

Sales Representative (August 1994 to May 1995)

South Texas Environmental Products, Inc.

Austin, Texas

National Accounts Customer Service Specialist (June 1987 to July 1994)

ECOLAB

St. Paul, Minnesota

Marketing Coordinator Intern (June 1991 to March 1992)

Johnson Grossfield

Minneapolis, Minnesota

SERVICE:**Department:**

- Member, Advertising and Public Relations Department MMC Committee (2001-2004).
- Ad hoc core competencies committee, Spring 2003.
- Advertising Search Committee, 2003-2004.

College:

- Undergraduate Curriculum Committee, Fall 2008-present.
- Course Evaluation Committee, Spring 2003 to present.
- Digital Media Search Committee, 2004-present.
- George Foster Peabody faculty judge, 2006-present.

Profession:

- Member, Editorial Review Board, *Journal of Advertising*, 2007-present.
- Chair, Membership Committee, American Academy of Advertising, 2005-2007.
- Member, Membership Committee, American Academy of Advertising, 2001-2004.
- Reviewer for *Journal of Advertising* and *Journal of Interactive Advertising*.
- Reviewer for American Academy of Advertising conference.
- Reviewer for Advertising Division (AEJMC).
- Competitive paper session discussant for 2003 (March) American Academy of Advertising Conference, Boulder, CO.