



Matthew J. Haught, Ph.D.

mjhaught@memphis.edu | 901-678-3490 | mattjhaught.com

EDUCATION

Doctor of Philosophy in Mass Communication, August 2014

School of Journalism and Mass Communications, University of South Carolina
(Mascot) Nation: Examining the multimedia visuals of college football social media

Master of Arts in Journalism, May 2010

W. Page Pitt School of Journalism and Mass Communications, Marshall University

Bachelor of Arts, Print Journalism, December 2007

W. Page Pitt School of Journalism and Mass Communications, Marshall University

ACADEMIC EXPERIENCE

Assistant Professor, Fall 2013-present

Department of Journalism and Strategic Media, University of Memphis

Courses taught: (3/3 teaching load) Undergraduate: Visual Media, Advanced Visual Media, Photojournalism/Digital Imaging; Creative Strategy for Advertising; Precision Language; Publication Design; Information Design. Graduate: Mass Media Law; Research Methods; Visual Media Theory & Practice, Data Visualization; Pro Seminar. Manage internship program.

Teaching Assistant, Fall 2010-Spring 2013

School of Journalism and Mass Communications, University of South Carolina

Courses taught: Graphics for Visual Communication; Magazine Article Writing.

Teaching Assistant, Fall 2008-Spring 2010

W. Page Pitt School of Journalism and Mass Communications, Marshall University

Courses taught: Information Gathering and Research; Reporting I; Computer lab manager.

REFEREED JOURNAL PUBLICATIONS

Haught, M.J. & Morris, D. (2018). Hubs for innovation: Examining the effects of consolidated news design on quality. *Newspaper Research Journal*, 39(2).

Morris, D. & **Haught, M.J.** (2018). America's front pages: A 30-year update. *Newspaper Research Journal*, 39(1): 105-120.

Coche, R. & **Haught, M.J.** (2018). How the NWHL uses Twitter to #GrowTheGame. *Asia Pacific Journal of Advanced Business and Social Studies*, 4(1), 371-384.

Haught, M.J. & Willis, E. (2017). 'Taking the J out of the J-School': Motivations and processes of program name changes. *Teaching Journalism and Mass Communication*, 7(2), 1-8.

Willis, E., **Haught, M.J.**, & Morris II, D. L. (2017). Up in vapor: Exploring the Health Messages of E-Cigarette Advertisements. *Health Communication*, 32(3/4), 372-380.

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Haught, M.J., Willis, E., Furrow, A., Morris III, D. L., & Freberg, K. (2016). From tweets to seats: How does social networking site use affect commuter university students' football fandom?. *Journal of Issues in Intercollegiate Athletics*, 9, 17-38.

Haught, M.J., Wei, R., & Karlis, J. V. (2016). Apps, apps, and more apps: Motivations and user behaviours. *International Journal of Mobile Computing and Multimedia Communications*, 7(1), 1-14.

Haught, M.J. (2014). The 'High Life' at 'Mimi's': Questioning the legality of West Virginia's ban on slot parlor advertising. *Journal of Media Law and Ethics*, 4(1/2), 70-91.

Haught, M.J., Wei, R., Xuerui, Y., & Zhang, J. (2014). Understanding the psychology of mobile phone use and mobile shopping of the 1990s cohort in China: A lifestyle approach. *International Journal of Online Marketing*, 4(3), 68-84.

INVITED TEXTBOOK CHAPTERS

Haught, M.J. (2019, forthcoming). What would you do? Website copy and content. In T. Altstiel, J. Grow, & M. Jennings (Eds.) *Advertising Creative: Strategy. Copy and Design* (5th ed.). Thousand Oaks, CA: Sage.

Haught, M.J. (2018, forthcoming). Home video. In J. Meadows & A. Grant (Eds.) *Communication Technology Update and Fundamentals* (16th ed.). New York: Routledge.

Haught, M.J. (2018, forthcoming). Creative by committee on the clock: Lessons from the newspaper design desk. In K. Mallia (Ed.) *Leadership in the Creative Industries: Principles and Practices*. Hoboken, N.J.: John Wiley & Sons.

Haught, M.J. (2015). Visual communication research. In S. Zhou & W.D. Sloan (Eds.) *Research methods in communication* (3rd ed.) (pp.427-438). Northport, Ala.: Vision Press.

Haught, M.J. (2013). Social media: The ultimate in word-of-mouth advertising. In B. Drewniany & A.J. Jewler, (Eds.), *Creative strategy in advertising* (11th ed.) (pp. 230-245). Boston: Wadsworth.

BOOK REVIEWS

Haught, M.J. (2017). Book review: Robyn S. Goodman and Elanie Steyn (eds.), *Global Journalism Education in the 21st Century: Challenges and Innovations*. *Newspaper Research Journal*, 38(3): 392-393.

Haught, M.J. (2016). Book review: Alecia Swasy, *How Journalists Use Twitter: The Changing Landscape of US Newsrooms*. *Newspaper Research Journal*, 37(4), 405-406.

Haught, M.J. (2016). *From Jack Johnson to LeBron James: Sports, Media, and the Color Line*: By Chris Lamb, ed. Lincoln: University of Nebraska Press. *American Journalism*, 33(4), 482-484.

Haught, M.J. (2016). Book review: *Alain de Botton, The News: A User's Manual*. *Newspaper Research Journal*, 37(2), 196-197.

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Haught, M.J. (2015). John W. Hartman Center for Sales, Advertising, and Marketing History: Created and maintained by the David M. Rubenstein Rare Book and Manuscript Library at Duke University in Durham, North Carolina, <http://library.duke.edu/rubenstein/hartman/>. Reviewed September 2015. *American Journalism*, 32(4), 501-503.

Haught, M.J. (2015). Book review: *Greatly Exaggerated: The Myth of the Death of Newspapers*. *Newspaper Research Journal*, 36(2), 279-281.

Haught, M.J. (2014). Book review: Visual Communication Theory and Practice. *Visual Communication Quarterly*, 21(2), 120-121.

REFEREED CONFERENCE PAPERS

Haught, M.J. & Willis, E. (2017, August). Blinded by the Blu light: Consumer perceptions and electronic cigarette advertising strategies. Presented to Communicating Science, Health, Environment, and Risk Division of Association for Education in Journalism and Mass Communication annual conference, Chicago, Illinois.

Haught, M.J. & Willis, E. (2016, August). Taking the J out of the J-School: Motivations and processes of program name change. Presented to Small Programs Interest Group of Association for Education in Journalism and Mass Communication annual conference, Minneapolis, Minnesota. (Top paper award)

Coche, R. & **Haught, M.J.** (2016, March). #GrowingTheGame: Examining the NWHL's use of social media in its inaugural season. Presented at the 2016 IACS Summit on Sport and Communication in Grand Rapids, Michigan.

Haught, M.J. & Morris, D. (2015, August). Hubs for innovation: Examining the effects of consolidated news design on quality. Paper presented to Newspaper and Online News Division of Association for Education in Journalism and Mass Communication annual conference, San Francisco, California.

Haught, M.J. (2015, August). Mascot nations: Examining university-driven college football fan communities. Paper presented to Public Relations Division of Association for Education in Journalism and Mass Communication annual conference, San Francisco, California. (2nd place Scholar-to-Scholar presentation winner).

Haught, M.J., Morris, D. (2015, August). The state of the scholarship: Exploring the theories and methods used in visual communication journals. Paper presented to Visual Communication Division of Association for Education in Journalism and Mass Communication annual conference, San Francisco, California.

Willis, E., **Haught, M.J.**, & Morris, D. (2015, August). Up in vapor: Exploring the health messages of e-cigarette advertisements. Paper presented to Communicating Science, Health, Environment, and Risk Division of Association for Education in Journalism and Mass Communication annual conference, San Francisco, California.

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Morris, D. & **Haught, M.J.** (2014, August). America's front pages: A 30-year update. Paper presented to Newspaper and Online News Division of Association for Education in Journalism and Mass Communication annual conference, Montréal, Canada. (ACES Award for Excellence in Editing Research).

Wei, R., **Haught, M.J.**, Xuerui, Y., & Zhang, J. (2013, June). Understanding the psychology of mobile phone use and mobile shopping of the Millennial Generation in China: A lifestyle approach. Paper presented to Communication and Technology Division of International Communication Association annual conference, London, United Kingdom.

Haught, M.J. (2012, August). The 'High Life' at 'Mimi's': West Virginia's wrongful ban of limited video lottery advertising. Paper presented to Law Division of Association for Education in Journalism and Mass Communication annual conference, Chicago, Illinois. (Best Scholar-to-Scholar presentation winner).

Haught, M.J. & Karlis, J. (2012, August). Multimedia journalism fever: An examination of the spread of adoption of digital reporting techniques. Paper presented to Newspaper and Electronic News Division of Association for Education in Journalism and Mass Communication annual conference, Chicago, Illinois.

Wei, R., Karlis, J. & **Haught, M.J.** (2012, May). Apps, apps, and more apps: A uses and gratification study of app use. Paper presented to Communication and Technology Division of International Communication Association annual conference, Phoenix, Arizona.

Haught, M.J. (2011, October). The Gazette Ladies: A comparison of the colonial newspapers of Mary Crouch and Ann Timothy. Paper presented as Research in Progress at American Journalism Historians Association annual conference, Kansas City, Missouri.

Haught, M.J. (2011, August). Sic Juvat Transcendere Liberi: How newspapers built the case for West Virginia statehood. Paper presented to History Division of Association for Education in Journalism and Mass Communication annual conference, St. Louis, Missouri.

OTHER CONFERENCE PAPERS

Coche, R. & **Haught, M.J.** (2018, May). How the NWHL uses social media to build online communities. Paper presented to AEJMC Public Relations Division Virtual Conference.

Haught, M.J. (2011, June). The Power of presentation?: A semiotic analysis of visuals in presentation. Paper presented to Viscom: The Visual Communication Conference, Taos, New Mexico.

Haught, M.J. (2010, April). A patriot in print: How Mary Crouch's newspapers added to the cause for independence. Paper presented to the Women's Studies division, Pop Culture Association-American Culture Association, St. Louis, Missouri.

CONFERENCE PANELS

Haught, M.J. (2017, August). Creative strategy tools for solving problems. Association for Education in Journalism and Mass Communication, Chicago, Illinois.

Haught, M.J. (2016, August). Tips for building a media portfolio. Visual communication skills for the journalism and mass communication classroom. Association for Education in Journalism and Mass Communication, Minneapolis, Minnesota.

Haught, M.J. (2016, August). Social media graphics and images for communication: Strategies for success. Seeing the message: Public relations and visual communication strategies. Association for Education in Journalism and Mass Communication, Minneapolis, Minnesota.

Haught, M.J. (2015, August). Ethics, Emotions, and Photojournalism: Lessons from the #MikeBrown shooting in Ferguson and unrest. Moderator. Association for Education in Journalism and Mass Communication, San Francisco, California.

Haught, M.J. (2014, August). Training writers and designers to think graphically. Presented to the Teaching Marathon: Magazine and Visual Communication, Association for Education in Journalism and Mass Communication, Montréal, Canada.

Haught, M.J. (2011, August). Using nonlinear presentation to map ideas. Presented to the Teaching Marathon: Magazine and Visual Communication, Association for Education in Journalism and Mass Communication, St. Louis, Missouri.

ENGAGED SCHOLARSHIP

Blue Tom Records

Spring 2017-present. Engage multiple courses in creating visuals for artists and events of UofM's student-run record label.

WUMR Radio

Fall 2017-present. Design fundraising materials, promotional items, and annual calendar for UofM radio station.

University of Memphis College of Communication and Fine Arts

Spring 2017-present. Engage multiple courses in creating recruitment materials and social media content for all six departments in college.

University of Memphis Department of Journalism and Strategic Media

Spring 2016-present. Photographic and design work for recruitment and promotional materials for program.

AEJMC Mass Communication and Society Division

Spring 2015. Developed new branding and social media content for division as part of national contest in Advanced Visual Media course. One student's work was selected for use.

Synapse Pay app

Fall 2014. Developed creative executions for social media in Creative Strategy course.

AWARDS AND HONORS

University of Memphis Alumni Association Distinguished Teaching Award Nominee

University of Memphis, 2017, 2018

Thomas W. Briggs Foundation Excellence in Teaching Award Nominee

University of Memphis, 2017, 2018

D. Mike Pennington Outstanding Mentoring Award, October 2016

Department of Journalism and Strategic Media, University of Memphis

Academic Advising Award (first place), August 2016

College of Communication and Fine Arts, University of Memphis

Excellence in Teaching Award, April 2015

National Society of Leadership and Success

Outstanding Graduate Thesis, May 2010 (Inaugural recipient)

W. Page Pitt School of Journalism and Mass Communication, Marshall University

“The new newspaper: Examining the role of design in the modern print edition”

PUBLIC SPEAKING

External Consulting

Adobe Creative Suite, Brand Identity Team, FedEx, August 2017, Memphis, Tennessee

External Guest lecturing

Data visualization for journalism and mass communication, October 2014, Arkansas State University

Brown Bag Seminars

First Generation Scholars, Departments of Journalism and Strategic Media (January 2016), Theatre and Dance (January 2016), Architecture (February 2016), and Art (March 2016), University of Memphis; Faculty research, January 2016, University of Memphis; Faculty research, September 2014, University of Memphis; Guide to academic presentations, April 2013, University of South Carolina; Media relations, March 2010, West Virginia Division of Forestry

NATIONAL SERVICE

American Journalism

Web designer, 2012

Association for Education in Journalism and Mass Communication

National activities

Strategic Plan Implementation Committee, 2017-present; Council of Divisions, 2014-2017;

Assistant planner, 2011 Southeast Colloquium

History Division

Newsletter designer, 2011-12

Mass Communication & Society Division

Logo contest chair, 2015

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Newspaper and Online News Division

Assistant research chair, 2017-18; Southeast Colloquium research chair, 2014, 2017; Conference paper reviewer, 2013-present

Public Relations Division

Web designer, January-May 2015

Visual Communication Division

Head, 2016-17; Vice head/Conference planner, 2015-16; Second vice head, 2014-15; Midwinter Conference planner, 2015; Newsletter editor, 2013-15; Graduate student liaison, 2011-13; Conference paper reviewer, 2012-present

Journal of Public Relations Research

Guest editor. Pressgrove, G., Janoske, M. & Haught, M. (2018). Public Relations Review. Special Issue: The Intersection of Public Relations and Visual Communication.

Newspaper Research Journal

Editorial board, 2014-present; Book reviews editor, 2016-present

Mass Communication & Society

Editorial assistant, 2012-13

UNIVERSITY OF MEMPHIS SERVICE

First Scholars program

Faculty advocate, 2015-16; Tiger Success Initiative mentor, 2016-present

University committees/task forces

Grade Appeals Committee, 2014-15

Helen Hardin Honors Program

Instructor, Undergraduate Honors Forum, Fall 2018

Judge, Undergraduate Honors Student Research Forum, Spring 2014

College of Communication and Fine Arts committees/task forces

Promotion Task Force, 2016-17.

Department of Journalism and Strategic Media committees/task forces

Internship/Placement Committee, member 2015-present; Rebranding task force, chair 2015;

Recruitment Committee, member 2013, chair 2014-present; Portfolio task force, chair 2014;

Assessment Committee, member 2013-present; Curriculum Committee, member 2013-present;

Graduate faculty, associate member 2013-14, full member 2014-present

Search committees

Instructor/Coordinator of online public relations, chair 2016; Assistant professor of public relations, member 2015; Assistant professor of multimedia/visual communication, chair 2014;

Assistant professor of entrepreneurial journalism, member 2014

Internship and Career Services

Coordinator, 2015-present

UNIVERSITY OF SOUTH CAROLINA SERVICE

Search committees

Associate director of graduate studies, School of Journalism and Mass Communications, member 2012-13; Assistant professor of visual communication, member 2011-12

MENTORSHIP

Masters thesis/project/practicum chair

Michael Robinson, 2018; Cody Prentiss, 2017; Angela Kristina Austin, 2017; Jeffrey Hope, 2016; Inaju R. Inaju, 2016; Burton Bridges, 2016; Kersea Johnson, 2016; Katherine Friedel, 2016; Iesha Harris, 2016; Dominic Chase, 2016; Lauren Turner, 2016; Barry Parks, 2015; David Morris, 2014

Masters thesis/project/practicum reader

Brittney Gathen, 2018; Zachary Harpole, 2018; Nadine McLean, 2018 (Anthropology); Chris Lopez, 2017; Audrey Chaney, 2017; Walter Smith, 2016; Andrew Doughty, 2015; Bobbie Maynard, 2015; Janine Tano, 2013

Academic advising

Adviser to about 50 students per semester in Department of Journalism and Strategic Media, University of Memphis.

PROFESSIONAL EXPERIENCE

Charleston Daily Mail, Charleston, West Virginia, Sports Web Editor (May 2009-June 2010), Copy Editor (May 2007-May 2009).

Designed front page, section fronts, and inside pages for 25,000-circulation newspaper with statewide distribution. Wrote stories about area sports teams, including 13 local high schools and statewide high school sport coverage, sports and policy issues in the West Virginia Intercollegiate Athletic Conference (NCAA Division II) and two local teams in the conference, West Virginia University and Marshall University athletics and their respective conferences, and professional sports in the Charleston market, including the Low Class-A Pittsburgh Pirates affiliate West Virginia Power. Maintained newspaper website with an average of 500,000 monthly unique visitors. Led redesign of dailymail.com. Managed outreach to area high school journalism programs.

The Independent, Ashland, Kentucky, Copy Editor (February 2006-May 2007).

Designed front page, section fronts, and inside pages for 28,000-circulation newspaper distributed throughout northeastern Kentucky. Maintained newspaper website, including multimedia presentation. Led creative team in publishing of the bimonthly Independent Magazine as the design editor.

Corridor Magazine, Fairmont, West Virginia, Design Editor (June 2005-May 2006)

Led creative team in publishing bimonthly city magazine about north central West Virginia. Duties included editing copy, selecting photographs, and design and production of all content.

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Times West Virginian, Fairmont, West Virginia, Copy Editor (June 2004-January 2006)

Designed front page, section fronts, and inside pages for 13,000-circulation newspaper distributed in north central West Virginia. Maintained newspaper website, including multimedia presentation.

MEMBERSHIPS AND ASSOCIATIONS

Association for Education in Journalism and Mass Communication (April 2011-present)

Visual Communication Division, Newspaper and Online News Division, Internships and Careers Interest Group.

American Journalism Historians Association (March 2012-present)