

Kyser T. Lough

Doctoral Candidate

School of Journalism, University of Texas at Austin

KyserL@Utexas.edu

www.KyserLough.com

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EDUCATION

University of Texas at Austin, School of Journalism

Ph.D. in Journalism

Expected graduation in May 2019

Murray State University, Journalism and Mass Communications Department

Master of Arts, Mass Communication

FINAL PROJECT: Using Time Lapse Photography as a Storytelling Device

Graduated in May 2013

Murray State University, Journalism and Mass Communications Department

Bachelor of Arts, Public Relations (Minor in Photography)

Graduated in December 2005

ACADEMIC POSITIONS

Population Health Scholar, University of Texas System, Office of Health Affairs, *Summer 2017 – Spring 2018*

Research Assistant, University of Texas at Austin, School of Journalism, *Summer 2017*
Assist Mary Bock with visual communication research.

Research Assistant, University of Texas at Austin, School of Journalism, *Summer 2016*
Assist Renita Coleman with visual communication research.

Assistant Adviser/Interim Adviser, The Murray State News, Murray State University, *Fall 2012 – Spring 2015*

RESEARCH

Peer-reviewed academic journal publications

Lough, K. & Hassan, S. (Forthcoming). The Pictures in our Pages: Intermedia visual agenda setting between the Associated Press and US newspapers. *The Agenda Setting Journal*.

McIntyre, K., **Lough, K.** & Manzanares, K. (2018). Solutions in the shadows: The effects of incongruent visual messaging in solutions journalism news stories. *Journalism and Mass Communication Quarterly*.

- Lough, K. & McIntyre, K. (2018).** Visualizing the Solution: An analysis of the images that accompany solutions-oriented news stories. *Journalism*.
- Lough, K. (2018).** Intermedia visual agenda setting- Comparing wire service top photo distribution to what makes the front page. *The Agenda Setting Journal*.
- Lough, K. (2018).** A Gate in the Wall of Sound: Music photographers, access and the field. *Journalism Practice*.
- Lough, K. & McIntyre, K. (2018).** Journalists' perceptions of solutions journalism and its place in the field. *Research Journal of the International Symposium on Online Journalism*.
- Lough, K., Molyneux, L., & Holton, A. (2017).** The Whole Picture: Journalistic identity practices in words and images on Twitter. *Journalism Practice*.
- Kilgo, D., Lough, K., & Riedl, M. (2017).** Emotional appeals and news values as factors of shareworthiness in Ice Bucket Challenge News Coverage. *Digital Journalism*.
- Bock, M., Lough, K., & Fadnis, D. (2017).** "Her" photographer: The Roanoke Live Shot Murders and Visual Communication's Place in the Newsroom. *Visual Communication Quarterly*.
- Peer-reviewed academic conference paper presentations***
- Lough, K. (2018).** Two days, twenty outfits: Coachella attendees' visual presentation of self and experience on Instagram. Paper presented in the Visual Communication Division at the Association for Education in Journalism and Mass Communication 2018 Annual Conference, Washington, DC.
- Lough, K. & Hassan, S. (2018).** The Pictures in our Pages: Intermedia visual agenda setting between the Associated Press and US newspapers. Paper presented at the 50 Years in Agenda Setting Research: Past and Future Perspectives Conference, Boulder, Colo.
- Lough, K. (2018).** Patriarchal Pits: The gendered experiences of female concert photographers. Paper presented in the Feminist Studies Division at the International Communications Association 2018 conference, Prague.
* *Top poster award*
- McIntyre, K., & Lough, K. (2018).** Toward a clearer conceptualization and operationalization of solutions journalism. Paper presented in the Journalism Studies Division at the International Communications Association 2018 conference, Prague.
- Lough, K. (2018).** Exploring computational visual analysis methods to analyze news photos. Abstract presented in the International Communications Association 2018 Young Scholars Pre-conference on the "The Visual Expression of Voice," Prague.

- Lough, K. & McIntyre, K.** (2018). Journalists' perceptions of solutions journalism and its place in the field. Paper presented at the International Symposium on Online Journalism 2018 Annual Conference, Austin, Texas.
- Lough, K., Molyneux, L., & Holton, A.** (2017). The Whole Picture: Journalistic identity practices in words and images on Twitter. Paper presented in the Newspapers and Online News Division at the Association for Education in Journalism and Mass Communication 2017 Annual Conference, Chicago.
- McIntyre, K., **Lough, K.** & Manzanares, K. (2017). Solutions in the shadows: The effects of incongruent visual messaging in solutions journalism news stories Paper presented in the Visual Communication Division at the Association for Education in Journalism and Mass Communication 2017 Annual Conference, Chicago.
** First place, top faculty paper*
- Ng, Y. M. M., **Lough, K.**, Shermak, J., & Johnson, T. (2017). Moments to Discover: A longitudinal panel analysis of media displacement/complementarity of social networking sites and traditional media. Paper presented in the Electronic News Division at the Association for Education in Journalism and Mass Communication 2017 Annual Conference, Chicago.
- Lough, K.** (2017). Intermedia Visual Agenda-Setting- Comparing wire service top photo distribution to what makes the front page. Paper presented in the Journalism Studies Division at the International Communications Association 2017 conference, San Diego, CA.
- Kilgo, D., **Lough, K.**, & Riedl, M. (2017). Ice, Ice Bucket: Message exposure of health campaigns driven by journalistic coverage and social media sharing. Paper presented at the International Communications Association 2017 conference, San Diego, CA.
- Lough, K.** (2017). InstaRock: How music festival attendees visually present their experience on Instagram. Poster presented at the ICA 2017 Visual Communication Young Scholars preconference.
- Lough, K.** (2017). A Gate in the Wall of Sound: Music photographers, access and the field. Paper presented in the Visual Communication Division at the Association for Education in Journalism and Mass Communication 2017 Southeast Colloquium.
- Lough, K. & McIntyre, K.** (2016). Visualizing the Solution: An analysis of the images that accompany solutions-oriented news stories. Paper presented at the Constructed / Constructive Journalism international conference, Brussels, Belgium.
- Bock, M., **Lough, K.**, & Fadnis, D. (2016). "Her" photographer: The Roanoke Live Shot Murders and Visual Communication's Place in the Newsroom. Paper presented in the Visual Communication Division at the Association for Education in Journalism and Mass

Communication Conference, Minneapolis, MN.

Lough, K. (2016). Reporting on more than the problem: A usage study of solutions journalism in American newspapers. Paper presented in the Newspapers and Online News Division at the Association for Education in Journalism and Mass Communication Midwinter Conference, Norman, OK.

Lough, K. (2016). Uncreatively Common: The Use and Misuse of Copyrighted Images Online. Paper presented in the Visual Communication Division at the Association for Education in Journalism and Mass Communication Midwinter Conference, Norman, OK.

Conference Panels

Carroll, C., Edy, J.A., **Lough, K.**, Ghanem, S., Meraz, S., Wanta, W. (2018, July) What is the Future of Agenda Setting? In McCombs, M. (chair). panel at the 50 Years in Agenda Setting Research: Past and Future Perspectives Conference, Boulder, Colo.

Papers in Progress

Lough, K. (2018). Patriarchal Pits: The gendered experiences of female concert photographers. (Journal revision submitted)

Ng, Y. M. M., **Lough, K.**, Shermak, J., & Johnson, T. (2017). Moments to Discover: A longitudinal panel analysis of media displacement/complementarity of social networking sites and traditional media. (Journal revision underway)

McIntyre, K., & **Lough, K.** (2018). Toward a clearer conceptualization and operationalization of solutions journalism. (Journal revision submitted)

TEACHING

Assistant Instructor, University of Texas at Austin, School of Journalism
COM 316 Photographic Communications, undergraduate, *Fall 2018*

Instructor of record. Taught twice-weekly lecture introducing approximately 100+ students to the concepts and skills of photography. Managed four Teaching Assistants and created curriculum for lab sections.

Teaching Assistant, University of Texas at Austin, School of Journalism
J 330 J Documentary Photography, undergraduate/graduate, Study Abroad (Prague),
Summer 2018

Assisted professor with daily photography assignments, grading and management of students during a four-week Maymester study abroad program in Prague, Czech Republic.

J 331 D Intermediate Photographic Communications, undergraduate/graduate, *Fall 2017*,
Spring 2018
Taught intermediate photojournalism to two lab sections and assisted in lecture sessions.

Administered Canvas online learning management system pages for course. Demonstrated photographic techniques in conjunction with lectures. Oversaw semester-long photography assignment and grading.

J 302 Digital Storytelling Basics, undergraduate, Spring 2016

Taught two lab sections introducing students to journalism. Administered Canvas online learning management system pages for course. Continued refinement of course structure (course first restructured in Fall 2015). Course is designed to offer a sampling of essential journalism basics in fundamentals and new technology.

COM 316 Photographic Communications, undergraduate, Fall 2015, Fall 2016, Spring 2017

Taught three lab sections introducing students to the concepts and skills of photography. Administered Canvas online learning management system pages for course. Demonstrated photographic techniques in conjunction with lectures. Oversaw weekly photography assignments and grading.

Adjunct Lecturer, Murray State University, Department of Journalism and Mass Communications

GCM 153 Electronic Imaging, undergraduate, Fall 2013 – Spring 2015

Taught lecture and lab sessions on graphic design including history of the press, best practices in print and text layout, vector creation using Adobe Illustrator, photo editing using Adobe Photoshop and basic design using Adobe InDesign. Revised and developed existing course content, assignments and tests. Administered Canvas online learning management system pages for course.

JMC 385 Digital Storytelling, undergraduate, Study Abroad (Italy, Greece), Summer 2014

Invited to create course and teach digital storytelling basics with emphasis on photography and video. Worked with students in classroom format during Spring sessions, then supervised additional learning and practical application during 18-day program abroad that culminated with a final project from each student.

JMC 396 Publication Design, undergraduate, Fall 2012

Invited to complete class after instructor of record took emergency medical leave in October. Taught newspaper page design and oversaw class project redesign proposal and presentation to an area newspaper (whose staff later implemented several recommendations).

Invited Presentations

Photography workshop, ORANGE Magazine, February 15, 2018

Presented 45-minute session on photographer ethics/behavior, composition tips and captioning guidelines to undergraduate photographers who work for the student publication.

Graduate Student Research Day, Population Health, University of Texas System, Summer 2017; Fall 2017

- Presented recent work as part of a program highlighting the research work of graduate students within Population Health.
- RTF 307 Media and Society, The University of Texas at Austin, Fall 2016
Spoke on organizational contexts and culture in the media newsroom to Adolfo Mora's undergraduate radio/television/film class.
- COMM 3330 Photojournalism, Mary Hardin-Baylor University, Belton, Texas, Fall 2016
Lectured on advancements of photography in the digital age to Danielle Kilgo's undergraduate photography class.
- New Graduate Student Orientation, Austin, Texas, Fall 2016; Fall 2017; Fall 2018
Served as panel member and spoke to incoming masters and doctoral students in the School of Journalism at The University of Texas at Austin.
- Voicebox Media, Austin, Texas, September 21, 2015
Presented photography basics and photojournalism techniques to collegiate interns.
- University Communications, Murray State University, Murray, Ky., July 23, 2013
Presented photography basics and strategies useful for university employees who are in marketing roles within their departments.
- Murray-Calloway County Chamber of Commerce, Murray, Ky., August 17, 2011
Invited to present on effective public relations and media relations strategies as part of an ongoing Small Business Seminar series hosted by the Chamber.

PROFESSIONAL EXPERIENCE

Freelance Photographer, *December 2005 – present*

Editorial and commercial photography work has appeared for The University of Texas, Murray State University, the Associated Press and NCAA and in the *Austin American-Statesman*, *Lexington Herald-Leader*, *Louisville Courier-Journal* and *American Hunter Magazine* among others.

Marketing Specialist, Murray-Calloway County Hospital, Murray, Ky., *June 2011 – August 2015*

Wrote press releases, designed daily internal newsletter, made photographs, promoted hospital services, employees and events internally and externally, created/administrated multiple social media accounts and trained others to manage them, monitored multiple media channels, maintained press clippings file, assisted in event planning, managed website, designed daily internal newsletter and served as liaison to third-party web design company.

Assistant Adviser/Interim Adviser, The Murray State News, Murray, Ky., *October 2012 – May 2015*

Advised collegiate student newspaper staff in writing, design, editing, advertising and photography. Attended weekly staff and editorial board meetings to provide critique and support. Offered advice during weekly production night. Mentored student editors and staff. Traveled with/chaperoned students to state convention. Filled in for current Adviser during medical leave period (October 2012 – May 2013).

Staff Photographer/Reporter, The Murray Ledger & Times, Murray, Ky., *January 2009 – June 2011*

Wrote feature, news and sports articles and weekly business column. Photographed news and sporting events. Maintained editorial side of website. Covered hospital and county school district board meetings regularly. Designed page layouts for front and inside pages, including weekly Business and Learning pages. Created copy and designed page layouts for special section inserts.

Sports stringer, The Murray Ledger & Times, Murray, Ky., *October 2007 – January 2009, Fall 2012*

Photographed local high school and collegiate sporting events, wrote game stories and tracked game statistics as needed on a part-time basis.

Sales Director, Hawkins Research, Inc., Murray, Ky., *July 2007 – January 2009*

Managed Sales department. Hired new Account Managers. Trained employees. Analyzed market trends. Developed short- and long-term sales plans. Researched and developed new prospects and markets. Continued Training Coordinator duties. Facilitated weekly Sales/Marketing meetings.

Training Coordinator, Hawkins Research, Inc., Murray, Ky., *February 2006 – July 2007*

Designed new and updated old promotional material including web and print advertisements and logos. Served in Marketing department. Wrote and designed monthly customer newsletter (dist. 1,500). Taught weekly on-line courses for PowerClaim software. Attended trade shows and other sales/training functions.

ACADEMIC SERVICE AND HONORS

Honors, awards, and grants

Jesse H. Jones Fellowship, Moody College of Communication, University of Texas at Austin, 2018

Graduate Student Professional Development Award, University of Texas at Austin, 2018

David Warren Scholarship, University of Texas at Austin, 2018

Dissertation Research Grant, University of Texas at Austin, 2018

Bruton Fellowship, Office of Graduate Studies, University of Texas at Austin, 2018

ICA Conference Registration Waiver, Feminist Scholarship Division, 2018

Travel Scholarship for Graduate Journalism program to Beijing, Shanghai and Xi'An, China-United States Exchange Foundation/University of Texas at Austin School of Journalism, 2017

CityU Summer School in Social Science Research full attendance scholarship, Hong Kong, 2017

Graduate School Decentralized Fellowship, University of Texas at Austin, 2017

Graduate School Tuition Gap Fellowship, University of Texas at Austin, 2017

International Communications Association Travel Grant, 2017

Will H. Mayes Scholarship, University of Texas at Austin, 2017

Texas Public Education Grant, University of Texas at Austin, 2016, 2017

Pic Wagner Fellowship, University of Texas at Austin, 2016

Decherd Research Assistantship, University of Texas at Austin, Summer 2016
Professional Development Award, Office of Graduate Studies, University of Texas at Austin,
2016
School of Journalism Travel Grant, University of Texas at Austin, 2016, 2017, 2018
Graduate Recruitment Fellowship, University of Texas at Austin, 2015
Dean's List, Murray State University, Spring 2004

Affiliations

News as Culture Research Group, University of Texas, 2015 – present
Digital Media Research Program, University of Texas, 2015 – present
International Communication Association, 2015 – present
Association for Education in Journalism and Mass Communication, 2014 – present
Society of Professional Journalists, 2014 – present
National Press Photographers Association, 2014 – present

Reviewing

Feminist Media Studies, 2018
New Media & Society, 2018

AEJMC Southeast Colloquium, 2017, 2018

AEJMC annual conference

Visual Communication Division, 2018
Newspapers and Online News Division, 2018
Graduate Student Interest Group, 2018

International Communication Association annual conference

Visual Communication Studies Division, 2018
Journalism Studies Division, 2018
Feminist Scholarship Division, 2018

Service

Screening Committee, Peabody Awards, 2017, 2018

Graduate Student Liaison, Visual Communication Division, Association for Education in
Journalism and Mass Communication, 2016 – present

Discussant, Graduate Student Interest Group, Association for Education in Journalism and Mass
Communication 2017 annual conference, Chicago.

Moderator, Association for Education in Journalism and Mass Communication Southeast
Colloquium 2017 conference

Volunteer, International Communications Association 2017 conference, San Diego, CA.

Volunteer, Knight Center for Journalism in the Latin Americas at the University of Texas at
Austin. International Symposium on Online Journalism conference, Austin, TX, 2016;
2017

Membership Chair, Graduate Student Interest Group, Association for Education in Journalism
and Mass Communication, 2016 – 2017

Alternate Representative, Graduate Student Council, University of Texas at Austin, Fall 2015 –
Spring 2017