

Alecia Swasy

EDUCATION

University of Missouri

Ph.D., Journalism Studies

M.A., Journalism Studies

Kappa Tau Alpha

Pennsylvania State University

B.A., Journalism

Editor-in-Chief, *Daily Collegian*

ACADEMIC APPOINTMENTS

Washington & Lee University (July 2016-present)

Professor

Donald W. Reynolds Chair in Business Journalism

University of Illinois (Aug. 2014 – Jun. 2016)

Professor

Tom & June Netzel Sleeman Scholar in Business Journalism

College of Media

Institute for Communications Research

Donald W. Reynolds Journalism Institute (2014-15)

University of Missouri School of Journalism

Research Scholar

Provided RJI reports on journalism scholarship that relates to newsrooms.

Researched papers for RJI's global partnership with the Associated Press, which are featured at seminars and distributed to AP's 1,400 member newspapers in the United States.

TEACHING EXPERIENCE

Washington & Lee, July, 2016-present

Business Reporting

Covering the Economy

Media Management & Entrepreneurship

Beat Reporting

Introduction to Mass Communications

University of Illinois, 2014-June, 2016.

Business & Financial Journalism

Advanced Reporting

Power & Money

University of Missouri, 2008-2014

Principles of Journalism

Fundamentals of Multimedia

Editor/Instructor, Online Business Journalism

Intermediate Writing

Other Teaching:

Visiting Lecturer at Penn State, New York University and Old Dominion.

Writer-in-Residence, University of Wisconsin, Journalism and MBA programs

Visiting Faculty, Poynter Institute, developed first business reporting class.

PROFESSIONAL EXPERIENCE

Dow Jones & Co.

Dow Jones Newswires

Assistant Managing Editor/Equities, 2006-2007

Coordinated and led coverage of consumer products, food, retail, restaurants and other industries for the DJ newswires, the *Wall Street Journal* print editions and WSJ.com.

Taught classes on source development, beat coverage and feature writing.

The Virginian-Pilot

Deputy Managing Editor/Sections, 2003-2005

Led teams of 60 reporters and editors to produce Business, The Daily Break, Sports, Gracious Living, At Home and Flavor. Tackled the dreaded TV book redesign, resulting in a \$500,000 annual savings to the paper. Organized a year-long research project on how to reach younger readers.

The St. Petersburg Times (Now the Tampa Bay Times)

Assistant Managing Editor/Business Editor, 1996-2003

Worked with a team of reporters and editors to produce 10 sections a week. Edited investigative project on the Church of Scientology and a local company, which won the Gerald Loeb Award for Financial Journalism.

The Wall Street Journal

Staff Writer, 1988-1996

Covered a variety of companies, including Procter & Gamble, and wrote page-one features on eel farmers in Dixie and soap salesmen in Peru. Led to my first book, *Soap Opera*, which was published in North America, China, Japan and Germany.

The New York Times

Book Reviewer, 1999-2001

Books

Swasy, Alecia. (2016) *How Journalists Use Twitter: The Changing Landscape of U.S Newsrooms*. Lanham, MD: Lexington Books/Rowan & Littlefield.

Swasy, Alecia (1993). *Soap Opera: The Inside Story of Procter & Gamble*.

New York: Times Books. *Fortune* magazine ranked it as one of the Best Business

Books of the Year. Published in hard/soft cover in North America, China, Japan and Germany. Excerpt published in *New York Times*. New York: Times Books.

Swasy, Alecia (1996). *Changing Focus: Kodak and the Battle to Save a Great American Company*. New York: Times Books.

Peer-Reviewed Journal articles

Houston, B., McKinney, M., Thorson, E., Hawthorne, J., Wolfgang, D. & Swasy, A. (2018). "The Twitterization of Journalism: User Perceptions of News Tweets." *Journalism*

Swasy, A. (2016). "A Little Birdie Told Me: Factors that Influence the Diffusion of Twitter in Newsrooms." *Journal of Broadcasting & Electronic Media*.

Swasy, A., Bhandari, M., Tandoc, E. & Davis, R. (2015). "Who do you trust? Comparing the credibility of citizen and traditional journalists." *Newspaper Research Journal*, (36) 2: 225-236.

Thorson, E., Hawthorne, J., Swasy, A., and McKinney, M.S. (2015) "Co-Viewing, Tweeting, and Facebooking the 2012 Presidential debates." *Electronic News*, 9(3)

Online Academic Publications

Seems Like Old Times: How Can You Make Money on News?

Report for upcoming Donald W. Reynolds Journalism Institute conference on monetizing journalism.

Setting or Chasing the Agenda: Who Controls the News?

Report for the Donald W. Reynolds Journalism Institute's presentation during social media week. (February, 2015) <http://www.rjionline.org/rjiapresearch/setting-or-chasing-agenda-who-controls-news-updated>.

A Little Birdie Told Me: A 5-part series and tips for journalists.

Published by the Donald W. Reynolds Journalism Institute, (Fall, 2014.)

RJIONline.org.

The Twitter articles were picked up by Pew Research Journalism Project, American Press Institute, Florida Press Association, Maryland, Delaware and D.C. Press Association, Missouri Press Association, Kentucky Press Association, Southern Newspaper Publishers Association, Minnesota Press Association, Muck Rack, Netnews Plus, Virginia Press Association, Association of Alternative News Media, Native American Press Association and others. Muck Rack also tweeted it to 33,000 followers.

Links:

<http://www.rjionline.org/news/little-birdie-told-me>

<http://www.rjionline.org/news/reporters-build-brand-visibility-and-job-opportunities-twitter>

<http://www.rjionline.org/news/twitter-gives-journalists-freedom-experiment-new-story-formats-and-rap-song-or-two>

<http://rjionline.org/news/who-let-marketing-folks-newsroom>

<http://rjionline.org/news/bottom-line-can-twitter-make-any-money-newspapers>

Innovation and Transformation in Community Newspapers: Forty best practices that will help sustain local journalism in small and rural markets.

Report for the Donald W. Reynolds Journalism Institute's Walter B. Potter Conference (November, 2014) and rjionline.org.

Conference papers

Swasy, Alecia (2015). Fry Cook at the Waffle House: How the Boundaries Inside U.S. Newspapers are Shifting in a Digital Age. To be presented at Negotiating Culture: integrating legacy and digital cultures in news media conference, October 28-30, 2015, Oxford, England. Hosted by Reuters Institute for the Study of Journalism.

Swasy, Alecia (2015). Seems Like Old Times: How Can You Make Money on News? Report for Donald W. Reynolds Journalism Institute.

Swasy, Alecia (2015). A Little Birdie Told Me: Factors that Influence the Diffusion of Twitter in Newsrooms. To be presented at the Association for Education in Journalism and Mass Communications, San Francisco, Aug. 5-9, 2015.

Swasy, Alecia (2015). Setting or Chasing the Agenda: Who Controls the News? Keynote report for the Associated Press/Donald W. Reynolds Journalism Institute's Social Media Conference, New York, NY, February 25, 2015.

Perrault, Gregory, Jenkins, Joy, Swasy, Alecia & Perrault, Mimi (2013). "Mrs. Jesus?" A Hegemonic Press Love Affair with Jesus the Bachelor." Accepted for presentation at the International Communication Association annual meeting, Seattle, WA, June, 2013.

Swasy, Alecia (2013). We're Out Here: How the Daily Yonder's Political Coverage Builds Social Capital. Accepted for presentation at International Communication Association annual meeting, London, England, June, 2013.

Swasy, Alecia & Perreault, Gregory (2013). A Commentary Echo Chamber: Twitter as an Information Subsidy in Coverage of U.S. Senate Candidate Todd Akin. Accepted for presentation at International Communication Association annual meeting, London, England, June, 2013.

Swasy, Alecia, Bhandari, Manu, Tandoc, Edson & Davis, Rachel (2013). Who do you trust? Comparing the credibility of citizen and traditional journalists. Accepted for presentation at Association for Education in Journalism and Mass Communications, Washington, D.C., August 8-11, 2013

Maksl, Adam, Thorson, Esther & Swasy, Alecia (2013). Is Internet accessibility a complement or a substitute for other forms of communication in rural America? Accepted for presentation at Association for Education in Journalism and Mass Communications, Washington, D.C., August 8-11, 2013.

Thorson, Esther, Hawthorne, Joshua & Swasy, Alecia (2013). The Effects of Social Watching the 2012 Presidential Debates. Accepted for presentation at Association for Education in Journalism and Mass Communications, Washington, D.C., August 8-11, 2013.

Thorson, Esther, Kim, Eunjin, Swasy, Alecia, Hawthorne, Joshua & McKinney, Mitchell (2013). Heavy and Light Tweeters and Non-Tweeters Watch the Presidential Debates. Accepted for presentation at Association for Education in Journalism and Mass Communications, Washington, D.C., August 8-11, 2013.

Maksl, Adam, Swasy, Alecia & Thorson, Esther (2012). Some Effects of Internet Access Among Rural and Small-town Respondents. Presented at Association for Education in Journalism and Mass Communication, Chicago, IL, August 9-12.

Maksl, Adam, Thorson, Esther & Swasy, Alecia (2012). Internet Access Effects in Low and High-Income Rural Residents in Middle America. Presented at Association for Education in Journalism and Mass Communication, Chicago, IL, August 9-12.

Rodgers, Shelly, Hinnant, Amanda, Swasy, Alecia & Subramanian, Roma (2012). Empirical Research in Women's Magazine Health Content. Presented at Association of Education in Journalism and Mass Communication, Chicago, IL, August 9-12.

JOURNALISM HONORS

The Society of Business Editors and Writers, Notable Women Business Journalists in History, 2013

Kappa Tau Alpha, 2011

The Gerald Loeb Award, Financial journalism, 2003

“The CEO and His Church,” *St. Petersburg Times*. Editor of project Alumni of Distinction, Penn State Daily Collegian, 2002

Green Eyeshade Award, Society of Professional Journalists, Jeb Bush profile, *St. Petersburg Times*, 1999.

Foster Distinguished Writer, Penn State University, 1999

Commencement Speaker, Penn State College of Communications, 1994

Best Business Books of the Year, *Fortune* magazine, 1993.
Big Brothers/Big Sisters National Feature Writing Award, Poverty in Appalachia,
Wall Street Journal, 1991

SERVICE TO JOURNALISM FIELD

Mentor, Maynard Institute
Society of Business Editors and Writers, Board of Governors
Judge, City & Regional Magazines Contest
Judge, SABEW Best in Business Awards
Judge, Alliance of Area Business Publishers, Editorial Excellence Awards
Judge, Hearst Student Writing Competition
Speaker, Illinois Journalism Educators Association
Speaker, Donald W. Reynolds National Center for Business Journalism.
Contributor, The Reynolds Center website, businessjournalism.org. "Ask the Experts"
series:
 Trump's Biggest Economic Impact, by Timothy Johns, April 12, 2017
 Predicting the Big Financial Story of 2017, by Timothy Johns, April 27, 2017
Contributing writer, Poynter Institute, St. Petersburg, FL.
 "Actually, journalists aren't failing rural America." Nov. 28, 2016.
 "I studied how journalists used Twitter for two years. Here's what I learned."
 March 22, 2017.

GRANTS FOR RESEARCH & TEACHING

Teacher-Scholar Development Cohort Grants (2017-18)

Documentaries on Women in Poverty in Rural America
Received \$2,000 from Dean of the College to bring in two documentarians to campus to enhance our teaching and research on the economics, politics and living circumstances of women in poverty in rural America. (Shared with Professor Stephanie Sandberg in Film & Theater Dept.)

Provost's Spring Term Course Enhancement Grant (2017-18)

Received \$2,000 from Provost for Spring course, Journalism 377: Media Entrepreneurship. The grant helped cover travel and research expenses to visit American City Business Journal's Charlotte, N.C. headquarters. Students developed prototypes, marketing and product rollout plans for a new national commercial real estate publication for ACBJ.

Provost's Spring Term Course Enhancement Grant (2016-17)

Received \$2,000 from Provost for Spring course, Journalism 377: Media Entrepreneurship. The grant helped cover travel and research expenses to visit the Charlotte Observer, Charlotte, N.C. Students developed new marketing and news products to attract millennial readers to the Observer's digital and print editions.

SERVICE TO OTHER ORGANIZATIONS (Limited to 2016-present.)

Discovery Heights Children's Museum. Wrote website content about families looking for rainy day and educational activities for the Lexington, Va. museum's website. October, 2017.