

Alecia Swasy  
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## **Education**

### **University of Missouri**

Ph.D., Journalism Studies  
M.A., Journalism Studies  
Kappa Tau Alpha

### **Pennsylvania State University**

B.A., Journalism  
Editor-in-Chief, *The Daily Collegian*

## **Academic Appointments**

### **Washington & Lee University** (July 2016 to present)

Donald W. Reynolds Chair in Business Journalism  
Professor

### **University of Illinois** (August 2014-June 2016)

Tom & June Netzel Sleeman Scholar in Business Journalism  
Professor  
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 were featured at seminars and distributed to AP's 1,400 U.S. news organizations.

## **Courses Taught**

Business Reporting  
Economic Reporting  
Media Management & Entrepreneurship  
Beat Reporting  
Introduction to Mass Communications  
Women in Media  
Editing Across Media Platforms  
Fundamentals of Multimedia  
Narrative Writing

**Other teaching experience:**

Guest Lecturer: Penn State, NYU, Old Dominion

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

Visiting Faculty, Poynter Institute. Developed first business journalism 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 Florida 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****PUBLICATIONS****Books**

Swasy, Alecia. (2020) *A Wall Street Guidebook for Journalism and Strategic Communications*. London: Routledge.

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

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

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.

### **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 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](http://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**

*Ring Tum Phi* Award, 2019. For mentoring and coaching student newspaper editors and reporters  
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.

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.

Contributor, The Reynolds Center website, [businessjournalism.org](http://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

## **SERVICE TO UNIVERSITY**

Advisory Committee

General Education Review Committee

Quality Enhancement Plan Committee

Institutional Review Board

Library Committee

Johnson Scholarship Interviewer

Ring Tum Phi Advisory Group

## **RESEARCH & TEACHING GRANTS**

### **Provost’s Spring Term Course Enhancement Grant (2019-2020)**

Received \$2,000 from Provost for Spring course, Journalism 377: Media Entrepreneurship. The class studied Women in the Media.

### **Provost’s Spring Term Course Enhancement Grants (2016, 2017, 2018)**

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 and the *Charlotte Observer*. Students developed prototypes, marketing and product rollout plans for a new national commercial real estate publication for ACBJ and the *Observer*.

### **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.)

### **Lenfest Grants for summer research (2016-2020)**