

**Wendy Macias**  
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## **EDUCATION**

Ph.D., Advertising, The University of Texas at Austin, August 2000.  
M.A., Advertising, The University of Texas at Austin, Spring 1997.  
B.A., Journalism and Psychology, University of Minnesota, Winter 1992.

## **ACADEMIC EMPLOYMENT**

Texas Christian University (TCU)	Fort Worth, TX
Bob Schieffer College of Communication	
Department of Strategic Communication	
Interim Department Chair	January 2017 to June 2017
Associate Professor	May 2013 to present
Assistant Professor	August 2010 to May 2013
University of Georgia	Athens, GA
Grady College of Journalism and Mass Communication	
Department of Advertising and Public Relations	
Associate Professor	August 2007 to July 2010
Assistant Professor	August 2000 to July 2007
The University of Texas at Austin	Austin, TX
Department of Advertising, College of Communication	
Assistant Instructor	August 1999 to June 2000
Graduate Teaching Assistant	January 1996 to July 1999

## **RELEVANT INDUSTRY EMPLOYMENT**

IntelliQuest	Austin, TX
Intern and Consultant	March through June 1998
Hart Graphics	Austin, TX
Marketing Assistant	June 1996 to February 1997
Johnson Grossfield	Minneapolis, MN
Marketing Coordinator Intern	June 1991 to March 1992

## TEACHING EXPERIENCE

### Texas Christian University:

- STCO 23113 Advertising
- STCO 35503 Research
- STCO 45413 Channel Planning
- STCO 48833 Campaigns
- STCO 43114 Psychology of Advertising
- STCO 50333 Advertising & the Consumer (taught as both undergraduate and graduate)
- STCO 60113 Research Methods
- UNPR 10110 FrogFolio: TCU ePortfolio/First Year University Experience

### University of Georgia:

- ADPR 3130 Advertising Research
- ADPR 3130 Advertising and Public Relations Research
- ADPR5740 Advertising Campaign (undergraduate capstone course)
- ADPR 5990 Psychology of Advertising/Consumer Behavior
- JRMC 8120 Advertising and Public Relations Research (Graduate level)
- JRMC 8010 Mass Communication Research (Graduate level)
- JRMC 8100 Advertising Management (Graduate level)
- JRMC 8130 Advertising Psychology (Graduate level, Special Topic Seminar)
- JRMC 9010 Mass Communication Theory: Social Scientific Theories (Doctoral)

### The University of Texas at Austin

- ADV319 Psychology of Advertising/Consumer Behavior

## GRANTS

- Coleman-Neeley Entrepreneurship Faculty Fellows Grant 2012-2014, \$5,000 for Psychology of Advertising course.
- The Century Council, Schieffer School of Journalism, Strategic Communication Division, VITALS grant (\$65,000). July 2011 to June 2013. (Co-investigator with Dr. Amiso George.)
- TCU Research and Creative Activities Fund (RCAF) grant (\$4,000), "Inside the mind of the online health information searcher: Applying think aloud protocol to web health information search." June 1, 2011 through May 31, 2012.
- TCU Junior Faculty Summer Research Program recipient, \$6,000, 2010.
- "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.

## REFERRED JOURNAL PUBLICATIONS

**Macias, Wendy**, Mina Lee and Nicole Cunningham, (2017) "Inside the Mind of the Online Health Information Searcher Using Think-Aloud Protocol," *Health Communication*, (currently published online, print edition in press).

Kim, Kyongseok, Mina Lee, and **Wendy Macias** (2014), "An Alcohol Message beneath the Surface of *ER*: How Implicit Memory Influences Viewers' Health Attitudes and Intentions Using Entertainment-Education," *Journal of Health Communication*, 19(8), 876-892.

Choi, Hojoon, Kyunga Yoo, Tae Hyun Baek, Leonard N. Reid and **Wendy Macias** (2013), "Presence and Effects of Health- and Nutrition-Related (HNR) Claims with Benefit- Seeking and Risk-Avoidance Appeals in Female-Oriented Magazine Food Advertisements," *International Journal of Advertising*, 32(4), 587-616.

**Macias, Wendy**, Liza Stavchansky Lewis and Tae Hyun Baek (2010), "The Changing Face of Direct-to-Consumer Print Advertising: Policy and Content Issues," *Pharmaceutical Medicine*, 24 (3), 165-177.

Morimoto, Mariko and **Wendy Macias** (2009), "A Conceptual Framework for Unsolicited Commercial E-mail: Perceived Intrusiveness and Privacy Concerns," *Journal of Internet Commerce*, 8(3-4), 137-160.

**Macias, Wendy**, Karen Hilyard and Vicki Freimuth (2009), "Blog Functions as Risk and Crisis Communication During Hurricane Katrina," *Journal of Computer-Mediated Communication*, 15(1), 1-31.

Frew, Paula M., **Wendy Macias**, Kayshin Chan and Ashley C. Harding (2009), "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.

#### **REFERRED PUBLICATIONS IN CONFERENCE PROCEEDINGS**

George, Amiso, **Wendy Macias**, Adam Richards, & Cornelius Pratt (2016, May). The VITALS campaign: Examining the intended and unintended effects of an anti-binge drinking campaign. Paper presented at the annual conference of the International Communication Association, Fukuoka, Japan.

**Macias, Wendy**, Liza Lewis and Emily Jones (June 2010), "The Vegetable Divide: Advertising and Mass Communication's Impact on Dietary Guideline Knowledge," American Academy of Advertising 2010 European Conference in Milan, Italy.

**Macias, Wendy** and Liza Stavchansky Lewis (March 2009), "Consumer Comprehension of Direct-to-Consumer (DTC) TV Drug Advertisements," 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," 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," 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," American Academy of Advertising Conference, Denver, CO.

**Macias, Wendy** (August 2002), "Perception Theory and Interactive Advertising Brand Web Sites: Perceived versus Technical Interactivity," 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," American Academy of Advertising Conference, Jacksonville, FL.

**Macias, Wendy** (March 2001), "A Preliminary Structural Equation Model of Interactive Advertising," 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. (published under maiden name)

**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. (published under maiden name)

#### **NON-REFEREED, INVITED PUBLICATIONS**

**Macias, Wendy** (2014), "'Internet, information acquisition," in *The Encyclopedia of Health Communication* edited by Teresa Thompson, SAGE Reference.

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.

**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*, 28(15), URL: <http://www.genengnews.com/articles/chitem.aspx?aid=2594> (Retrieved: January 30, 2010).

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," American Academy of Advertising Conference, Special Topic Session, Burlington, VT.

**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).

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).

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

## PAPERS PRESENTED AT SCHOLARLY MEETINGS

**Macias, Wendy** and Jacque Lambiase (2011), "Schieffer Strategic Communication Students & TCU Recycling," April 1 Poster session at TCU Service-Learning Conference.

**Macias, Wendy** (2012), "Interdisciplinary View of Dietary Guidelines for Americans: A Vegetable Divide Spanning from Food Pyramid to MyPlate," Promoting Health and Wellness through Community-Campus Partnerships: Combining our Strengths for a Better Tomorrow, (Conference sponsored by TCU, UNT and UT-Southwestern), TCU campus, Fort Worth, Texas, April 11-13.

## ACADEMIC ADVISING

TCU, Strategic Communication majors, average of 30 advisees each semester, 2010-present.

TCU M.S. Projects Supervised:  
Lauren Land (2014)

TCU M.S. Project Committees:  
Andrea Stafford (2017), David (Shaw) Adcock (2017), Avery Eustace (2017), Joshua Owens (2017), Kait Chura (2016), Catherine Jutson (2015), Shannon Merchant (2014), Emily Keahey (2014), Natalie Raymond (2014) and Sara Safi (2013).

TCU M.S. Thesis Committee:  
Nicholas Manzano (2017), Brooke Bailey (2015) and Hallie Workman (2014).

University of Georgia, Dissertation Committees:  
Jisu Huh (Ph.D., 2004), Jerry Kim (Ph.D., 2005) and JongSuk Choi (Ph.D., 2008).

University of Georgia, M.A. Theses Supervised:  
Janice Gabriel (2005) and Shana Meganck (2005).

University of Georgia, M.A. Theses Committees:  
Becca Burton (2010), Youngshim Baek (2008), Stephanie Ahn (2008), Hojoon Choi (2008), Judith Brown (2008), Karen Sine (2007), Jongsuk Choi (2004) and Vandana Shankar (2003).

University Of Georgia, Graduate Independent Studies Supervised:  
Anil Pammi (2001), Aaron Hite (2002), Jerry Kim (2002), Jason Peterson (2003), Janice Gabriel (2004) and Shana Meganck (2004).

University of Georgia, Undergraduate Independent Studies Supervised:  
Michelle Mount (2001) and Xuan Cang (2004).

University of Georgia, Undergraduate Honor's Thesis:  
Adam Seid (A.B.J., 2002).

University of Georgia, 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.

## **UNIVERSITY SERVICE**

### **Texas Christian University**

Elected college representative, University Council (2016 to 2018).  
TCU Global Academy faculty member (Fall 2014 to 2016).  
Member, Sustainability Committee (2016 to present).  
Collaborator, Alan Alda Center partnership with College of Science and Engineering

### **University of Georgia**

University Curriculum Committee, Fall 2006-2010  
Ad-hoc sub-committees for Extended Education and Course Evaluations (2007-2010).  
Course review sub-committees: Fine Arts & Humanities, Other Professional Courses and Executive (2006-2010).

## **COLLEGE SERVICE**

### **College of Communication, TCU**

College Handbook Taskforce (2015 to 2016).  
College Curriculum Committee, Schieffer School representative (2012 to 2015).  
Search committee member, Communication Studies health positions, 2017.

### **Grady College of Journalism and Mass Communication, University of Georgia**

Undergraduate Curriculum Committee Chair, Fall 2009-2010.  
Undergraduate Curriculum Committee, Fall 2008-Spring 2009.  
Course Evaluation Committee, Spring 2003-2009.  
Digital Media Search Committee, 2004-2006.  
George Foster Peabody faculty judge, 2006-2010.

## **DEPARTMENT SERVICE/ADMINISTRATION**

### **Department of Strategic Communication, TCU**

Assessment Coordinator, 2015 to present.  
Interim department chair, Spring 2017.  
Acting graduate program director, Fall 2016.  
Department Diversity Committee (2012 to 2015).  
Ad-hoc committee for application process (2012 to 2015).

Member of numerous search committees over many years.

**Strategic Communication Division, Schieffer School of Journalism, TCU**

Chair, School of Strategic Communication, Advisory Committee for Promotion and Tenure (Spring 2014 to Spring 2017).

Working group to assess Schieffer School student communications agency (2011)

Ad-hoc committee for application process (2012)

Ad-hoc committee for internship recommendations (2012)

Disruption Project, Schieffer School (Summer 2012 to Spring 2013)

**Advertising and Public Relations Department, University of Georgia**

Ad hoc Curriculum Review Committee, Fall 2009.

Member, Advertising and Public Relations Department MMC Committee (2001-2004).

Ad hoc core competencies committee, Spring 2003.

Advertising Search Committee, 2003-2004.

**PROFESSIONAL SERVICE**

Advertising Education Foundation, visiting professor program, The Richards Group, 2015.

Judge, New America Media ethnic media awards, Spring 2009.

Member, Editorial Review Board, *Journal of Advertising*, 2007-present.

Chair, Membership Committee, American Academy of Advertising, 2005-2007.

Co-Chair, 2009.

Member, Membership Committee, American Academy of Advertising, 2001-2004.

Member, American Academy of Advertising, 1997-present.

**Ad-hoc reviewer:**

*Journal of Interactive Advertising*

*Journal of Health Communication*

*Journal of Computer-Mediated Communication*

*Health Education Research*

*Journal of Applied Gerontology*

*Health Communication*

*Health Psychology*

*Mass Communication & Society*

*Communication Research*

*Journal of Healthcare Engineering*

*American Journal of Public Health.*

*Journal of Media Psychology*

*American Journal Public Health*

*International Journal of Pharmaceutical and Healthcare Marketing*

*Value in Health*

*Journal of Medical Internet Research*

Reviewer for American Academy of Advertising and Advertising Division (AEJMC) conferences.

**Professionally-related community activities**

- Instructor for TCU's Certified Public Communicator (CPC) Program (2013 to present).
- Healthy Tarrant County Collaboration/Tarrant County Voices for Health Campaign class client (Fall 2014) and continuing taskforce member and consultant
- Healthy Tarrant County Collaboration, Research & Evaluation client, Spring 2014.
- City of Richardson's Cottonwood Art Festival, Research and Evaluation class client, Fall 2014.
- Instructor for TCU's Certified Public Communicator (CPC) Program (2013 to present).
- City of Fort Worth, Recycling Division, Research and Evaluation class client, Spring 2014.

*Revised November 14, 2017.*