

Spring 2013

Shiela Reaves

Professor

University of Wisconsin–Madison
 Department of Life Sciences Communication
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Faculty Affiliate

American Indian Studies Program

Education

| | | | |
|------|------|--|------------|
| M.A. | 1982 | University of Wisconsin–Madison | Journalism |
| B.S. | 1976 | University of Illinois, Champaign-Urbana | Journalism |

Published Thesis: How Radical Were the Muckrakers? Views from the Socialist Press, 1902–1912 *Journalism Quarterly*, 61, (Winter, 1984) 763-770.

Positions Held

Professor, Life Sciences Communication, University of Wisconsin–Madison, 2005 to present.

Associate Professor, Life Sciences Communication, UW–Madison, 2001 to present.

Faculty affiliate, American Indian Studies Program, UW–Madison, 1999 to present.

Associate Professor, joint appointment, University of Wisconsin–Madison, 1996 to 2001, Division of Continuing Studies, Department of Liberal Studies and the Arts and School of Journalism and Mass Communication; head, news-editorial

Assistant Professor, joint appointment, University of Wisconsin–Madison, 1989 to 1995

Adjunct Professor, UW School of Journalism and Mass Communication, 1986 to 1988

Staff photographer, *The Capital Times*, Madison, Wisconsin, 1977 to 1985

- first woman photojournalist on a Wisconsin daily newspaper
- Wisconsin Newspaper Photographers Association awards in news and sports

Staff photographer, *Pioneer Press*, Time Inc. Oak Park, Illinois, 1977

- Time Inc.'s weekly chain of newspaper in western suburbs of Chicago
- 1976 Illinois Press Photographers Association awards in news photo and feature photo essay while a student photographer at *The Daily Illini*, University of Illinois, Champaign-Urbana (professional categories only; no student contests available at the time)

Published Research

Research Interests: Visual media ethics

1. Reaves, S. (2011). Rethinking Visual Ethics: Evolution, Social Comparison and the Media's Mono-Body in the Global Rise of Eating Disorders. *Journal of Mass Media Ethics* 26: 114-134. *
2. Reaves, S. (2005). A survey of reactions to photographic manipulation. In *Handbook of Visual Communication: Theory, Methods, and Media*, Smith, K, Moriarty, S., Barbatsis, G, Kenney, K. (eds). Lawrence Erlbaum Associates: Mahwah, NJ. pp. Part X, Section II. *
3. Reaves, S., Bush Hitchon, J., Park, S-Y, Yun, G. (Spring 2004). If looks could kill: Digital manipulation of fashion models. *Journal of Mass Media Ethics*, vol. 19: pp. 56-72. *
4. Reaves, S. Bush Hitchon, J., Park, S-Y, Yun, G-W. (2004). You can never be too thin – or can you? A pilot study on the effects of digital manipulation of fashion models' body size, leg length and skin color. *Race, Gender & Class*, vol. 11, no. 2: pp. 140-155.*
5. Reaves, S. and Loew, P. (2003) Native American culture and the media. In *Encyclopedia of International Media and Communications*, ed. by Donald H. Johnston. San Diego, Calif: Elsevier Science Academic Press, 2003: pp. 205-213. *
6. Hitchon, J. and Reaves, S. (1999). Media mirage: The thin ideal as digital manipulation. In *Sexual rhetoric: Media perspectives on sexuality, gender and identity*, Carstarphen, M. and Zavoina, S. (eds). Greenwood Press, pp. 65-76. *
7. Reaves, S. (1996). Native Americans in the newsroom: Organizational influences on journalistic roles. *Mass Comm Review*, pp. 4-22. *
8. Reaves, S. (1995). Native American journalists: Finding a pipeline into journalism. *Newspaper Research Journal*, 16, 57-73. *
9. Reaves, S. (1995). The vulnerable image: Categories of photos as predictor of digital manipulation. *Journalism and Mass Communication Quarterly*, 72, 706–715. *
10. Reaves, S. (1995b). Magazines versus newspapers: Editors have different ethical standards on the digital manipulation of photographs. *Visual Communication Quarterly*, 2, 5-9. *
11. Reaves, S. (1995c). The unintended effects of new technology: A theory-driven framework for analyzing images of the O.J. Simpson trial (And why we can expect more). *Visual Communication Quarterly*, 2, 11-15. *
12. Reaves, S. (1993). “What’s wrong with this picture? Daily newspaper photo editors’ attitudes and their tolerance toward digital manipulation. *Newspaper Research Journal*, 13 & 14 131-155. *

- “1991 Best Faculty Research Paper Award,” Newspaper Division, Association for Education in Journalism and Mass Communication annual convention, Boston.
13. Reaves, S. (1991). Digital alteration of photographs in consumer magazines. *Journal of Mass Media Ethics*, 6: 175-81. *
14. Reaves, S. (1991b). Digital manipulation of photos with new computer technology. In P. Patterson and L. Wilkins (Eds.) *Media Ethics: Issues and Cases*, (pp. 209-211), Dubuque, Iowa: Wm. C. Brown Publishers, 2nd edition. *
15. Reaves, S. (1987). Digital retouching in newspapers. *Journal of Mass Media Ethics*, 2: 40-48. *
- Various forms of research also published in:
- Reaves, S. (1987b). An NPPA special report—Digital retouching: Is there a place for it in newspaper photography? An examination of the ethics” *News Photographer Magazine* (January 1987) pp. 23-33.
 - Reaves, S. (1990). Digital Retouching. *NPPA Special Report: The Ethics of Photojournalism*, in P. Lester (ed.), Durham, NC: National Press Photographers Association: pp. 42-49.
16. Reaves, S. (1984). How radical were the muckrakers? Socialist press views, 1902-1906. *Journalism Quarterly*, 61: 763-770. *

* *Peer Reviewed*

Editorial Boards for Peer-Review Journals

Member, Editorial Board, *Journal of Mass Media Ethics*, Fall 2011 to present
 Member, Editorial Board, *Visual Communication Quarterly*, 2000 to present

Outside Manuscript Reviewer

University of Oklahoma Press (2011; 2010)
American Journal of Media Psychology (2010)
 Oxford University Press (2006)
 Journalism & Communication Monographs (2006)
 University of Wisconsin Press (2005; 2001)

Books, Articles for Lay Audience

Reaves, S. (2012 contract) *Marshfield Clinic: 1879 to 1935*. Social history of healthcare in central Wisconsin. Archival research of Marshfield Clinic founder, Karl W. Doege.

Reaves, S. (2004) *Wisconsin: Land of Change, An Illustrated History*. American Historical Press: Sun Valley, Calif. Expanded edition of 1988 narrative history of Wisconsin's economic growth from Ice Age to present, illustrated with 250 photographs. New chapter covers growth of high tech industries, Wisconsin's traditional "Big Three" industries and the economic impact of Wisconsin Indian Nations' sovereignty.

Hitchon, J. and Reaves, S. (May 17, 2004) "Photos of Prisoners in Iraq Experienced as Visual Assault," Guest Op-Ed, *The Capital Times*, Madison, Wisconsin.

Reaves, S. (1988). *Wisconsin: Pathways to Prosperity*. Windsor Publications: Northridge, Calif. Illustrated with 250 historic and color photographs, 216 pages. A narrative history of Wisconsin's business and industry from its Indian heritage and pioneer settlement to a post-World War II economy.

Reaves, S. (1987). "Spring Celebrations in Antigua, Guatemala," *Seattle Times*.

Reaves, S. (1986). "Through the Jungle of Belize: Mayan Ruins, Back Road to Tikal," *The Washington Post*.

Relevant Discussions / Citations of Research

David, P., Boyne, N. & German, T. (2009). Thinness portrayals of fashion models. *Visual Communication Quarterly* 16: 67-78.

Newton, J.H. (2008) "Photojournalism Ethics: A 21st-Century Primal Dance of Behavior, Technology and Ideology," In *Handbook of Media Ethics*, (eds) Lee Wilkins and Clifford G. Christians

"Shiela Reaves moved the research discussion into the digital arena with her seminal exploration of the differences between newspaper and magazine editors' views on the ethics of altering images."

Wheeler, T. (2002). *Phototruth or Photofiction: Ethics and Media Imagery in the Digital Age*. Mahwah, NJ: Lawrence Erlbaum Associates, pp. 29, 59, 105, 137.

Greer, J., Gosen, J. (2002). How much is too much? Assessing levels of digital alteration as factors in public perception of news media credibility. *Visual Communication Quarterly*, pp. 4-13.

Huang, E. (2001). Readers' perception of digital alteration in photojournalism. *Journalism & Mass Communication Monographs*, pp. 149-151.

Newton, J. (2001). *The Burden of Visual Truth: The Role of Photojournalism in Mediating Reality*. Lawrence Erlbaum Associates: Mahwah, NJ.

Huang, E. (2000). Where do you draw the line? A study of readers' understandings of truth in digital documentary photographs. *Visual Communication Quarterly* 7:4-9.

Patterson, P. and Wilkins, L. (2000). *Media Ethics: Issues and Cases*, 4th edition, McGraw-Hill, p. 209.

Johnson, S. and Prijatel, P. (2000) Magazine Publishing. Lincolnwood, Ill: NTC *Contemporary Publishing*, pp. 315-317.

Lowrey, W. (Spring 1999). Routine News: The Power of Organization in Visual Journalism. *Visual Communication Quarterly*, pp. 10-15.

Arant, M. D. (1998). *Perspectives: Ethics, Issues and Controversies in Mass Media*. Boulder, Colorado: CourseWise Publishing, Inc. Excerpt, "The Unintended Effects of New Technology."

Courses Taught
UW Department of Life Sciences Communication
College of Agricultural & Life Sciences (CALs)

LSC 450: Documentary Photography for the Sciences

Study social documentary tradition and visual storytelling for the sciences. Digital still image portfolio and still-image video with narration for web streaming.

LSC 350: Visualizing Science and Technology

Visual communication theories and neural visual processing applied to media depictions in science, health, environment and agriculture across print, broadcast and online media

Fall and Spring Overload Class 2010 to present:

ILS 157: Bradley Roundtable Seminar. Bradley Learning Community for First-Year students transitioning successfully into academic life through intellectual and community resources.

Fall Overload Class 2002 to 2009:

CALS 155: Interdisciplinary Seminar for Freshmen, "Issues in Agriculture, Environment and Life Sciences." Faculty mentor and discussion leader for one discussion section of eight to 10 first-year students transitioning to academic and leadership roles.

LSC/FCC 505: Publications Editing

Team magazine editing with intensive writing, fact-checking, Associated Press Stylebook

LSC/FCC 530: Print and Electronic Media Design

Principles of media and news design with hands-on computer training for media publications and statewide clients

Talks

Reaves, S. (9 September 2012). "Understanding the Art of Vision." Keynote speaker for opening reception, "About Seeing," James Watrous Gallery, Overture Center for the Arts.

Reaves, S. (10 May 2012). "Art and Vision Science." UW Eye Research Institute Spotlight presentations, Trout Museum, Appleton, WI. (With UW vision scientists David Gamm, Arthur Polans, UW School of Medicine and Public Health).

Reaves, S. (Oct. 13, 2009). "Image manipulation: News media to diagnostic analysis." Clinical Science Center Research Talks, UW Eye Research Institute, Madison, WI.

Reaves, S. (Oct. 8, 2009). Poster Session, "Photography & four brain Cues" *Seeing Beyond the Art – Science Divide*. UW-Madison Eye Research Institute & the Center for Visual Culture, Madison, WI.

Reaves, S. (August, 2008) "Beauty and the brain: Adaptive traits and the worldwide increase in eating disorders." Visual Communication and Media Ethics Divisions, Association for the Education in Journalism and Mass Communication, Chicago, IL.

Reaves, S., Rolo, M.A. (April 7, 2006). "Reaching new storytellers: Native Americans and the media." University of Wisconsin System Institute of Race and Media, Milwaukee, WI.

Reaves, S., Newton, J, Barry, A.M. (November, 2005). "Visions of a healthy future: Development of visual communication theory and research methods." National Communication Association, Boston, MA.

Bush Hitchon, J., Reaves, S., Park, S-Y. (May 2003). Authentic or skinny fabrication? Consumer response to models and brands in fashion magazine ads and their public relations implications. International Communications Association, San Diego, CA.

Hitchon, J., Reaves, Park, S-Y. (July 2002) Two pictures are worth a thousand words: Enhancing visual literacy regarding impact of the thin ideal on eating disorder symptomatology. Communication Division, International Communication Association, Seoul, Korea.

Reaves, S., Bush Hitchon, J., Park, S-Y. (August 2001). If looks could kill: The ethics of digital manipulation of fashion models and attitudes of readers. Visual Communication Division, Association for Education in Journalism and Mass Communication, Washington, D.C.

Reaves, S. (June, 2001) "Indian use of the Internet and telecommunications." International Society of Weekly Newspaper Editors, Madison, WI.

Loew, P, and Reaves, S. (March, 2001) "Native American issues and the media." Wisconsin Indian Education Association, Madison, WI.

Hitchon, J., Reaves, S, Park, S., Yun, G. (August, 2000). "You can never be too thin – or can you? Research intended to combat the effects of digital manipulation of fashion models' weight, leg length and skin color. Commission on the Status of Women, Association for Education in Journalism and Mass Communication, Phoenix, AZ.

Reaves, S. (February 1999). "Robert Frank: Outsider of *The Americans*," Gallery Showing, Madison Art Center, Madison, WI.

Reaves, S. (December 1998). "Design cues and the Ice Age brain: Implications of research on perception for Native designers." J. Dalton Conference: Managing and Operating Your Tribal Newspaper, Oneida Nation, WI.

Reaves, S. (November 1997). "Design and computer technology for Native youth councils." Invited workshop to UNITY: United National Indian Tribal Youth of Oklahoma, Midwest Seminar, Madison, WI.

Reaves, S. (June 1996). "Teaching opportunities in higher education for Native Americans." Invited talk at the annual conference of the Native American Journalists Association, Bangor, ME.

Reaves, S. (August 1995). "Teaching visual communication." Visual Communication Division, Association for Education in Journalism and Mass Communication, Washington D.C.

Reaves, S. (August 1994). "Media norms and unintended effects of new technology: An ethical framework for analyzing Time magazine's cover of O.J. Simpson (and why we

can expect more)." Technology and Policy Division, Association for Education in Journalism and Mass Communication, Atlanta, GA.

Reaves, S. (April 1994). "Role of new technology in the education and recruitment of Native journalists." Wisconsin Indian Education Association, Madison, WI.

Reaves, S. (August 1993). "Re-examining the ethics of photographic posing: Insights from the rank-and-file members of American Society of Media Photographers." Visual Communication Division, Association for Education in Journalism and Mass Communication, Kansas City, MO.

Reaves, S. (September 1993). "Differences between newspaper and magazine editors in attitudes toward digital manipulation." Electronic Photojournalism Workshop, National Press Photographers Association, Ft. Collins, CO.

Lone Fight, T., Powell, R & Reaves, S. (May 1993). "Structuring journalism workshops for Native American high school students in North Dakota and Wisconsin." Native American Journalists Association, Kamloops, British Columbia, Canada.

Reaves, S. (June 1993). "Ethical questions for newspaper editors in the computerized editing of news photos." Wisconsin Newspaper Association, Madison, WI.

Reaves, S. (August, 1993). "Journalism and alternative resources: Non-traditional approaches for Native Americans." Johnson O'Malley Conference of the Wisconsin Winnebago Business Committee, Madison, WI.

Reaves, S. (August 1992). "The vulnerable image: A hierarchy of photo types as predictor of digital manipulation." Visual Communication Division, Association for Education in Journalism and Mass Communication, Montreal, Canada.

Reaves, S. (August 1992). "Mapping the future of visual communications." Visual Communication Division, Association for Education in Journalism and Mass Communication, Montreal, Canada.

Reaves, S. (April 1992). "Photographic ethics in computer editing for Native American journalists." Native American Journalists Association, Green Bay, WI.

Reaves, S. (April 1992). "Hands-on computer publishing in Indian Country." Native American Journalists Association, Green Bay, WI.

Kellogg, B. and Reaves, S. (August 1992). "After scanning: Digital editing of news photos." Trees for Tomorrow Conference, Wisconsin Newspaper Association, Eagle River, WI.

Reaves, S. (May 1992). "Ethics and newspaper editors in digital alterations of news photos." Newspaper Electronic Imaging Conference, Region Five Chapter of National Press Photographers Association, Madison, WI.

Reaves, S. (August 1991). "What's wrong with this picture? Attitudes of photographic editors at daily newspapers & tolerance toward digital manipulation." Newspaper Division, Association for Education in Journalism & Mass Communication, Boston, MA.

Reaves, S. (February 1991). "Looking at the numbers: Magazine editors and newspaper editors disagree on digital manipulation." Technology Studies Seminar, Gannett Center for Media Studies, Columbia University, New York, NY.

Reaves, S. (August 1989). "Digital alteration of photographs in magazines: An examination of the ethics." Magazine Division, Association for Education in Journalism and Mass Communication, Washington, D.C.

Reaves, S. (August 1989). "Photography, pixels and new technology: Is there a paradigm shift?" Qualitative Studies Division, Association for Education in Journalism and Mass Communication, Washington, D.C.

Reaves, S. (April 1988). "Ethics of digital manipulation in the media." Wisconsin News Photographers Association, Eau Claire, WI.

Reaves, S. (August 1986). "Digital retouching: Is there a place for it in newspaper photography?" Visual Communications Division, Association for Education in Journalism and Mass Communication, Norman, Oklahoma.

Reaves, S. (August 1983). "How radical were the muckrakers? A view from the socialist press, 1902–1912." History Division, Association for Education in Journalism and Mass Communication, Corvallis, OR.

Awards & Fellowships

2009 Honored Instructors Award, Division of University Housing,
UW Residence Life-Academic Initiatives

CALS Travel Support, 2009 UW faculty delegation to Senegal, West Africa
(Jan 5-16). "Inside Islam" initiative at UW African Studies Program. Still
photography and videography at University of Gaston Berger, interview Imam of
Saint Louis, mosques from Saint Louis to Dakar.
See video at: http://insideislam.wisc.edu/africa_imam.html

Traditional Blanket, Native American Journalists Association, Board of Directors
Annual Convention Planning Committee, Oneida Nation, June 2003.

James H. Ottaway Fellowship, American Press Institute, Invited fellow for seminar
"Defining Online Content," March 1998, Reston, VA.

Barry Bingham, Sr. Fellowship. National Conference of Editorial Writers.
National award to college educator in recruitment of minority high school
students, Annual Conference, Madison, 1997.

The Writers Cup Award. Association of Women in Communication, Madison, 1996.

Invited Fellow, The Freedom Forum, Ninth National Workshop on the Teaching of
Ethics in Journalism and Mass Communication, Arlington, VA, July 1993.

AHANA Research Grant (\$1,000), Minorities and Communication Division, Association
for Education in Journalism and Mass Communication, 1993.

Outstanding Faculty Paper Award, Newspaper Division, Association for Education in Journalism and Mass Communication, Boston, August 1991:
Reaves, S. What's wrong with this picture? Attitudes of photographic editors at daily newspapers and their tolerance toward digital manipulation.

Invited Fellow, Wingspread Conference, "American Indian Voices: A Regional Literary Symposium," Racine, Wis., September 1991.

Invited Fellow, Gannett Center for Media Studies, "Technology Studies Seminar," Columbia University, New York City, October 1989.

Program Development for Native American Education

Tribal Youth Media Camp, Lac Courte Oreilles Ojibwe Reservation, Aug. 12-17 2008

- UW Baldwin Grant (co-investigator) and instructor in photography
- Plan Committee meetings in Lac Du Flambeau and Lac Courte Oreilles

Project Phoenix for Native American High School Students, Native American Journalists Association (NAJA) 1997 to 2008.

- national one-week journalism camp held on site at annual NAJA conventions
- report, photograph, edit 12-page color tabloid, *Rising Voices*, 1997 to 2003
- funded by the *New York Times*, the *Washington Post*, the Kellogg Foundation, the Knight-Ridder Foundation:

- Consultant only, Chicago (July 2008)

Native students now of previous workshops now taking over program to teach the next generation.

- Tulsa, Oklahoma (Aug. 3 – 12, 2006)

Co-teach in writing and editing, assist editor of *Cherokee Phoenix*

- Oneida Nation, Green Bay, Wisconsin (June 9-20, 2003)

Co-teach and train new coordinator in writing and editing

- Kumeyaay Nation, San Diego, California (June 11-22, 2002)

National coordinator and co-teacher; manage \$30,000 budget

- Iroquois Confederacy, Buffalo, New York (June 14-21, 2001)

College projects evaluator for *Native Voice* newspaper, Native News 4 television, Radio Free NAJA

- Seminole Nation, Ft. Lauderdale, Florida (June 9-22, 2000)

Co-teacher with NAJA's Education Director

- Pacific Northwest Tribes, Seattle, (June 10-22, 1999) UNITY 99

Lead instructor

- Southwest Tribes, Tempe, Arizona (June 10-22, 1998)

Co-teacher and online editor for NAJA's first student website

- Ojibwe and Dakota Nations, Minneapolis, Minnesota (June 10-21, 1997)

Co-teacher, NAJA's first workshop for high school students

"Native Storytelling in Cyberspace: Forging the Educational Pipeline"

\$50,000 grant, 1998-2000

UW-Madison PREF: Program Redirection and Enhancement Funds

Reaves, S. Principal Investigator in collaboration with Professor Roberta Hill, American Indian Studies Program

- Designed and maintained online news website for *News From Indian Country*, 1997 to 1999; trained Native staff in HTML coding for ownership transfer to www.indiancountrynews.com, 1998 to 1999
- First live broadcast of a U.S. Indian pow wow on the Internet, July 16-17, 1999; Honor the Earth pow wow, Lac Courte Oreilles Ojibwe Reservation, in collaboration with tribal radio station, WOJB-FM, LCO College and UW School of Journalism and Mass Communication

UW Native American Journalism Workshop, 1989 to 1996.

Grants / fundraising, \$82,000; Reaves, S, Co-director and Principal Investigator

- One-week, residential program at UW-Madison in journalism, photography, broadcasting and computer technology to Native American high school students from Great Lakes region.
- Produced 24-page, B&W tabloid, *The Messenger*, 1989 to 1995

University Activities

CAMPUS

- UW McPherson Eye Research Institute, Leadership Steering Committee, 2006 to present / Chair, Education Committee
- UW Center for Visual Cultures, Steering Committee, 2011 to present
- UW General Education Comm A Committee, 2013
- Faculty Fellow, Bradley Learning Community, 2012 to present

COLLEGE

- CALS Scholastic Policies and Actions Committee (SPAC) 2009 – 2012

LIFE SCIENCES COMMUNICATION

- Member, Executive Committee, 2001 to present
- Director Undergraduate Studies, 2012 to present

National Membership / Board of Directors

Association for Education in Journalism and Mass Communication since 1986

Native American Journalists Association, Associate member since 1993

Board of Directors, Native American Education Technologies

- non-profit wing of Indian Country Communications, publishers of *News From Indian Country*, Lac Courte Oreilles, 1997 to present
- consult on grants for Native initiatives, Paul DeMain, CEO

Secretary-Treasurer, Woodland Chapter of Native American Journalists Association, 2001 to present. Host Committee 2003 NAJA Convention, Oneida Nation, WI