

MARY CATHERINE DEASON

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POSITIONS HELD

- University of Mississippi
Assistant Professor
August 2008-the present
- Central Carolina Community College
Adjunct Instructor
August 2007-May 2008

EDUCATION

- The University of North Carolina at Chapel Hill
Major: American Politics
Minor: Methodology

Ph.D. expected August 2008

Dissertation: "Organized Interest Campaign Advertisements: Using Media to Affect the Agenda, Rhetoric, and Turnout in Elections."

Committee: Virginia Gray (chair), David Lowery, Michael MacKuen, Tom Carsey, Marco Steenbergen

Synopsis: I examine the role of organized interest advertising in politics, discerning ways they can alter the political environment beyond simply changing voters' minds directly. As the proportion of campaign ads run by organized interests increases, the effect they have becomes more important to political science. Initial analysis confirms the hypothesis that these issue advertisements are able to affect the news media's agenda. I build on this finding to address under what circumstances these ads affect the amount of new coverage, the dialogue among candidates in a given area, and voter turnout.

M.A. awarded in May 2004

Thesis: "Systematic Factors of Organized Interest Choice: In-house Versus Contract Lobbying."

Advisor: David Lowery

- University of Central Florida
B.A. magna cum laude, May 2002 - Graduated in three years (with University Honors)
Major: Political Science

Minor: Sociology

AWARDS

- Best Graduate Student Paper at the 2004 Annual Meeting of the Southwestern Political Science Association
- UNC Graduate and Professional Student Federation Travel Grant: 2007
- H.B. Earhart Foundation Fellowship for Graduate Study: 2004-2005
- UNC American Politics Research Group Summer Funding: 2005
- UNC Center for Teaching and Learning Future Faculty Fellowship: 2005
- University of North Carolina Graduate School Travel Grant: 2004
- UNC American Politics Research Group Summer Funding: 2004
- UNC American Politics Research Group Summer Funding: 2003

RESEARCH INTERESTS

Interest Groups, Media, Elections, State and Local Politics, Bureaucracy, and Political Parties

TEACHING INTERESTS

- Undergraduate: Introduction to American Government, Research Methods, Elections and Voting Behavior, Interest Groups, Political Parties, Media and Politics, State and Local Politics, Public Opinion
- Graduate: Statistics I and II, Structural Equations, Maximum Likelihood Methods, Organized Interests, Media and Politics, Elections and Voting Behavior, American Politics Core

WORKING PAPERS

- Deason, Mary. 2008. "Candidate Response to Organized Interest Ads: Issue Flow in Campaigns." Presented at the annual meeting of the American Political Science Association, Boston, MA.
- Benz, Jennifer, Mary Deason, Justin Kirkland, Jennifer Sykes, Virginia Gray, and David Lowery. 2008. "The Interest Group and PAC Connection: How Characteristics of the Policy Space Influence PAC Formation." Presented at the annual meeting of the State Politics and Policy Association, Philadelphia, PA. *under review*
- Lowery, David, Virginia Gray, Jennifer Benz, Mary Deason, Justin Kirkland, Jennifer Sykes. 2008. "Understanding the Relationship Between Health PACs and Health Lobbying in the American States." Presented at the annual meeting of the Midwest Political Science Association, Chicago, IL. *under review*

- Deason, Mary C. 2008. "Manipulating Campaign Agendas with Issue Advertisements." Presented at the annual meeting of the Southern Political Science Association, New Orleans, LA.
- Deason, Mary C. 2007. "Vying for Agenda Control." Presented at the annual meeting of the Midwest Political Science Association, Chicago, IL.
- Miller, Patrick R. and Mary C. Deason 2007. "Campaign Advertising and Voter Turnout, 1996-2000." Presented at the annual meeting of the Southern Political Science Association, New Orleans, LA.
- Miller, Patrick R. and Mary C. Deason 2006. "The Effect of Campaign Advertising on Voter Turnout at the Media Market Level." Presented at the annual meeting of the American Political Science Association, Philadelphia, PA.
- Deason, Mary C. 2006. "The Effect of 527 Organized Interests on the News Media's Agenda." Presented at the annual meeting of the Midwest Political Science Association, Chicago, IL.
- Deason, Mary C. and Caitlin N. Sause 2006. "The Impact of Organized Interests on the Campaign Environment." Presented at the annual meeting of the Midwest Political Science Association, Chicago, IL.
- Deason, Mary C. 2005. "The Effect of 527 Organized Interests on the News Media's Agenda." Presented at the annual meeting of the American Political Science Association, Washington, DC.
- Morgan, Cameron, Michele Hoyman and Mary Deason. 2004. "Citizen Public Policy-making Participation Opportunities: Determinant of Positive Evaluation and Political Efficacy." Presented at the annual meeting of the American Political Science Association, Chicago, IL.
- Deason, Mary C. 2004. "Systematic Factors of Organized Interest Choice: In-house Versus Contract Lobbying." Presented at the annual meeting of the Midwest Political Science Association, Chicago, IL.
- Deason, Mary C. 2004. "Systematic Factors of Interest Group Choice: Direct Versus Contract Lobbying." Presented at the annual meeting of the Southwestern Political Science Association, Corpus Christi, TX.
 - Award for Best Graduate Student Paper at the conference

ADDITIONAL TRAINING

- Empirical Implications of Theoretical Methods (EITM) Summer Institute: University of Michigan (2006)

RESEARCH EXPERIENCE

- Research Assistant, Summer 2007 - Virginia Gray

TEACHING EXPERIENCE

- Instructor
 - State and Local Government (CCCC Online Course), Fall 2007 and Spring 2008
 - American National Government (CCCC Online Course), Fall 2007 and Spring 2008
 - Intro. to American Government (UNC Online Course), Fall 2007 and Spring 2008
 - Organized Interests, Spring 2007
 - Organized Interests, Fall 2006
 - Organized Interests, Fall 2005
- Teaching Assistant
 - State and Local Government, Spring 2006 - Virginia Gray
 - State and Local Government, Spring 2004 - Virginia Gray
 - Introduction to American Government, Fall 2003 - Pamela Conover
- Grader
 - State and Local Government, Spring 2003 - Thad Beyle
 - American National Elections, Fall 2002 - George Rabinowitz

INSTRUCTIONAL TRAINING

- Certificate in UNC's Future Faculty Program - An intensive 5-day training on instructional techniques offered by the Center for Teaching and Learning.
- Participated in a semester-long course called "College Teaching", offered by the Center for Teaching and Learning at UNC.
- Participated in a semester-long course offered by UNC's Political Science Department, entitled "Teaching Political Science."

ADMINISTRATIVE AND PROFESSIONAL SERVICE

- Coordinator: American Politics Research Group at UNC, July 2004-Present
 - Organize a weekly speaker series.
 - www.unc.edu/depts/polisci/aprg
- Methods Representative: UNC Political Science Graduate Student Association, 2007-2008
- Discussant: Southern Political Science Association Meeting, 2008
- Social Coordinator: UNC Political Science Graduate Student Association, 2003-present
- Journal Referee: American Politics Research, State Politics and Policy Quarterly
- Book Reviewer: CQ Press

PROFESSIONAL MEMBERSHIPS

- American Political Science Association
- Midwest Political Science Association
- Southern Political Science Association

REFERENCES

Virginia Gray

Robert Watson Winston Professor
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