

Ed Madison

Senate Meeting Remarks

March 10, 2021

My name is Ed Madison and I'm an associate professor at the School of Journalism and Communication.

I received my PhD in 2012 through the SOJC. So, I come with two perspectives—one as an alum and the other as a faculty member.

I'm interested in the position because I share a deep commitment to supporting our institution as we navigate through some turbulent times ahead. Higher Education is facing many of the technological disruptions that have adversely affected media industries and journalism—including increased competition. I read yesterday

At certain points in 2020, Google search volume for “masterclass” surpassed that of “business school.”

Students are asking why pay Harvard \$80k per year when you can take the university's computer science courses for free on YouTube?

For \$180 a year... Master Class platform you can learn business from Bob Iger, Chairman of Disney Company — or astrophysics from Neil deGrasse Tyson.

We've seen significant growth of Massive Open Online Courses (MOOCs) over the last decade. Now, one of the largest MOOCs, Coursera, is going public.

We have an entire generation of young people coming into higher ed who have been acclimated to communicating in the way we are right now, begrudgingly. That will shift their expectations about the college experience.

My experience campus-wide includes past service on Dean search committees, the technology committee responsible decisions about infrastructure, and various research-related committees.

My own interdisciplinary research through the National Science Foundation includes Co-PI's from the College of Education.

In terms of handling a situation where I might be asked to support something I disagree with, I wouldn't. I value my integrity and have no qualms about disagreeing in a civil and respectful way.



UNIVERSITY OF
OREGON

School of Journalism
and Communication

January 24, 2021

UO Trustee Selection Committee
University of Oregon
1585 E. 13th Avenue
Eugene, OR 97403

Dear Selection Committee,

I am an Oregonian by choice, drawn here by the ideals exemplified by the many residents and colleagues I've come to know. That achieving spirit manifests in the wide-ranging expressions of scholarship and teaching across our campus and the talented students we attract and serve.

Public service, with specific emphasis on matters of equity and inclusion, is in my DNA. In 1961, my dad was the first African American to join the Chicago Tribune editorial staff. My mom was an elementary school teacher. Both parents modeled and instilled in me the importance of contribution. Now, I follow their example. As a professor, my National Science Foundation-funded research investigates innovative ways of recruiting students of color into science, technology, engineering, and math (STEM) careers. Additionally, I co-founded and am the executive director of the Journalistic Learning Initiative (JLI), a 501c3 nonprofit that applies journalistic strategies to improve students' academic outcomes in under-served communities. In its first five years, JLI has benefited more than 4,500 students at 18 Oregon and California middle and high schools.

I am deeply committed to contributing to the continued growth and prosperity of the University of Oregon. The ethos of the Northwest aligns with my values, and I am grateful to call Oregon home. Having earned my doctorate here, I am a proud alum and now a tenured faculty member.

While we face many challenges as an institution, I firmly believe none are insurmountable. I would welcome the opportunity to serve.

Sincerely,

A handwritten signature in black ink, appearing to read 'Ed Madison', with a long horizontal flourish extending to the right.

Ed Madison
Associate Professor



Ed Madison, PhD

madison2@uoregon.edu

Biography

Ed Madison's multifaceted career in media and journalism began as a high school intern at the Washington Post-owned CBS television affiliate in Washington, DC, during the height of Watergate. Shortly after graduating from Emerson College in Boston, CNN recruited Madison to become a founding producer. He enjoyed a 23-year long journalism and media career in Los Angeles before returning to academia. Madison is now an associate professor at UO's School of Journalism and Communication (SOJC) and has affiliated faculty status with the College of Education (COE).

Madison is also co-founder and executive director of the Journalistic Learning Initiative (JLI), a 501(c)3 educational nonprofit organization that uses journalistic strategies to empower student voice and academic success in partnership with the University of Oregon School of Journalism and Communication and College of Education.

He is the author of *Newsworthy: Cultivating Critical Thinkers, Readers, and Writers in Language Arts Classrooms* from Teachers College Press - Columbia University (2015) and *Reimagining Journalism in a Post Truth World* (2018 - Praeger Books) with co-author Ben DeJarnette. Madison is the 2020 recipient of the Robert P. Knight Multicultural Recruitment Award, from the Scholastic Journalism Division of the Association for Education in Journalism and Mass Communication (AEJMC).

Website: <http://edmadison.com>

LinkedIn: <http://edmadison.com>

Twitter: <https://twitter.com/edmadison>

JLI: <http://journalisticlearning.com>

CURRICULUM VITAE

ED MADISON

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ACADEMIC APPOINTMENTS Associate Professor in Journalism, University of Oregon School of Journalism and Communication (2013 - present)

Affiliated Faculty, University of Oregon College of Education, Department: Education Studies (2016 - present)

EDUCATION UNIVERSITY OF OREGON - Eugene, OR — Ph.D. Communication & Society, 2012

Dissertation: *Journalistic Learning: Rethinking and Redefining Language Arts Curricula*
(Advisor: Kim Sheehan, Ph.D.)

EMERSON COLLEGE - Boston, MA — B.S. Mass Communication, 1979, Cum Laude

EXTERNAL GRANTS & GIFTS Science as an Act of Service, \$151,000 (2020-2022)
National Science Foundation (NSF) Grant - Principal Investigator
Co-Investigators: M.s Kim, Husman, J., & Anderson, R.

My STEM Story, \$1.2 million (2018-2021)
National Science Foundation (NSF) Grant - Principal Investigator
Co-Investigators: Husman, J., Anderson, R. & Kim, M.

Journalistic Learning Initiative, \$50,000 (2016-17)
Guber Family Fund Gift for implementation of pilots - Principal Investigator

Journalism Education Innovation Challenge Grant, \$35,000 (2015-16)
Online News Association, Knight & McCormick Foundations
Don't Wait for the Quake, a live news experiment produced in partnership w/
Oregon Public Broadcasting (OPB) - Principal Investigator

Educational Resources for Light Metals - Materials Research Society, \$20,000 (2013)
Sustainable Design - Video, Co-Principal Investigator

UO & SOJC GRANTS & GIFTS *The Student Voice Project* - Journalistic Learning Initiative \$18,540 (2020-2021)
Williams Council

The Student Voice Project (Video Profiles) - Journalistic Learning Initiative \$5,000
Agora Journalism Center Fellowship

Journalistic Learning Initiative, \$500,000 (2017-2019)
Dave and Nancy Petrone Gift to build programs, research, assessment, and
organizational capacity to serve more students - Principal Investigator

Petrone Family Faculty Fellowship Grant, \$4,500 (2016-17)
Journalistic Learning Initiative - Principal Investigator

School of Journalism and Communication, Fighting Fund Grant, \$3,300 (2015-16)
Digital Skills Ghana - Research project - Principal Investigator

School of Journalism and Communication, Fighting Fund Grant, \$500 (2015-16)
booklandia.tv - book channel project support

Wayne Morse Center Project Grant, \$9,000 (2015-16)
InspiringTeaching.org - arts research project - Principal Investigator

Agora Journalism Innovation Center Fellowship Grant, \$18,000 (2014-15)
NW Stories - Experimental documentary pilot in partnership with Oregon Public Broadcasting (OPB) - Principal Investigator

Wayne Morse Center Project Grant, \$9,000 (2013-14)
Digital Skills Workshop - media arts curricula/research at Roosevelt High School, Portland, OR. (See: digitalskillsworkshop.com) - Principal Investigator

Petrone Family Faculty Fellowship Grant, \$5,000 (2013-14)
Media Major Satisfaction as a Predictor of Career Surety, Student Performance, and Life Satisfaction (See publications) - Principal Investigator

Fighting Fund Teaching Innovation Grant, \$2,400 (2013)
PDX Arts Journalism Experience - multimedia weekend workshops with Tom Wheeler

AWARDS,
FELLOWSHIPS &
SCHOLARSHIPS

2020 Robert P. Knight Multicultural Recruitment Award, from the Scholastic Journalism Division of the Association for Education in Journalism and Mass Communication (AEJMC)

2018 Silver Award - Best Current Events | Political/Economic/Foreign Affairs Book - *Reimagining Journalism in a Post-Truth World*. Independent Publisher Book Awards (See Books)

American Leadership Forum of Oregon Fellow (2017-18)

Apple Distinguished Educator (Class of 2013)

Adobe Education Leader Impact Award (2013)

Kappa Tau Alpha National Honor Society, Top Scholar Award (2012)

Scripps Howard Journalism Entrepreneurship Institute Fellowship, Cronkite School, Arizona State University, led by Dan Gillmor (2012)

University Club of Portland Foundation Fellowship (2011-2012)

ISTE Emerging Scholar Fellowship (2011-2012)

UO Graduate School Promising Scholar Award (2010-2011)

Outstanding Teaching Award - UO Graduate Teaching Fellow (2010)

UO School of Journalism and Communication Scholarship (2010-2011)

Undergraduate: National Association of Television Program Executives (NATPE);
National Association of Broadcasters (NAB); Post-Newsweek Stations (1978)

BOOKS Madison, E. & DeJarnette, B. (2018). Reimagining journalism in a post-truth world: How late-night comedians, internet trolls, and savvy reporters are transforming news. Santa Barbara, CA: Praeger/*ABC-CLIO*; 2018 Silver Award for Best Current Events | Political/Economic/Foreign Affairs Book

Madison, E. (2015). *Newsworthy: Cultivating critical thinkers, readers, and writers in language arts classrooms*. New York: *Teachers College Press* - Columbia University

PEER-
REVIEWED
PUBLICATIONS

Guldin, R., Madison, E., & Anderson, R. (in press) Writing for Social justice: Journalistic strategies for catalyzing agentic engagement among Latinx middle school students. *Journal of Media Literacy Education*.

Madison, E., Anderson, R. & Boussetot, T. (2019). Self-determined to write: Leveraging interest, collaboration and self-direction through a journalistic approach. *Reading and Writing Quarterly* DOI: 10.1080/10573569.2019.1579127

Madison, E. (2019). Piloting journalistic learning in a rural Trump-supportive community: A reverse mentorship approach. *Journal of Media Literacy Education*, 11(3), 49-60

Madison, E., Hopp, T., Santana, A., & Stansberry, K. (2017). A motivational perspective on mass communication students' satisfaction with their major: Investigating antecedents and consequences. *Journalism and Mass Communication Educator*. 73 (1) pp. 50-66.

DeJarnette, B. & Madison, E. (2016). Public-policy events offer new revenue source. *Newspaper Research Journal*. 37(4) pp. 356-364.

Madison, E. (2016). The survival of student journalism: Exploring new models for sustainability. *Journalism Education*. 5(1) pp. 184-190.

Madison, E. (2015). Mobile media best practices: Lessons from 5 years of OR Magazine. *Journalism and Mass Communication Educator*, 70(3), pp. 324-330.

Madison, E. (2015). Media portrayals of the Trayvon Martin tragedy. *Cultural Studies/Critical Methodologies*, 15 (4) pp. 278-282.

Madison, E. (2014). News narratives, classified secrets, privacy, and Edward Snowden. *Electronic News*, 8(1) pp. 72-75.

Madison, E. (2014). Training digital age journalists: Blurring the distinction between students and professionals. *Journalism and Mass Communication Educator*, 69(3) pp.314-324.

Madison, E., & Steeves, L. (2014). Intercultural dialogue through immersive learning: Media internships in Ghana, West Africa. *Media and Information and Intercultural Dialogue 2014 Yearbook*. UNESCO/Temple University.

Madison, E. (2014). Reversing declines in minority journalists: A community-based approach to journalism education. *Journal of Applied Journalism and Media Studies*, 3(3), pp. 429-442.

Madison, E. (2014). The state of Jefferson and the rise of regional journalism. *Humboldt Journal of Social Relations*, No. 36, pp. 138-144.

Madison, E. (2011). Teaching mobile media in the digital age. *Journal of Media Education*, 2(1).

BOOK
CHAPTERS Madison, E. (2020). Reporting on education: Passing the post-truth test. In Craig, E. (Ed.) *Navigating the news*, NYC: Peter Lang (*In Press*)

Madison, E. (2019). Activating student voice and choice globally: Reframing negative narratives in Ghana, West Africa. In Meigs, D., Koutilaninen, S., and Pathak-Shelat, M. (Eds.), *The Handbook on Media Education Research: Contributions from and Evolving Field*, Boston, MA: Wiley-Blackwell. (*In Press*)

Madison, E. & Wojcicki, E. (2018). Creative Commons in journalism education. In Hobbs, R. (Ed.) *Routledge companion of media education, copyright and fair use*. Routledge

Madison, E. (2014). Creating rapport. In Laufer, P. (Ed.) *Interviewing: The Oregon method*, Eugene, OR: University of Oregon.

BOOK
CHAPTERS
UNDERWAY Madison, E. (First Draft). Journalistic Learning and intentional teaching with new technologies. In Wasko, J. (Ed.) *What is Life?*, U.K.: Intellect Books Ltd./University of Chicago Press

JOURNAL
RESEARCH
UNDERWAY

Madison, E. (revising). Something to talk about: Extended case study of 5th grade journalists who covered President Obama.

Madison, E., Bousselot, T. & Anderson, R. (in progress). Cultivating student voice and agency through journalistic instruction.

Madison, E. (in progress). Kevin's journey: A bi-racial student's search for identity through journalistic inquiry.

Madison, E. & Anderson, R. (in progress). Media Literacy and English language learners.

NON-
JURIED
ARTICLES

Madison, E. (June 15, 2017). How a journalism class is teaching middle schoolers to fight fake news. *The Conversation*.

Madison, E. (June 10, 2017). Fake news: A wake up call. *Issues: Understanding controversy and society*. ABC-CLIO

Madison, E. (April 3, 2017). University of Oregon's Journalistic Learning Initiative. *MediaShift*.

Madison, E. (February 23, 2016). University of Oregon engages the public to prepare for the big one. *MediaShift*.

Madison, E. (August 27, 2015). Journalism students experience Castro's Cuba at a turning point. *MediaShift*.

Madison, E. (June 1, 2015). How University of Oregon launched a video channel for books. *MediaShift*.

Madison, E. (October 22, 2014). Training teachers in digital skills with reality TV techniques. *MediaShift*.

Madison, E. (February 6, 2012). What does media innovation really look like? *Huffington Post*.

Madison, E. (January 27, 2011). Face to face: Virtual teachers can't replace the real thing. *Huffington Post*.

Madison, E. (May 15, 2010). We need a Jon Stewart in every town. *Huffington Post*.

Madison, E. (March 2, 2009). Authors of our own demise. *Huffington Post*.

Madison, E. (January 12, 2009). CBS can't die. *Huffington Post*.

JURIED
CONFERENCE
PRESENTATIONS

Madison, E. (2020, May) *Educating young people in an era of science deniers and populist politicians*. Paper presented at the International Communication Association (ICA). Virtual Conference (COVID-19).

Madison, E. Husman, J., Anderson, R. & Kim, M. (2020, May) *Opening access and diversifying science through digital storytelling and near peer mentoring*. Paper presented at the International Communication Association (ICA). Virtual Conference (COVID-19).

Guldin, R., Madison, E. & Anderson, R. (2020, May) *Writing for social justice: Cultivating awareness and agency among Latina students through Journalistic Learning*. Paper presented at the International Communication Association (ICA). Virtual Conference (COVID-19).

Anderson, R. & Madison, E. (2020, April) *Identity formation in science during adolescence: How do future possible selves take shape for underrepresented students?* [Paper Session]. AERA Annual Meeting San Francisco, CA <http://tinyurl.com/u7hv6xr> (Conference Canceled due to COVID-19)

Anderson, R.C., Madison, E., Busselot, T. & DeRosia, N. (2020, April). *Identity formation in science during adolescence: How do future possible selves take shape for diverse students of color?* Paper to be presented at the annual conference of National Association of Research in Science Teaching, Portland, OR. (Conference Canceled due to COVID-19)

Guldin, R., Anderson, R. & Madison, E. (2020, April) *Life lessons: Understanding social justice in journalistic education among Latina middle school students* [Paper Session]. AERA Annual Meeting San Francisco, CA <http://tinyurl.com/t2uyhfo> (Conference Canceled due to COVID-19)

DeRosia, N., Kim, M. H., et al. (2020, July). PAP69: Pathways and interactions: STEM futures and identity-based motivation. Paper accepted for presentation at the Network Gender and STEM 2020 meeting, Sydney, Australia. (Postponed to July 2021 due to COVID-19.)

Madison, E. (2019, July) *Trump, truth, and trivialities*. Paper presented at the World Journalism Education Congress in Paris, France.

Madison, E. (2019, July) *Whats really real?* Paper presented at the International Association for Media and Communication Research (IAMCR) conference in Madrid, Spain.

- Madison, E. & Anderson, R. (2019, May) *Self-determined to write*. Paper presented at the 7th International Self-Determination Theory conference in Amsterdam, The Netherlands.
- Madison, E. (2018, November) *Neutralizing negative narratives about Nima: Young Ghanaian artists, community empowerment, and digital storytelling*. Paper presented at ICAfrica, an International Communication Association (ICA) regional conference in Ghana, West Africa.
- Madison, E. (2018, June). *Amplifying student voice and reframing poverty with digital storytelling in Ghana West Africa*. Paper presented at the International Association for Media and Communication Research (IAMCR) conference in Eugene, Oregon.
- Madison, E. (2018, May). *Millennial mentors: A reverse approach to media literacy educator training*. Paper presented at the International Communication Association (ICA) conference in Prague, Czech Republic.
- Madison, E. & Wojcicki, E. (2018, March). *The only solution for fake news: Education*. Paper presented at SXSW, Austin, TX.
- Madison, E. (2015, June). *Digital skills and the Common Core*. Paper presented at the National Association for Media Literacy Education (NAMLE), Philadelphia, PA.
- Madison, E. & Blaine, M. (2015, May). *Immersive journalism excursions to Cuba, Alaska and Ghana*. Paper presented at the Journalism Interactive Conference, University of Missouri, Columbia, MO.
- Madison, E. (2015, August). *Teaching digital skills: The edge of innovation*. Paper presented at the meeting of the Association for Education in Journalism and Mass Communication (AEJMC), San Francisco, CA.
- Madison, E., Hopp, T., Santana, A., & Stansberry, K. (2014, August). *Explaining the inexplicable: The strength of journalism and communication school enrollments as media employment declines*. Preliminary findings paper presented at the Association for Education in Journalism and Mass Communication (AEJMC), Montreal, Canada.
- Madison, E., & Blaine, M. (2014, September). *Mobile media strategies*. Paper presented at the Online News Association conference, Chicago, IL.
- Madison, E. & Hopp, T. (2013, August). *Using the technology acceptance model to examine iPad/tablet computing adoption intentions of K-12 educators*. Paper presented at the meeting of the Association for Education in Journalism and Mass Communication (AEJMC), Washington, DC.

Madison, E. (2012, August). *Negotiating identity and high school journalism: Race, ethnicity, gender, class & sexuality*. Paper presented at the meeting of the Association for Education in Journalism and Mass Communication (AEJMC), Chicago, IL.

Madison, E. (2012, June). "Mr. president, I'm a fifth grader." Paper presented at the American Education Research Association (AERA) conference, Vancouver, BC.

Madison, E. (2011, October). "Creating student digital publications for iPads." Paper presented at Journalism Interactive, University of Maryland, College Park, MD.

Madison, E. (2011, August). "Digital natives, journalism and civic engagement: Cultivating citizenship with technology." Paper presented at the meeting of the Association for Education in Journalism and Mass Communication (AEJMC), St. Louis, MO.

Madison, E. (2011, August). "Hyperlocal news internships and digital practicums: Blurring the distinction between students and professionals," Paper presented at the meeting of the Association for Education in Journalism and Mass Communication (AEJMC), St. Louis, MO.

Madison, E. (2011, March). *Teaching mobile media production*. Paper presented at the Broadcast Education Association Conference, Las Vegas, NV.

INVITED
CONFERENCE
PRESENTATIONS

Madison, E. (2020, April) *Miswits: Educating Adolescents in the Misinformation Age*, at *What is Information?* - Virtual Conference. Presenter.

Madison, E. (2019, April) *Arguments for analog in advancing education*, at *What is Technology?* - Portland, OR. Presenter.

Madison, E. (2018, April) *Journalism in a world of alternative facts and fluid truths*, at *What is Universe?* - Portland, OR. Presenter.

Madison, E. (2018, April) *The universe of documentary cinema*, at *What is Universe?* - Portland, OR. Panelist.

Madison, E. (2017, August). *Innovative media partnerships that help student media thrive* - AEJMC - Chicago, IL. Panelist.

Madison, E. (2017, April). *Media literacies for a living world*, at *What is Life?* - Portland, OR. Panelist.

Madison, E. (2016, April). *Online video*, at *What is Media?* - Portland, OR. Panelist.

Madison, E. (2015, April). *Journalism, digital skills, and the Common Core*, at *What is Journalism?* - Portland, OR. Panelist.

Madison, E. (2014, September). *Digital skills and publishing*. Paper presented to Knight Fellows, Stanford University - Palo Alto, CA.

Madison, E. (2014, April). *Murky waters: Docufiction disguised as documentary*, paper presented at *What is Documentary?* - Portland, OR.

Madison, E. (2012, April). *Tween and cable access to power: inspiring civic engagement in elementary-age students through television production*, at *What is Television?* - Portland, OR. Panelist.

Madison, E. (2011, March). "Publishing to mobile devices," sole presenter, Chronicle of Higher Education and Adobe Systems. Sponsored Webinar.

Madison, E. (2010, December). *Teaching critical thinking with mobile media*, paper presented at the Third International Conference on Ubiquitous Learning -Vancouver, BC.

Madison, E. (2010, June). *Seventh Annual Conference on Innovation Journalism*, Stanford University - Panelist.

CREATIVE PROJECTS Madison, E. (Fall 2015). *Be Original*, a series of web video profiles on science, design, and engineering innovators at MIT's Media Lab. Originated, produced and negotiated a \$10,000 sponsorship agreement with Adobe.

TEACHING EXPERIENCE University of Oregon, Assistant Professor, 2013 - present
University of Oregon, Visiting Assistant Professor, 2012 - 2013

- (J100) - *Media Professions* - Large lecture (450+ students) features guest speakers, and instructor-delivered professional development talks each session. Innovations: interactivity through Skype sessions with prominent and recent SOJC alums; increased self-reflection exercises and student interactions. (Winter 2017 - present)
- (421) - Documentary Filmmaking - Pre-production, production and post-production course. (21 students; 2019)
- (J432-532) - *Reporting for Electronic Media* - Students produce *NW Stories* segments in partnership with Oregon Public Broadcasting; Several were nominated for regional *Emmy Awards* in the professional category. (20 students; Spring 2016 & 2017)
- (J199) - *Media & Social Change* - Created this experiential learning course that teaches students to effectively use a smartphone and inexpensive accessories to tell socially relevant stories. Course looks at past and contemporary examples of citizen journalism and advocacy documentaries to explore questions about authentic representation and accurate storytelling. (100+ students, Spring 2016 & 2017)
- (EDST 410/510) - *VideoLab: On Education* - Created and offered a production course that examined pervasive narratives in education through a courtesy appointment in UO's College of Education. (Spring 2016)

- (J409) *Allen Hall Studios* - Created a media innovation lab-style course that has generated numerous award winning and nationally acclaimed experiential learning projects including: *Don't Wait for the Quake*, in partnership with OPB; *Life Below the Line*, (Society of Professional Journalism award) in partnership with KLCC; *Rogue Territory* (Society of Professional Journalism and Hearst awards); and *Booklandia.tv* in partnership with Powell's Books. (Fall, Winter & Spring Terms 2013-present; approximately 18 students per term).
- (J469) *OR Magazine/Mobile Media Production* - Initiated, developed, and teach this award winning magazine course. The publication was awarded five consecutive Gold Crowns in six year period, which is the Columbia Scholastic Press Association's highest honor; and it received 17 Gold Circle Awards for individual excellence. Adobe acknowledged *OR Magazine* (2011) as being the first university student-produced digital magazine for the iPad using the company's prerelease Digital Publishing Suite. The spring 2010 class started a week before Apple's debut of the iPad. Course was the first to team undergraduates with publishing companies to design apps. (Spring 2010 while still a grad student - 2015; typically 20 students)
- (J399) *Professional Excellence* - Created this professional development course that supports students in designing their careers based on core values. (Winter 2015; typically 20 students)
- (J205/206) *Gateway to Media 1 & 2* - Co-instructor of core course material that introduces undergraduates to information gathering, critical thinking, and the application of new and emerging digital tools and technologies that are reshaping the field of journalism. (Winter 2012; 2019; typically 150 students)
- (J207) *Gateway to Media 3* - Introduction to strategic communication course required for all SOJC majors. Established an alliance with the City of Eugene Department of Recreation to create Eugene Summer website. (Winter 20014; Spring 2015; 150 students; & Summers 2012-2015; 65 students)
- (J410) *Media Entrepreneurship* - Created course that teaches undergraduate and graduate students entrepreneurial principles. Students conceive, develop, and pitch a media business concept to a panel of prospective advisors and investors in Portland. (Winter 2013 & 2014; typically 20 students)
- (J209) *Understanding Media* - Media literacy introductory course. (Fall 2012; 54 students)

EXPERIENTIAL
LEARNING
PROJECTS/
WORKSHOPS

- *New Zealand Perspectives* - Co-conceived and co-facilitated a multimedia excursion involving 18 students who explored Maori culture and indigeneity.
- *Revisiting the Vietnam War* - Conceived and facilitated a multimedia excursion involving 8 students who traveled to Vietnam to document personal profiles, produced in partnership with Oregon Public Broadcasting. Students produced 63YearsLater.com, 8th Place Hearst Multimedia Award Winner. (Summer 2017)
- (J408) *Steeped in Sri Lanka* - Co-conceived and co-facilitated a multimedia excursion involving 18 students who profiled tsunami and civil war survivors in rural villages. Students produced SteepedSriLanka.com, 2nd Place Hearst Multimedia Award winner. (Winter 2016)
- *Restoring Nepal* - advised 1st Place Hearst Multimedia Award winner Kyle Hentschel, featured in *Don't Wait for the Quake* (Fall 2016)
- *Newsroom U: A White House Press Student Briefing and Multimedia Weekend*. Co-conceived and facilitated in partnership with The George Washington University (May 5-8, 2016)
- (J408) *Cuba Creatives* - Conceived and co-facilitated an arts journalism multimedia excursion involving 21 students who profiled Cuban artists just as the U.S. renewed diplomatic relations. Students produced CubaCreatives.com, and an iPad publication. Partnered with Holden Leadership Center. (Spring 2015)
- (J408) - *PDX Arts Journalism Experience* - Conceived and co-taught four multimedia weekend workshops with Tom Wheeler, in partnership with the PDX Jazz Festival and Portland Open Studios (Fall and Winter Terms 2013 & 2014; typically 20 students)
- *Media in Ghana*, summer study abroad, led by Leslie Steeves (2013 & 2014)
- *PBS NewsHour Multimedia Course* - special coverage of President Barack Obama's second inauguration, January 18-23, 2013, Co-instructor

ADDITIONAL
TEACHING

- University of Oregon, Graduate Teaching Fellow, 2009-2012*
- (J333) *Writing for Multimedia* - Instructor (Fall 2011; approximately 20 students)
 - (J408) *Making it in the Media* - Created and taught a two-weekend workshop designed to prepare students for media industry employment. Coached students on job interview skills through role plays, use of video, and numerous experiential exercises. (Spring 2009 as an adjunct instructor & Spring 2010 as a graduate teaching fellow)
- Oregon State University, Adjunct Instructor, Spring 2009 - Spring 2010*
- (NMC482) *Documentary Filmmaking* - Designed course that explored various genres of the art form and challenged students to create original works.

- (NMC351) *New Media Visualization* - a required course on media aesthetics. Retooled course to make it more project oriented.

STUDENT
GROUP
ADVISING

- *OR Media*
Established (with Mark Blaine) a production team within the SOJC that facilitates experiential learning opportunities for students, and that supports media partnerships and faculty research projects. Past projects have included collaborations with UO's Center for Sustainable Materials Chemistry, the Global Studies Institute, the Center for the Study of Women in Society, the Institute for a Sustainable Environment, the Master's Industrial Internship Program, the Sustainable Cities Initiative, the Northwest Fire Science Consortium, the Ecosystem Workforce Program, Balance the Buzz, the Agora Journalism Innovation Center, the Morse Center for Law and Politics, the UO Office of Stewardship, the office of University Advancement, UO Admissions, UO Athletics, the Jordan Schnitzer Museum of Art, and the Museum of Natural and Cultural History. OR Media mentors SOJC students who have also created professional-caliber projects for Oregon Public Broadcasting, PBS NewsHour, Travel Oregon, the City of Eugene, Oregonlive.com, KLCC, and the Register-Guard. We also produced the SAIL program video.

ACADEMIC
ADVISING

- Dissertation
- Committee member, Eoin Bastable, 2018 (College of Education)
 - Co-chair, Bethany-Grace Howe, 2019

Honors Thesis

- Committee member, Jordyn Brown, 2017

Master's Thesis

- Committee member, Jenny Tatone, 2016

Master's Project

- Committee member, Ben DeJarnette, 2015
- Committee member, Ariane Kunze, 2014

Faculty Advisor

- Bethany-Grace Howe, Doctoral Candidate
- Jane Riley Stevenson, Master's Student

SERVICE *School of Journalism and Communication, University of Oregon*

- SOJC Dean Search Committee - 2015-16
- SOJC Scholastic Outreach Coordinator Search Committee 2016
- SOJC Dean's Advisory Council - 2014-2016
- SOJC Strategic Plan Committee - 2014
- SOJC Allen Hall Remodel Committee - 2012

University of Oregon

- Education Technology Committee 2015-2016

NON-PROFIT WORK *Journalistic Learning Initiative (formerly Media Arts Institute) - 2010- present*

Founder of educational 501(c)3 nonprofit organization whose mission is to inspire and educate digital learners and aspiring media professionals through its productions, workshops and publications. The organization has facilitated grant-funded iPad training for elementary-level teachers and students; after school programs for secondary-level students, summer camps; and *Cascadia Magazine*, a student-created citywide publication produced in partnership with the SOJC and the Eugene *Register-Guard*.

It also has produced media and curriculum for *ArtCore*, a federally funded art immersion program reaching 1,900 diverse students for 45 teachers in five low-performing Oregon middle schools.

Student Press Law Center - 2014-2017

Advisory Committee.

PROFESSIONAL EXPERIENCE PRESIDENT & CEO

Engaging Media, Corp. (formerly Rustic Canyon Entertainment, Inc.); Eugene/Portland, OR 2006-2010

Established and oversaw a full-service media production and distribution company that specializes in providing clients with web-based and traditional video productions and marketing solutions. Corporate clients include Microsoft, Verizon, Lamar Advertising, Tommy Bahamas and the Portland Business Alliance. • Conceived and piloted Verizon's Superpages.com entry into streaming video advertising in Los Angeles, Seattle and San Francisco. • Raised \$350,000 in investment capital through a private offering. • Created a strategic alliance with Fisher Broadcasting to produce *NW Style*, a television series that documented the stories of interesting people and places. • Series segments aired within newscasts in Seattle, Portland, Boise, Eugene, Medford and five other Northwest markets. • Syndicated similar specials and series via the Fox affiliate stations in Eugene and Bend, Oregon and through Comcast in Portland and Eugene, Oregon. • Reacquired *CityScene TV* assets from Lamar Advertising following their acquisition of Obie Media. • Company is currently not active.

DIRECTOR, ELECTRONIC MEDIA

Lamar Advertising/Obie Media; Portland, OR 2004-2005

Oversaw new media initiatives. • Expanded *CityScene TV* in-room visitor channel into a dozen of Portland's major hotels. • Created alliances with the Oregon Restaurant Association (ORA), the Oregon Lodging Association (OLA), Travel Oregon and Travel Portland and the Seattle Visitors' Association.

PRESIDENT & CEO

1995-2004

Rustic Canyon Entertainment, Inc./Tiburon Communications, Inc.; Los Angeles, CA

Established and managed a media/marketing company that produced projects for Paramount, Disney, Columbia-Tristar, New Line Cinema, MGM, ABC, CBS, King World, Geffen Records, Discovery Channel, HGTV and A&E. • Produced electronic press kits (EPKs) segments, television pilots and programs and long-form documentaries. • Produced the award-winning *Time Out: The Truth About HIV, AIDS & You* video featuring Magic Johnson for Paramount Home Video. Launched in-room Visitor Channel (later named *CityScene TV*) in five Eugene hotels and at the airport. • Subsequently sold *CityScene TV* to Obie Media and joined their staff to grow the business.

PRESIDENT & CHIEF OPERATIONS OFFICER

First Light Video Publishing; Los Angeles, CA

1993-1995

Supervised original production, acquisition and rights management for the nation's largest distributor of media arts educational videos, including the *Kodak Cinematography Master Class Series*. • Conceived and served as co-executive producer of *Hollywood Inside Out* long-form documentary series on the television and music industries.

STAFF & FREELANCE PRODUCER/DIRECTOR

Los Angeles, CA

1983-85; 1986 -1993

Producer/director for prominent series and specials including *Lifestyles of the Rich & Famous*, *A&E Top 10*, *Entertainment Tonight*, *The Home Show (ABC Network)*.

WEST COAST PRODUCER/DIRECTOR

CBS Morning Program; Los Angeles, CA

1985-1986

Responsible for all west coast live and taped entertainment news and feature segments for the network morning series including Oscar, Grammy and Golden Globe coverage.

EXECUTIVE PRODUCER/DIRECTOR

CNN: People Tonight; Los Angeles, CA

1980-1983

Founding producer/director of nightly hour-long entertainment news program. First national series to cover movie premieres and events, before the formation of *Entertainment Tonight* and E! Entertainment Network.

AFFILIATIONS Association for Education in Journalism and Mass Communication (AEJMC)

Online News Association (ONA)

Society of Professional Journalists (SPJ)

National Association of Black Journalists (NABJ)

Journalism Education Association (JEA)

National Council for Teachers of English (NCTE)

Directors Guild of America (DGA), since 1985

RESEARCH INTERESTS Intersection of media, technology, and education; scholastic journalism; participatory media; political communication; emerging technologies; and philosophy.

PROFESSIONAL SKILLS Course development, project management, writing, producing/directing, videography, digital photography, podcasting, web site design, public speaking, strategic marketing, grant writing. Software proficiencies: Adobe Creative Suite and Final Cut Pro.