

CURRICULUM VITAE FOR PROMOTION AND TENURE

ED MADISON

2852 WILLAMETTE STREET #241, EUGENE, OR 97405

INFO: EDMADISON.COM • EMAIL: MADISON2@UOREGON.EDU PHONE: 541.685.9200

TWITTER: @EDMADISON

ACADEMIC RANK Assistant Professor in Journalism, University of Oregon School of Journalism and Communication

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 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

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

Journalism Education Innovation Challenge \$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

INTERNAL GRANTS Petrone Family Faculty Fellowship \$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/media immersion research project - Principal Investigator

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

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)

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

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

AWARDS,
FELLOWSHIPS &
SCHOLARSHIPS

American Leadership Forum of Oregon Fellow (2017)

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. (February 2018) Reimagining journalism in a post-
truth world: How late-night comedians, internet trolls, and savvy reporters are
transforming news. New York: Praeger/*ABC-CLIO*.

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

PEER-
REVIEWED
PUBLICATIONS

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*. 107769581668740

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. & Wojcicki, E. (2018) Creative Commons in journalism education. In Hobbs, R. (Ed.) *Routledge Companion of Media Education, Copyright and Fair Use*.

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

UNDER REVIEW

Grants

Madison, E., Anderson, R., Husman, J. & Kim, M., “*My STEM Story*” NSF Grant, \$1.2 million - Principal Investigator

Peer-reviewed Journal Articles

Madison, E., Reverse mentoring teachers and advancing media literacy under divisive times: A rural community case study. *Journal of Media Literacy Education*

Conference Papers

Madison, E., Millennial mentors: A reversed approach to media literacy educator training, ICA

Madison, E., Sharing the camera: Supporting Ghanaian youth in reclaiming narratives about their community through digital storytelling, ICA

PROJECTS
UNDERWAY

Madison, E., Anderson, R. “Motivating middle school students to write: Catalyzing critical thinking, persistence and collaboration (early draft)

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

Journalistic Learning Initiative - Los Angeles, CA (data collection for several papers)

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. & Wojcicki, E. (2018, March) *The Only Solution for Fake News: Education* research presented at SXSW, Austin, TX.

Madison, E. (2015, June) *Digital skills and the Common Core* paper presented at 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 Journalism Interactive Conference, University of Missouri, Columbia, MO

Madison, E. (2015, August) *Teaching digital skills: The edge of innovation* presented at Association for Journalism Education and Mass Communication (AEJMC), San Francisco, CA. Paper presented, organizer and panelist.

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 AEJMC, Montreal, Canada.

Madison, E., & Blaine, M. (2014, September) *Mobile media strategies*, paper presented at 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 AEJMC, Washington, DC.

Madison, E. (2012, August) *Negotiating identity and high school journalism: Race, ethnicity, gender, class & sexuality*, paper presented at 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 AEJMC, St. Louis, MO., 2011.

Madison, E. (2011, August) “*Hyperlocal news internships and digital practicums: Blurring the distinction between students and professionals*,” paper presented at AEJMC, St. Louis, MO.

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

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

INVITED
CONFERENCE
PRESENTATIONS

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, June) *Seventh Annual Conference on Innovation Journalism*, Stanford University - Panelist.

CREATIVE
PROJECTS

Madison, E. (Fall 2015) *Be Original*, a series of web video profile on science, design, and engineering innovators at MIT’s Media Lab. Conceived, produced and negotiated Adobe sponsorship \$10,000.

TEACHING
EXPERIENCE

University of Oregon, Assistant Professor, 2012 - present

- (J100) - *Media Professions* - Large lecture (400+ students) features guest speakers, and instructor-delivered professional developed talks each session. Innovations: interactivity through Skype sessions with prominent and recent SOJC alums; increased self-reflection exercises and student interactions. (Winter 2017)
- (J432-532) - *Reporting for Electronic Media* - Students produce *NW Stories* segments in partnership with Oregon Public Broadcasting; Several nominate for regional *Emmy Awards* in the professional category. (20 students; Spring 2016 & 2017)

- (J199) - *Media & Social Change* - Created and offer 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 offerer a production course that examines pervasive narratives in education through a courtesy appointment in UO's College of Education. (Spring 2016)
- (J409) *Allen Hall Studios* - Created a media innovation laboratory 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 20 students per term).
- (J408) *OR Magazine/Mobile Media Production* - Initiated, developed, and taught this award winning magazine course. The publication was awarded a Gold Crown (2014), the Columbia Scholastic Press Association's highest honor, and has received 17 Gold Circle Awards for individual excellence. The spring 2011 class was the first at any university to create a digital magazine for the iPad using Adobe's prerelease Digital Publishing Suite. 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; typically 150 students)
- (J207) *Gateway to Media 3* - Co-developed this required introduction to strategic communication 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

- *Revisiting the Vietnam War* - Conceived and facilitated a multimedia excursion involving 8 students who traveled to Vietnam for a series of profiles, produced in partnership with Oregon Public Broadcasting. (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. Partnered with Holden Leadership Center. (Winter 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

- 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 student
 - 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 *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-present
Advisory Committee.

PROFESSIONAL EXPERIENCE PRESIDENT & CEO

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

Established and oversee 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 semi-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; 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 *Entertainment Tonight*.

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.