

Stacey Woelfel

Jonathan B. Murray Center for Documentary Journalism
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EDUCATION

Doctor of Philosophy, Political Science
University of Missouri, May 2006
Columbia, Missouri

Dissertation: Suspicious Signs: Effects Of Newscaster Scripts, Symbols, And Actions On Audience Perceptions Of News Organization Bias
John Petrocik, advisor

Master of Arts, Political Science
University of Missouri, May 1990
Columbia, Missouri
Thesis: A Turn to the Left? Political Attitude Change through Journalism Education
Richard Hardy, advisor

Bachelor of Journalism
Missouri School of Journalism
University of Missouri, May 1981
Columbia, Missouri
Emphasis: Broadcast Journalism

ACADEMIC/PROFESSIONAL INTERESTS

- Documentary journalism
 - Best practices in teaching
 - Information gathering
 - Building character-driven nonfiction cinema
 - Production technology
 - Innovation
 - Public distribution

- Broadcast journalism
 - Reinventing news organizational structure
 - Journalism ethics
 - Investigative reporting
 - New technology assessment and adoption
 - Visual storytelling
 - Improving television news management
 - Public policy and bureaucracy reporting

- Drone journalism
 - FAA-licensed commercial drone pilot
 - Use of drones for documentary production
 - Drones as tools for television news gathering

- Ethical questions surrounding drone use
- Managing Millennial Generation employees
 - Assessing workplace needs
 - Developing new workflows and solutions
 - Managing lifelong learning
- First Amendment and media freedom
 - Advocacy for First Amendment rights
 - Freedom of Information/Sunshine Law rights
 - Support and development of journalism training and advocacy organizations

EMPLOYMENT – ACADEMIC

Professor, Professional Practice

Radio-TV Journalism September 2017 to present

Missouri School of Journalism, Columbia, Missouri

- Manager of the Jonathan B. Murray Center for Documentary Journalism
- Chief author of documentary journalism curriculum
- Main liaison between School of Journalism and True/False Film Fest
- Instructor of four required documentary journalism courses

Director

Jonathan B. Murray Center for Documentary Journalism September 2014 to present

Missouri School of Journalism, Columbia, Missouri

- Inaugural member of Murray Center planning team
- Designed undergraduate and graduate documentary journalism curriculum
- Wrote and developed syllabi for all documentary journalism classes
- Designed lab facilities
- Negotiated and hired important documentary filmmaker Robert Greene to faculty
- Instructor for four of six documentary journalism courses
- Creator and editor-in-chief of DocJournalism.com web site
- Liaison with MU Film Studies program
- Maintain school relationship with Jonathan B. Murray
- Liaison between School of Journalism and True/False Film Fest
- Member of True/False film screening team
- Member of St. Louis International Film Festival Documentary Shorts jury
- Vice-chair of Kansas City Film Fest
- Representative of School of Journalism at film festivals nationwide
- Adviser for students in documentary journalism program
- Editor for students in Convergence Journalism

Director of Aerial Journalism

Donald W. Reynolds Journalism Institute August 2019 to present

Missouri School of Journalism, Columbia, Missouri

- Manager of drone services for RJI and Missouri School of Journalism
- Administrator of center's five-drone fleet
- Instructor of Journalism 4462: Emerging Technologies in Journalism drone class

- Liaison for drone flight requests coming to the School of Journalism

Associate Professor, Professional Practice

Radio-TV Journalism

March 2008 to August 2017

Missouri School of Journalism, Columbia, Missouri

- Managed day to day operations of documentary journalism center
- Helped plan and develop Jonathan B. Murray Center for Documentary Journalism
- Consultant and adviser for students at MUTV
- Developed current curriculum for broadcast training that emphasizes skills learned and personal responsibility for on-air quality and integrity.
- Developed November public policy reporting model for in-depth news analysis
- Developed TV program in the Washington Program to allow graduate and undergraduate students to report from Washington for KOMU-TV
- Developed and planned implementation of broadcast and video equipment for new Reynolds Institute
- Wrote social media ethics policy for KOMU-TV
- Wrote diversity guidelines for newsroom editorial policies.
- Added writing intensive element to Broadcast Three
- Developed beat system for Broadcast Three and other reporters
- Co-developed for KOMU.com web page for student reporting use
- Developed special Documentary Journalism FIG (Freshman Interest Group)
- Developed special Radio-TV FIG (Freshman Interest Group)
- Frequent speaker for Agriculture Journalism classes

News Director

KOMU-TV

October 1990 to August 2014

Missouri School of Journalism, Columbia, Missouri

- Integrated students into commercial on-air newscasts at the same or higher level of quality as found with our local non-teaching competitors
- Supervised faculty and adjunct teaching staff of fifteen, coordinating efforts to make sure the teaching mission and the station's service and business missions go hand in hand
- Wrote "playbook" for newsroom focus and distributed to students and staff
- Supervised creation of interactive, social media-driven newscast, "U_News."
- Developed new set to improve student producer and anchor experience
- Increased quality and quantity of student on-air anchoring opportunities
- Lengthened morning newscast
- Added 9 pm newscast
- Added 5 pm news
- Added Noon news
- Added Sunday sports show
- Helped start and program 24-hour weather channel
- Started magazine format show
- Found and adopted "continuous news" approach for KOMU.com web page.
- Programmed dozens of special and documentary programs
- Installed non-linear editing, upgraded to server system
- Developed tapeless news editing and on-air playback
- Computerized newsroom writing/newscast production
- Found and obtained content management system to run KOMU.com

- Developed plan to add web reporting (later convergence reporting) students to KOMU newsroom mix
- Developed “Smart Decision” election coverage model for student political reporting

Fellow

Reynolds Journalism Institute July 2013 to June 2014

Missouri School of Journalism, Columbia, Missouri

- Developed Simultaneous Interactive Display Engine (SIDE) to deliver television news content for “second screen” experience
- Implemented SIDE system at KOMU as KOMU8 NewsSync
- Trained students on Watchwith platform and proprietary Delta Systems software
- Covered trade shows and wrote about second screen and other tech trends for RJIOnline.org web site

News Director

KBIA-FM June 1996 to August 1999

Missouri School of Journalism, Columbia, Missouri

- Integrated radio news and television news operations
- Supervised radio news staff separately from television news staff
- Worked with reporters to develop distinct radio approach to stories
- Experimented with early converged newsroom designs and workflows

Instructor

Radio-TV Journalism June 1986 to March 2008

Missouri School of Journalism, Columbia, Missouri

- Introduced photojournalism course to broadcast sequence
- Worked to develop expertise in teaching writing, reporting, producing, and other newsroom skills for courses
- Innovated instructor-level approach to faculty focus on newsroom and classroom priorities

Assistant News Director

KOMU-TV September 1988 to October 1990

Missouri School of Journalism, Columbia, Missouri

- Managed newsroom operations day to day, including assignment functions
- Worked with news director to plan and execute special projects, rating period, and other in-depth reporting assignments

Executive Assignment Editor

KOMU-TV June 1986 to September 1988

Missouri School of Journalism, Columbia, Missouri

- Managed day to day student reporting tasks
- Modernized KOMU assignment system

TEACHING

Journalism 4462: Emerging Technology in Journalism (Drone Journalism)

3 credit hours

First taught Spring semester 2020

Responsible for teaching every semester beginning 2020

38 students per semester

- Currently redesigning drone theory and practice course
- Course includes two lectures and two flying laboratories per week
- Students taught come from all disciplines in the School of Journalism

Journalism 1200: Fundamentals of Visual Journalism and Strategic Communication

2 credit hours

First taught Fall semester 2019

Responsible for teaching every fall semester beginning 2019

20 students per semester

- Volunteered to teach course in its inaugural semester
- Course introduces freshmen students to hands-on visual and audio skills for the very first time
- Course meets twice a week for a 75-minute lecture
- Heavy assignment load and responsibility to work with students one-on-one

General Honors 2010H: Honors Tutorial

1 credit hour

First taught Spring semester 2018

Responsible for teaching every spring semester beginning 2018

8 students per semester

- Course designed to take honors student through the critical reviewing process
- Focuses on films from the True/False Film Fest
- Seminar-style class for undergraduates
- Co-taught with Robert Greene

Journalism 4372/7372: Documentary Reporting

3 credit hours

First taught Fall semester 2017

Responsible for teaching every fall semester beginning 2017

20 students per semester

- First hands-on course for documentary journalism students.
- Combines classroom lecture with field production work to learn skills
- Begins students on a path to documentary production proficiency
- Instructor-intensive course, working closely with each student on projects

Journalism 2150: Fundamentals of Multimedia Journalism

3 credit hours

Taught Fall semesters in 2017 and 2018

60 students per semester

- Course trains incoming journalism students the tools of multimedia journalism
- Responsible for video portion of the course for three sections
- Developed a video curriculum and rubrics shared with other instructors

Journalism 4379W: Documentary Senior Capstone

3 credit hours

First taught Spring Semester 2017

Responsible for teaching every spring semester beginning 2017
20 students per semester

- Capstone course in Documentary Journalism interest area
- Close supervision of students finishing year-long documentary project
- Coordinate student senior film festival
- Writing-intensive course

Journalism 4377: Documentary Senior Project

2 credit hours

First taught Fall Semester 2016

Responsible for teaching every fall semester beginning 2016

20 students per semester

- Sets students on course to complete year-long documentary project
- Involves many out of classroom meetings to coach students toward success

Journalism 4375/7375: Documentary Business and the Public Sphere

2 credit hours

First taught Spring Semester 2016

Responsible for teaching every spring semester beginning 2016

20 students per semester

- Course gives documentary journalists instruction in budgeting, sales and exhibition
- Combines classroom lecture with field projects to further develop skills
- Students take the lead in investigating important business skills and concepts
- Instructor-intensive course, working closely with each student on projects

Journalism 4564/7564: Micro-Documentary Photojournalism and Photography

3 credit hours

Taught Spring 2015 to Fall 2016

20 students per semester

- First hands-on course for documentary journalism students.
- Combines classroom lecture with field production work to learn skills
- Developed the approach to existing course aimed at documentary-only enrollment
- Instructor-intensive course, working closely with each student on projects

Journalism 4804: Convergence Reporting

3 credit hours

Acted as faculty editor Spring Semester 2015

15 to 35 students per semester

- Responsible for KOMU-TV laboratory supervision in fall, spring, and summer semesters, 2010 to 2014
- Integrate convergence students into KOMU-TV broadcast lab daily assignments
- Edit student work on KOMU-TV online sites

Journalism 4308/7308: Broadcast News 3

3 credit hours

Responsible for teaching fall, spring, and first summer semester: 1990 to 2014

Responsible for laboratory supervision year-round: 1990 to 2014

20 to 45 students per semester

- Core course for all Radio-TV students, using weekly lectures combined with multiple weekly laboratory work in KOMU-TV newsroom. Course focuses on trends in television

- and radio news, emphasizing ethical, quality-focused to reporting the news and improving the overall content of local broadcast media
- Developed millennial-focused approach to course teaching, focused on using techniques that encourage learning in a millennial-friendly style, while working to grow more skills that better prepare students for the workforce
 - Course load of 40-50 students per semester in instructor-intensive laboratory course, taught without teaching assistants
 - Course also accommodates the needs of the school's Convergence Journalism students

Journalism 4306/7306: Broadcast News 2

3 credit hours

Responsible for laboratory supervision year-round: 1990 to 2014

Regular guest lecturer, occasional main instructor

50 to 65 students per semester

- Primary responsibility is to integrate students in this course into the newsroom structure at KOMU-TV
- Use lab to teach both broadcast and online skills
- Manage all in-depth, enterprise reporting for course

Journalism 4320/7320: Advanced Broadcast Reporting

3 credit hours

Responsible for laboratory supervision year-round: 1990 to 2014

Regular guest lecturer, occasional main instructor

10 to 20 students per semester

- Work to improve live field work components of course
- Act as story advisor and editor for investigative and in-depth stories
- Encourage long-form story production

Journalism 4300/7300: Broadcast News 1

3 credit hours

Regular guest lecturer, occasional main instructor

60 to 70 students per semester

- Lecture on photography and camera skills

Journalism 4050/7050: Communications Practice

1 to 3 credit hours

Responsible for teaching fall, spring, first summer semester, and second summer semester: 1986 to present

2 to 10 students per semester

- Develop students beyond advanced reporting skills
- Work on performance skills
- Work on resume video production

Journalism 4350/7350: Problems in Journalism

1 to 3 credit hours

Responsible for teaching fall, spring, first summer semester, and second summer semester: 1986 to present

2 to 10 students per semester

- Develop advanced research, composition skills

Journalism 4806: Convergence Editing and Producing

3 credit hours

Responsible for laboratory supervision in fall, spring, and summer semesters, 2008 to 2014

15 to 45 students per semester

- Integrate convergence students into KOMU-TV broadcast lab daily assignments

Journalism 2100: News

3 credit hours

Responsible for laboratory tour facilitation in fall, spring, and summer semesters, 2003 to 2014

100 to 300 students per semester

- Developed expanded tour curriculum to facilitate learning in the broadcast space
- Coordinate and train tour guides

Interdisciplinary Studies 1001: Proseminar in Interdisciplinary Studies

1 credit hour

Responsible for teaching fall semester: 2005 to present

15 to 20 students per semester

- Co-facilitator/mentor to introduce freshmen to the university system
- Involve students in the KOMU-TV newsroom
- Discuss journalism options and help with career counseling

Journalism 351: Television Photojournalism

3 credit hours

Taught in fall, winter, and summer semesters from August 1986 to May 1996 (course suspended)

5 to 15 students per semester

- Taught students interested in news photography as a career, as well as those looking to improve working relationships with photographers
- Emphasized NPPA-style photography and editing
- Developed video franchise for student work

Journalism 4650: International Issues Reporting

3 credit hours

Taught in summer semester 2003

24 students

- Central course for London study abroad program
- Introduced students to European media systems, both print and broadcast
- Conducted field trips to European media companies
- Supervised student internships in London
- Managed final media project for semester

Journalism 301: Topics (Political Reporting)

3 credit hours

Co-taught in fall semester 1996

15 students

- Seminar-style course for graduate and undergraduate students to discuss election year political reporting

ADVISING

Graduate Committee Supervision

In addition to classroom teaching and newsroom duties, serve on numerous committees for students seeing M.A. degrees, including acting as chair for all Documentary Journalism graduate students.

Recent students:

- Shari Bell, chair (in progress)
 - Kathleen Witte, chair (in progress)
 - Dan Salmone, chair (in progress)
 - Rosemond Crown, chair (in progress)
 - Sage Williams, chair (in progress)
 - Sarah Sabatke, chair (in progress)
 - Samuel Roth, chair (2019)
 - Emily Kummerfeld, chair (2019)
 - Taylor Hensel, chair (2019)
 - Daniel Christian, chair (2019)
 - Jessica Jia, chair (2019)
 - Aleksander Petraskovic, chair (2019)
 - Daniel Shapiro, chair (2019)
 - Meg Vatterott, chair (2019)
 - Lisa Collins (2019)
 - Michael English, chair (2018)
 - Amanda Mainguy, chair (2018)
 - JoDee Kenney, chair (2018)
 - Andrew Leland, chair (2018)
 - Michael English, chair (2018)
 - Derek Poore (2018)
 - Angela Anderson-Connolly (2018)
 - Beatriz Costa Lima (2018)
 - Lea Konczal (2018)
 - Madison Fleck (2018)
 - Kuba Wuls, chair (2017)
 - Zhongbo Wen, chair (2017)
 - Will Linhares, chair (2017)
 - Sebastian Martinez, chair (2017)
 - Tiffany Crouse, chair (2017)
 - Kiara Ealy (2017)
 - Zivile Raskaustaite, chair (2016)
 - Amanda Mainguy, chair (2016)
 - Zahra Rasool, chair (2016)
 - Harrison Hove (2016)
 - Ashlan Fiester (2016)
 - Sahar Majid (2016)
 - Ashlan Fiester (2016)
 - Jill Ornitz (2016)
 - Zachary Smith (2016)
 - Lee Anne Denyer, chair (2015)
 - Heather Bailey (2015)
 - Dandan Zou, chair (2014)
 - Kellie Stanfield, chair (2014)
 - Jamie Ries, chair (2014)
 - Mary McGuire, chair (2013)
 - Garrett Bergquist, chair (2013)
 - Mallory Perryman (2013)
 - Stephanie Wurtz (2012)
 - Brian Johnson (2012)
- Serve as graduate committee chair for multiple students per year, 2006 to present
 - Serve as committee member for multiple students per year, 1986 to present

Undergraduate

- Specific assignment of undergraduate advisees
 - Formally assigned between five and ten juniors and seniors per year, 1986 to present
- Walter Williams Scholars – Faculty Mentor
 - Assigned one to two high-achieving freshmen, 2005 to present
- Unofficial advisor for all Documentary Journalism students
 - Meet regularly with students in the program to discuss career goals and school plans
 - Meet regularly with prospective Documentary Journalism students to discuss the program

- Unofficial advisor for all Radio-TV students studying at KOMU
 - Met regularly with 50 to 60 students per semester to discuss career plans, job hunting tips, skills coaching, and personal advice, 1986 to 2014
 - Ongoing mentor and advisor to Radio-TV alumni network, meeting by phone or in person with 30 to 60 former students per year, 1986 to present
- Write 25 to 50 letters of recommendation per year
 - Current and former students seeking admission to graduate/professional school, international programs, scholarship programs, or employment, 1986 to present
- Frequent University of Missouri Honors Convocation faculty mentor, 1995 to present
- Mizzou '39 Outstanding Seniors Award faculty mentor, May 2007
- Mentor and coach for students from all disciplines interested in documentary work, 2014 to present
- Mentor and coach for international students studying short-term programs at the school, assisting them with skills training for on-air broadcast work, 1986 to 2014
- Mentor and coach for students from Department of Atmospheric Science working as student on-air weathercasters at KOMU-TV
 - Meet regularly to provide training and critiques of on-air work, 1986 to 2014
 - Meet occasionally with Radio-TV students to provide critiques, 2014 to present

EMPLOYMENT – PROFESSIONAL

Consultant and Trainer

U.S. Department of State

December 2018 to present

Zagreb, Croatia

- Trained students at the University of Zagreb in modern documentary filmmaking techniques
- Produced five short documentaries in two-week span
- Documentaries from the workshop awarded highest honors in student competition

Consultant and Trainer

Freelance

September 2014 to present

Various locations

- Trained TV news managers on leadership techniques for millennial generation employees
- Worked with Tribune Broadcasting, Gray Television and Schurz Television
- Presented to more than 100 managers

Consultant and Trainer

U.S. Army

December 2007 to May 2012

Fort Leonard Wood, Missouri

- Trained army officers on techniques of writing news releases and working with news crews
- Supervised as many as ten other trainers in day-long exercises
- Provided one-on-one and follow consultation as needed

Consultant and Trainer

U.S. Army

May 2010 to May 2011

Fort Leavenworth, Kansas

- Lectured high-level officers on media relations subjects
- Took part in rigorous oral final exam

Assignment Editor

WLS-TV

December 1998 to January 1999

ABC affiliate, Chicago, Illinois

- Managed photographers and editors in large market newsroom during labor dispute
- Did work while traveling from Columbia and maintaining regular faculty and newsroom schedule
- Supervised several large breaking events, including a blizzard

Assignment Editor

WESH-TV

December 1985 to June 1986

NBC affiliate, Orlando, Florida

- Managed large team of professional reporters and photographers
- Trained desk assistants
- Supervised coverage of large breaking events, including Challenger disaster

Photographer

WESH-TV

June 1981 to December 1985

NBC affiliate, Orlando, Florida

- Worked with reporters to provide daily news coverage
- Specialized in visual storytelling
- Operated live remotes as field producer

SKILLS/PROFICIENCIES

- Adobe Audition nonlinear digital audio editing system
- Adobe Photoshop
- Adobe Premiere Pro
- Avid NewsCutter nonlinear digital video editing system
- Canon 5D Mark III DSLR camera system
- Canon 70D DSLR camera system
- Canon C100 camera system
- Canon C300 camera system
- Cartoni tripod systems
- FAA-licensed commercial drone pilot
- Final Cut Pro nonlinear digital video editing system
- HTML coding proficiency
- iNEWS newsroom computer system
- JVC GY-LS300 camcorder system
- Lumix GH3 mirrorless camera system
- Lumix GH4 mirrorless camera system
- Panasonic AG-DVX200 camcorder system
- Panasonic DVCPRO digital camcorder system
- Sony Alpha α7S II DSLR camera system
- Sony HVR A1U digital video camera
- Sony PMW EX-1 XDCAM HD camcorder system
- Sony PXW-FS5 camcorder system
- Sony PXW-FS7 camcorder system
- Sony PXW-X160 camcorder system
- Wordpress

HONORS AND AWARDS

Faculty-Alumni Award recipient 2018

- The Faculty-Alumni Awards, begun in 1968, recognize the achievements of faculty and alumni. Faculty are considered for their work as teachers, administrators and researchers. Alumni are considered for their professional accomplishments and service to Mizzou. Through the awards program, the Mizzou Alumni Association expresses its appreciation for these individuals and their service to higher education. It focuses attention not only on these outstanding persons and their accomplishments, but also on the vital relationship between faculty and alumni in promoting the best interests of the university.

Fort Zumwalt High School Hall of Fame 2018

- Fort Zumwalt/Fort Zumwalt North High School honors its graduates each year, selecting those who have gone on to distinguish themselves in their careers and their life accomplishments.

William T. Kemper Fellow 2017

- The William T. Kemper Fellowship for Teaching Excellence was established in 1991 with a \$500,000 gift. The fellowship, which includes a \$10,000 stipend, is awarded to five outstanding teachers at the University of Missouri each year.

O.O. McIntyre Professorship Award for Teaching Excellence

- Missouri School of Journalism, 2007-2008
- The annual designation of the McIntyre Professorship goes to a faculty member who has demonstrated teaching excellence and comes with a \$10,000 stipend. The McIntyre Professorship is the highest teaching award presented within the Missouri School of Journalism

Missouri Interscholastic Press Association Knight Award

- Award given to honor service to scholastic journalism 2008

Excellence in Education Award

- MU Campus honor for outstanding contributions to student learning 2006

Silver Circle Induction

- National Academy of Television Arts and Sciences, Mid-America Chapter 2006

Omicron Delta Kappa

- Faculty "Tap"

Payne Award for Ethics in Journalism

- National award for ethical decision-making in the wake of September 11 attacks 2002

Edward R. Murrow Award

- National award for Small Market Overall Excellence 1994
- Numerous regional awards

Emmy Award

- Numerous regional Emmy awards

Heart of America Awards

- Numerous awards, including multiple “Station of the Year” awards

Missouri Broadcasters Association Awards

- Numerous awards

Missouri Broadcast Educators Awards

- Supervised students winning news and sports reporting awards.

Society of Professional Journalists-Sigma Delta Chi

- Supervised students winning national and regional awards for spot news, investigative reporting, feature reporting, and more.

William Randolph Hearst Awards

- Supervised 7 national winners in the student competition

Barbara S. Uehling Award for Administrative Excellence

- Two-time nominee

Florida Emmy and Greater Orlando Press Club Awards

- Multiple awards

RECENT UNIVERSITY SERVICE

University of Missouri Unions Committee, 2019 to present

- Assess status of Memorial Union and MU Student Center facilities
- Recommend changes and improvements to campus leadership

University of Missouri Mizzou Alumni Association, 2019

- Traveled to Florida to produce a short video for the 2019 Mizzou Alumni Association Faculty-Alumni Awards dinner featuring Distinguished Service Award recipient Thomas Lafferre

University of Missouri Student Fee Capital Improvement Committee, 2018 to present

- Review applications for \$300,000 in funding for campus improvement
- Solicit applications from student and other groups

University of Missouri Digital Storytelling Faculty Advisory Committee, 2017 to present

- Meet occasionally with leadership of DST program to chart its course
- Informal conversations with faculty members in DST about program’s progress

University of Missouri Faculty advisor, MU Undergraduate Visual Art and Design Showcase, 2017 to present

- Mentored five students with entries in the showcase
- Every mentored student won an award—the only mentor with that claim in the showcase

University of Missouri Based on a True Story conference, 2016 to present

- Planning team member representing School of Journalism
- Worked to plan and execute documentary discussion in advance of True/False Film Fest

University of Missouri Undergraduate Research Focus Group, May 2016

- Participated in focus group in needs of undergraduate student research opportunities

University of Missouri MUConnect pilot project committee, February 2016 to present

- Participated in faculty development trials

University of Missouri Visual Art and Design Showcase organizing committee, October 2015 to present

- Inaugural committee member to plan event to showcase student work
- Worked with one other faculty member to coordinate efforts inside Journalism School

University of Missouri Career Readiness Committee, September 2012 to present

- Inaugural committee member, charged with reviewing campus-wide curriculum and service requirements to prepare students for the work force
- Faculty group subcommittee leader

University of Missouri Chancellor's Standing Committee for Non-Tenure Track Faculty (alternate member), September 2015 to present

- Meet to coordinate promotion, tenure, service and other guidelines for NTT faculty

University of Missouri Undergraduate Curriculum Committee, October 2012 to 2015

- Review new course proposal and course changes for duplication of effort and curriculum integrity

Missouri School of Journalism study abroad faculty leader, Florence, Italy, 2017

- Took ten students to Florence for study abroad experience
- Taught class focused on art, culture and food journalism
- Students produced multimedia journalism for online publication

Missouri School of Journalism New Journalism Building Committee, 2017 to present

Missouri School of Journalism Leonard Goldenson Chair search committee, 2017 to present

Missouri School of Journalism Strategic Planning Leadership Team member, 2016 to present

Missouri School of Journalism United Way unit ambassador, 2016 to present

Missouri School of Journalism Promotion and Tenure committee, 2015 to present

Missouri School of Journalism Dean search committee, 2014 to 2015

Missouri School of Journalism Curriculum Committee, 2014 to present

- Committee chair, August 2016-present

Missouri School of Journalism Policy Committee, 2014 present

Radio-TV Faculty Scripps Fellowship recruiting coordinator, 2013 to 2014

Radio-TV Faculty Hearst Television Fellowship recruiting coordinator, 2013 to 2014

Radio-TV Faculty Raycom Media Fellowship Program coordinator, 2012 to 2014

Missouri School of Journalism Public Insight Network (PIN) TV coordinator, 2012 to 2014

Missouri School of Journalism convergence “supercaucus” participant, 2012 to present

Missouri School of Journalism Honor Medal presentation, 2012

- Participated in video interview to help introduce Honor Medal recipient John Ferrugia

Radio-TV Faculty KOMU Interactive Director faculty search committee chair, 2012

Missouri School of Journalism Project Open Vault committee member, 2012

- Coordinated television portion of open records initiative to report on political advertising spending in mid-Missouri
- Secured funding to cover cost of travel to obtain records

Missouri School of Journalism outreach team to CNN, 2012

- Traveled with Professor Mike McKean to Atlanta to meet with CNN news executives about possible partnerships with the School of Journalism

Missouri School of Journalism outreach team to ABC15 Phoenix, 2012

- Traveled with Professor Mike McKean to Phoenix to meet with news managers at the ABC affiliate in Phoenix to explore interactive technologies and audience engagement

Missouri School of Journalism “MUTigerChallenge” web game team, 2012

- Worked with graduate student team to place links and content for interactive game on KOMU.com web site

Missouri School of Journalism Reynolds Journalism Institute community outreach, 2011

- Worked to distribute webcams to public libraries in central Missouri to allow interactive participation of citizens with news programs

Marching Mizzou Dr. Alexander Pickard video profile producer/editor, 2011

- Prepared video honoring former director on his 50th anniversary in connection with Marching Mizzou

Missouri School of Journalism Professional Partnerships committee, 2009 to 2014

Missouri School of Journalism “Franks with the Faculty” participant, 2008 to present

University of Missouri Freshmen “Mizzou Reads” discussion leader, 2007 to 2009

Missouri School of Journalism graduate faculty, 2006 to present

University of Missouri Freshmen Interest Groups (FIG) co-facilitator, 2005 to present

Missouri School of Journalism Walter Williams Scholars mentor, 2004 to present

Missouri School of Journalism Reynolds Journalism Institute (RJI) audio-visual design task force, 2004 to 2008

- Worked with architects to design video and audio systems for new RJI building plans
- Followed design and construction phases, altering plans for emerging technological opportunities

University of Missouri Homecoming judge, 2004 and 2006

- Judged homecoming skits and performances for students groups
- Judged parade entries

Radio-TV Faculty Hearst Journalism Awards coordinator, 1997 to 2014

Missouri Urban Journalism Workshop (MUJW) facilitator, 1997 to 2014

- Secure funding and laboratory space for annual summer high school workshop
- Recruit student assistants to run workshop

Missouri School of Journalism Kaplan Fellowship selection committee, 1995 to 2013

- Inaugural committee member
- Coordinated survey of student internship experiences

Missouri School of Journalism Undergraduate Scholarship Committee member, various years 1995 to 2011

Missouri School of Journalism guide, 1986 to present

- Served as greeter and tour guide for prospective students and their families visiting the campus and specifically KOMU-TV and the School of Journalism

Missouri School of Journalism career placement liaison, 1986 to present

- Coordinate external communications with companies and individuals seeking to hire Missouri School of Journalism students upon graduation

Missouri School of Journalism on-campus interview fair coordinator, 1986 to 2014

- Make arrangements for visiting stations and station ownership groups to meet with and interview students on visits to campus, primarily in the spring of the year.
- Coordinate multiple groups of interviewers arriving on campus in close proximity to one another
- Manage student schedules to maximize their exposure to potential employers

Missouri School of Journalism international journalist visitor liaison, 1986 to present

- Host visiting international journalists in the KOMU-TV newsroom
- Provide lectures and other information to groups of visiting international journalists
- Organize tours and tour guides for visitors and their guests

Radio-TV Faculty visiting professional coordinator, 1986 to 2014

- Coordinate visits of professionals to campus to meet with students individually
- Coordinate visits of professionals to campus to hold group sessions for students.
- Professional visits included:
 - Nina Moini, WCCO-TV, Spring 2014
 - Hollis Grizzard, Jr., Audience Research and Development, Spring 2014
 - Rebecca Fox, American University in Cairo, Fall 2013
 - Scott Diener, KCBS-TV, Fall 2012
 - Bob Butler, KCBS Radio, Fall 2012

- John Walsh, ESPN, Fall 2012
- Scott Woelfel, Armchair Media, Fall 2012
- John Cochran, ABC News, Fall 2012
- Mike Hall, Big Ten Network, Spring 2012
- Bob Clinkingbeard, Gannett, Spring 2012
- Steve Ackerman, Raycom Television, Spring 2012
- Brian Bracco, Hearst Television, Spring 2012

PROFESSIONAL LEADERSHIP

National Board of Directors, Radio Television Digital News Association (RTDNA), 2003 to present

- Past national chairman
- Served on the Executive Committee, chair of the Ethics Committee, member of Education committee, member of Convention Planning Committee
- Life member

National Board of Directors, Radio Television Digital News Foundation (RTDNF), 2003 to present

- Past national chairman
- Serves on the First Amendment Dinner committee
- Life member

National Board of Directors, The Carole Kneeland Project journalism excellence initiative, 2011 to 2018

- Past national president
- Past national vice president

National Board of Trustees, National Academy of Television Arts and Sciences, 2018 to present

- Represent the Mid-America chapter on the national board
- Former alternate trustee

Board of Governors, National Academy of Television Arts and Sciences, Mid-America, 2005 to present

- Life member
- National trustee (alternate)
- Past chapter president
- Past senior vice president
- Past chair of the Silver Circle nominating committee

Board of Directors, Kansas City Filmmakers Jubilee, 2014 to present

- Current board vice president
- Chair of policy committee
- Author of revised by-laws, 2016

State Coordinator for Sunshine Week activities

State Coordinator for NewsTrain multimedia news training event

RECENT PROFESSIONAL SERVICE

Trainer, Documentary Workshop, University of Zagreb, 2018 to present

- Train undergraduate and graduate students in a two-week program to introduce concepts of cinematic nonfiction

Screener, St. Louis International Film Festival, 2018 to present

- Responsible for screening feature and short documentaries for festival

Youth Tour Scholarship Competition judge, 2017 to present

- Interviewed high school students to select scholarship recipients

True/False Film Fest screening committee member, 2013 to present

- Viewed more than 250 documentaries for possible showing at festival
- Attended group screenings as well as conducting individual screenings

Jury member, Kansas City Film Fest, 2015

- Served on jury panel to select prize winners for festival

Jury member, St. Louis International Film Festival, 2014 to present

- Serve on jury panel to select prize winners for festival

North American Plagiarism Prevention Project committee member, 2012 to present

- Inaugural group member with mission to define, find, and eradicate plagiarism in journalism
- Member of plagiarism definitions subcommittee

Media for Liberty Awards national judge, 2010 to present

- Inaugural judge for competition looking at the relationship between press freedom and economic freedom
- Only three-time judge in the competition

Investigative Reporters and Editors (IRE) national contest judge, 2009 to present

- Join group of professional investigative reporters to judge contest material across all media platforms
- Write reviews of winners for publication on IRE.org web site

National Academy of Television Arts and Sciences (NATAS)

- Judge for regional Emmy awards, 1995 to present

Society of Professional Journalists (SPJ)

- Judge for regional and national awards, 1995 to present

Broadcast Educators Association (BEA)

- Judge for national awards, various years

Radio Television News Association (RTNA) Golden Mike Awards judge, 2007 to present

- Judged multiple categories of content entries on location in Los Angeles, California

International Youth Silent Film Festival

- Judge regional high school entries, 2016

Alaska Press Club

- Judge entries across platforms, 2015-present

Northwest Broadcast News Association (NBNA) Awards judge, 2001 to present

- Judge entries from upper Midwest stations in various categories

National Scholastic Press Association (NSPA) Awards judge, 2009 to present

- Judge high school journalism submissions from around the country

Missouri Interscholastic Press Association Awards judge, 2008 to present

- Judge high school journalism submissions from around Missouri

Missouri Broadcasters Association Awards judge, 1990 to present

- Judge dozens of entries from other state broadcasting associations across the country

Kansas City Press Club Heart of America Awards judge, 1993 to present

- Judged multiple categories of content entries on location in Los Angeles, California

SkillsUSA state competition, various years

- Video production category judge, Linn, MO

SELECTED DOCUMENTARY PRODUCTIONS

Procession, associate producer, in production documentary

All These Marks, producer, 2019, premiering on Newsy Documentaries online and on cable in 2020.

\$360, producer, 2019, premiered at St. Louis International Film Festival

37-64-97, producer, 2019, premiered at St. Louis International Film Festival

HorseGirl, producer, 2019, premiered at St. Louis International Film Festival

Live (or Failure), producer, 2019, premiered at the Kansas City Film Fest International, played at the Rocky Mountain Women's Film Festival in Colorado Springs and the REEL Recovery Film Festival in Los Angeles

Jack (and Joe), producer, 2019, premiered at St. Louis International Film Festival

Qualm & Quietus, producer, 2019, premiered at St. Louis International Film Festival

Bisbee '17, associate producer, 2018, premiered in the U.S. Documentary Competition at the Sundance Film Festival, Park City, Utah

Roxana, producer, 2018, premiered on Newsy cable channel and plays on-demand on Newsy.com, played at St. Louis International Film Festival

Nai Nai, 2018, premiered at San Diego Asian Film Festival where in won the award for best short documentary

The Sit Down, 2018, premiered at St. Louis International Film Festival

Rockpile, producer, 2018, premiered at Big Sky Film Festival, Missoula, Montana

Lost Paradise, producer, 2017, premiered at St. Louis International Film Festival, St. Louis, Missouri

Send, producer, 2017, premiered at Citizen Jane Film Festival, Columbia, Missouri

Concerned Student 1950, producer, 2016, premiered at True/False Film Fest, Columbia, Missouri, played at the Seattle International Film Festival and published on fieldofvision.org

PUBLICATIONS

Author of International Documentary Association/National Endowment for the Arts joint project for the creation of an online, accessible, comprehensive guidebook with resources for navigating the changing documentary journalism landscape, to be published in March 2018.

Suspicious Signs: Effects of Newscaster Scripts, Symbols and Actions on Audience Perceptions of News Organization Bias, 2008, Saarbrücken: VDM Verlag

“Writing for Radio and Television News,” chapter revision in *News Reporting and Writing (13th Edition)*. The Missouri Group and Brian S. Brooks. Boston: Bedford/St. Martin’s

“Writing for Radio and Television News,” chapter revision in *News Reporting and Writing (12th Edition)*. The Missouri Group and Brian S. Brooks. Boston: Bedford/St. Martin’s

RTDNA Coverage Guidelines, rtdna.org

“The Millennials” *RTNDA Communicator* 61(September 2007):21-26.

“Full Disclosure: How Does Your Newsroom Use Video News Releases?” *RTNDA Communicator* 61(February 2007):30-35.

“‘Patriotism’ vs. Independence” in *Silenced: International Journalists Expose Media Censorship*. David Dudge, ed. 2005. New York: Prometheus Books

RECENT PRESENTATIONS

Missouri Association for Career and Technical Education Virtual Summer Conference 2020, July 2020

- Presented webinar on building a drone curriculum for technical educators
- Fielded questions regarding curriculum matters

Carole Kneeland Project for Responsible Journalism “Ask the Expert” Session, July 2020

- Presented webinar “Leading Multi-Generational Newsrooms During COVID-19”

Alfred Friendly Press Partners, April 2020

- Presented lecture for Alfred Friendly Fellows on making a short documentary

American Television Documentaries lecture to Beijing Media Network journalists, Columbia, Missouri, December 2019

- Reviewed history of documentaries on American television
- Charted current path of documentaries to television

Faculty of Political Science and Journalism, University of Zagreb, Zagreb, Croatia, December 2018

- Presented two-week documentary workshop for students
- Lectured on efforts to save television news in the United States
- Lectured on best practices in television news

Reality and Nonfiction Television seminar, Columbia, Missouri, October 2018

- Produced seminar for 25 students to work with High Noon Entertainment
- Managed program schedule and relations with High Noon team

Views of the News guest panelist, Columbia, Missouri, September 2018

- Appeared on television and radio program to discuss issues of media in the news

Documentary and TV news presentations to Student Television Network convention, March 2018, Nashville, Tennessee

- Presented lecture “Two Dozen Steps to Help Beginners Shoot and Edit Like the Pros”
- Presented lecture “Six Ways to Make a Documentary—Including Five You Haven’t Tried Yet”

Presentation to Hermann High School of “Golden Age of Documentaries” lecture, February 2018, Columbia, Missouri

- Presented current documentary trends to high school group

Presented Kemper lecture, February 2018, Columbia, Missouri

- Spoke as Kemper Fellow about the nation’s junk food media diet
- Collaborated with students in attendance to write article on the issue

Eye of the Storm conference at the National Association of Broadcasters, Washington, DC, January 2018

- Participated on panel reviewing best practices of local disaster coverage
- Event staged for local audience and streamed across the country

National History Day presentation, September 2017

- Instructed public school students on documentary techniques to prepare them to make their own films for National History Day

Carole Kneeland Project conference, Austin, Texas, September 2017

- Managing Millennials presentation
- Trained news directors from across the country

Excellence in Journalism conference, New Orleans, Louisiana, September 2016

- News as Community Thought Leader presentation
- Audience made up of mid-career news managers

Carole Kneeland Project conference, Austin, Texas, September 2016

- Managing Millennials presentation
- Trained news directors from across the country

Kansas City Film Fest, Kansas City, Missouri, April 2016

- Presented program television documentary Emmy awards

MU Student Film Festival, Columbia, Missouri, April 2016

- Participated in panel discussion on career options in film

Missouri-Hurley Symposium, Washington, DC, March 2016

- Participated in panel discussion about activism on University of Missouri campus

Based on a True Story conference, Columbia, Missouri, March 2016

- Moderator of panel on VR journalism
- Event producer

True/False “Brown Bag” presentation, Columbia, Missouri, February 2016

- Presented lunchtime program on top films playing at True/False Film Fest
- Conducted follow-up meetings with interested attendees

Sundance Film Festival, Park City, Utah, January 2016

- Presented program on Murray Center to documentary filmmakers
- Hosted brunch for filmmakers

NABJ Unity Conference, Columbia, Missouri, November 2015

- Presented program on preparing an on-line portfolio
- Followed up with participants after event

Excellence in Journalism conference, Orlando, Florida, September 2015

- News as Community Thought Leader presentation
- Audience made up of mid-career news managers

Carole Kneeland Project conference, Austin, Texas, September 2015

- Managing Millennials presentation
- Trained news directors from across the country

High School Journalism Teacher Workshop presenter, Columbia, Missouri, 2010 to 2015

- Present sessions on video photography and editing to high school journalism teachers from around the country
- Hold small-group question and answer session on editing, teaching, and journalism topics

Missouri Interscholastic Press Association, Columbia, Missouri, April 2015

- Presentation “The Golden Age of Documentaries”
- Presented to Missouri high school students

JEA/NSPA Spring National High School Journalism Convention, Denver, Colorado, April 2015

- Presentation “The Explosion of Journalism-Based Documentaries”
- Presented to national group of high school students

Osher Lifelong Learning conference, Columbia, Missouri, March 2015

- “Culture of Fear” presentation on TV news problems
- Presented to local retirees

Pakistani visiting journalists, Columbia, Missouri, April 2014

- Discussed second-screen efforts in journalism distribution
- Discussed media freedom issues in the United States

High school recruiting tour, Columbia, Missouri, December 2012

- Hosted high school group from Blue Valley High School (Kansas) to tour KOMU-TV
- Answered questions in informal setting following tour

SPJ panel discussion “Social Media’s Effect on the Presidential Race,” Columbia, Missouri, November 2012

- Moderator

High school recruiting outreach, San Antonio, Texas (via telepresence), November 2012

- Interview subject for San Antonio College and John Jay High School media groups exploring journalism as a career

Law Enforcement Training Institute (LETI) “Working with the Media” seminar, Columbia, Missouri, October 2012

- Training lecture for local Missouri law enforcement on media strategies and techniques
- Spoke to approximately 60 law enforcement officers
- Fielded questions on news media ethics and competencies

FEI Behavioral Health White Paper on journalist stress interviewee, Columbia, Missouri, September 2012

- Discussed those issues that create stress for journalists
- Postulated possible remedies for newsroom stress

Northwest Oklahoma State University class preparation, Columbia, Missouri, September 2012

- Interviewed by Jesse Schroeder, instructor, regarding hiring practices of local television news directors

Excellence in Journalism Convention speaker, Fort Lauderdale, Florida, September 2012

- Presented “Social Media Ethics: Still Making it Work for You” session highlighting recent ethical issues with the use of social media by journalists
- Led group discussion on proper approach to ethical problems
- Mapped solutions and distributed printed guidelines

Alfred Friendly Press Fellowships speaker, Columbia, Missouri, July 2012

- Presented lecture on the use of social media by American journalist for news gathering

KETC “Town Square” public affairs program consultant, Columbia, Missouri, June 2012

- Shared knowledge of putting social media and user-generated content on air for interactive newscast

Media Training for the Battlefield seminar, Ft. Leonard Wood, Missouri, 2007 to 2012

- Presented day-long lecture and workshop on techniques for working with the news media
- Attended by U. S. Army officers assigned to Iraq and Afghanistan

Reynolds Journalism Institute Innovations Week speaker, Columbia, Missouri, April 2012

- Presented information about interactive newscast experiment, “U_News”

Google film shoot coordinator, Columbia, Missouri, April 2012

- Worked with team from Google shooting film at KOMU-TV to highlight use of Google+ technology in local newscasts
- Interviewed by team for background on innovation in social media use by journalists

RJI Webinar on “U_News” Google+ Hangouts for air, Columbia, Missouri, March 2012

- Presented technical and editorial techniques for using Google+ Hangouts for on-air interviews
- Acted as moderator for numerous participants

High school recruiting outreach, Minneapolis, Minnesota (via telepresence) November 2011

- Interview subject for East Prairie High School media groups exploring journalism as a career

High school recruiting tour, Columbia, Missouri, October 2011

- Hosted high school group from Blue Valley High School (Kansas) to tour KOMU-TV
- Answered questions in informal setting following tour

Excellence in Journalism Convention speaker, New Orleans, Louisiana, September 2011

- Presented “Social Media Ethics: Making it Work for You” session highlighting recent ethical issues with the use of social media by journalists
- Led group discussion on proper approach to ethical problems
- Mapped solutions and distributed printed guidelines

Honors Journalism Freshmen Interest Group presenter, Columbia, Missouri September 2011

- Presented options for freshmen to get involved in KOMU and the Radio-TV sequence

Association for Education in Journalism and Mass Communication (AEJMC) convention speaker, St. Louis, Missouri, July 2011

- “Winds of Destruction and Change: Crisis coverage and crisis management in the age of social media” presentation participant
- Presented information on coverage of natural disasters and the use of social media to supplement traditional electronic media coverage

Television News in the 21st Century research interviewee, Columbia, Missouri, July 2011

- Interviews for research project looking at current changes in television news and likely improvements needed from future journalists

American Cancer Society Journalist Fellows Workshop, New York, New York, June 2011

- Presented seminar on social media use by American journalists to approximately 60 international journalists in New York City
- Presentation was followed by question and answer period

National Association of Broadcasters annual convention, Las Vegas, Nevada, April 2011

- Presented “The All-Platform Journalist” session to news and station executives

Society of Professional Journalist annual convention, Las Vegas, NV, September 2010

- Presented “Mining Facebook, Twitter, Etc.: The Ethical Side of It” session on journalists’ use of social media as reporting tools

Radio Television News Directors Foundation Tough Times Leadership Workshop, Columbia, South Carolina, February 2009

- Presented evening seminar to local news directors on managing Millennial Generation employees in TV newsrooms

John L. Hulteng Conversations in Ethics, Portland, Oregon, April 2008

- Participated in panel discussion on local television ethics

Radio Television News Directors Association Annual Convention, Las Vegas, Nevada, April 2008

- Participated in panel discussion assessing the fiftieth anniversary of the Edward R. Murrow “Wires and Lights in a Box” speech

Radio Television News Directors Association Annual Convention, Las Vegas, Nevada, April 2007

- Conducted seminar on the use of video news releases in television news, focused on government regulation and ethical approaches
- Moderated afternoon-long skills development seminar for young reporters

Columbia Human Rights Commission, Columbia, Missouri, April 2007

- Participated in “Community in Crisis” discussion about media involvement in problem solutions

State Farm Insurance training session, Columbia, Missouri, September 2006

- Presented lecture to agents and executives on recognizing and responding to bias in the media

Hugh O’Brien Youth Leadership group, Columbia, Missouri, June 2006

- Presented lecture to high-achieving high school students on media careers and opportunities

Management Seminar for News Executives, 1998-2000

- Joint project of the Missouri School of Journalism and the Radio-Television News Directors Foundation
- Attendees included news managers from commercial news operations around the country
- Presented research about management style, assignment processes, and working with beginner employees

Missouri Motivation consulting company partner, 1995-1996

- Small consulting firm focused on broadcast industry
- Presented seminars for news directors at Radio Television News Directors Association conventions on getting the most of young employees

COMMUNITY SERVICE

National History Day instructor, 2017 to present

- Work to instill an interest in historical presentation for Missouri students competing in National History Day competitions
- Present documentary construction instruction

Food Bank for Central and Northeast Missouri board member, 2001 to 2014

- Act as media expert
- Former chair and current member of strategic planning committee
- Conduct performance reviews of executive director

Community Harvest Food Pantry board member, 1995 to 2001

Columbia Public Schools Partners in Education liaison, 1987 to 2014

- Manage high school student participation in internships at KOMU-TV
- Managed gifted education center partnership with KOMU-TV

Leadership Columbia professional development program media session planner, 2001 to 2014

Junior Leadership Columbia professional development program media session planner, 2001 to 2014

Columbia Chamber of Commerce Education Committee chairman, 1999 to 2000

Columbia Public Schools Long-Range Facility Planning Committee member, 1996 to 1998

Ann Hawkins Gentry Middle School PTA vice-president, 1998 to 1999

Thomas Hart Benton Elementary School PTA co-president, 1995 to 1997