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Overview of Scholarship

As a folklorist by training, a journalist by trade and a teacher of journalism ethics and narrative journalism, my research focuses on:

- Issues and controversies in journalism ethics
- Ethics of narrative journalism
- Folklore in the news/ the news in folklore

A. Research and Scholarly Publications

1. Articles Published in Refereed Journals

“Covering Captain Cool: The ‘Miracle on the Hudson as a Hero Tale, *Western Folklore* 72, (Winter 2013) (in press).

“Worth a Thousand Words: The Photographic Urban Legend and the Illustrated Urban Legend,” *Contemporary Legend* 6, (2006).

“When the Going Gets Tough, the Tough Go Photoshopping: September 11 and the Newslore of Vengeance and Victimization,” *New Media & Society* 6, (2004).

“ ‘These Crowded Circumstances’: When Pack Journalists Bash Pack Journalism,” *Journalism: Theory, Practice and Criticism* 4, (2003).

“When Bad Things Happen to Good Places: Pastoralism in Big-City Newspaper Coverage of Small-Town Violence,” *Rural Sociology* 68, (2003).

“Folklore in a Hurry: The Community Experience Narrative in Newspaper Coverage of the Loma Prieta Earthquake. *Journal of American Folklore* 116 (2003).

“The Making and Unmaking of a Folk Hero: The Ellie Nesler Story.” *Western Folklore*, (Summer/Fall 2000).

“ ‘You Had to Be There’ (And They Weren’t): The Problem With Reporter Reconstructions,” *Journal of Mass Media Ethics*, (Autumn 1999).

“It’s Time to Put the Fun Back into Journalism Boot Camp,” *Journalism and Mass Communication Educator*, (Autumn 1999).

2. Articles Published in Non-Refereed Journals and Trade Publications

“The Sandusky Scandal: Penn State Ethics Students Had a Front-Row Seat,” *Media Ethics* 24 (Spring 2012) (in press).

“Search for a Motive: Grading the New York Times’ Coverage of the Tucson Shootings,” *Media Ethics* 23 (Spring 2011).

“Readback Blowback: Justice Kennedy v. The Daltonian,” *Media Ethics* 22 (Fall 2010).

“Sucking Face at Dear Old State: Controversy at a Campus Newspaper,” *Media Ethics* 21 (Spring 2010).

“Coverage of the ’08 Campaign: Making Progress,” *Media Ethics* 20 (Spring 2009).

“From All of Us to All of You: *The New York Times* Explains Itself to Its Readers,” *Media Ethics* 19 (Spring 2007).

“Can the News Media Censor Themselves?” *Media Ethics* 18 (Fall 2006).

"Of No-Shows and Never Weres: The Ethics of Column Writing," *Media Ethics* 17 (Fall 2005).

“When Major News Has a Very Short Shelf Life,” *Nieman Reports* 59 (Fall 2005).

“Strong Narrative Writing Features Character,” *Nieman Reports* 59 (Spring 2005).

“Campaign Coverage 2004: Old News, Fake Fairness, Phony Balance,” *Media Ethics* 16 (Spring 2005).

“Pulling’ a Fast One,” *Media Ethics* 16 (Fall 2004).

“Stinking Fish Syndrome,” *Media Ethics* 15 (Spring 2004).

“Bloodhound Redux,” *Media Ethics* 15 (Spring 2004).

“The Trickster in the Newsroom,” *Points of Entry* 2 (2004).

“I Heard a Fly Buzz,” *Media Ethics* (Fall 2003).

“The Dam Has Broke!: The Cloning of News,” *Media Ethics* (Spring 2003).

“Maybe We’re *Too* Ethical,” *The Quill* (April 2003).

“Bloodhounds: Are Reporters Who Cover Suicide Bombings Telling Readers More Than They Need to Know?” *Media Ethics* (Fall 2002).

“ ‘About This Story’: Making Narrative Journalism Accountable,” *Nieman Reports* (September 2002).

“Class, Take Careful Notes: Sept. 11 Proved That Print Still Has a Role,” *The Quill* (September 2002).

“Wait Before You Narrate,” Poynter Institute Web site (January 2002), <http://www.poynter.org/centerpiece/011102.htm>

“You’ve Got Quotes,” *The Quill* (October 1999).

“Dueling Monicas,” *Columbia Journalism Review* (March/April 1999), <http://www.cjr.org/year/99/2/monica/index.asp>.

3. Published Journalism

“A Football Team with a Good University,” *The Penn Stater* (Jan-Feb 2012).

“After 76 Years, Ol’ Leadfoot Turns in His Car Keys,” *Friends and Neighbors* (Winter 2011-12).

“Crossword (Over) Confidence,” *State College Magazine* (December 2011).

“Herblock’s Drawing Power,” *Washington Post* (Oct. 19, 2011, p. C1).

“Piece by Treasured Piece, Family Roles Shift,” *Friends and Neighbors* (Winter 2010-11).

“Sharing Home, Sweet Home,” *Friends and Neighbors*, (Fall 2009).

“Reflections on the Sweet-Natured Soul,” *Friends and Neighbors*, (Winter 2008-2009).

“Obama Uses Rhetoric to Mesmerize Voters,” *Allentown Morning Call*, (Feb. 27, 2008). Also published in *Harrisburg Patriot-News*.

“Cho the Warrior,” *Pittsburgh Post-Gazette*, (April 29, 2007). Also published as ‘The ‘Manifesto’ on TV: Images vs. Power of Text,’ *Allentown Morning Call*, (May 1, 2007).

“A Statement on Life’s Wages,” Marketplace radio commentary, March 20, 2007.

“CBS, Other News Outlets missed the real story of campaign,” *Harrisburg Patriot-News* (Feb. 6, 2005). Also published as “Focus on wrong story at wrong time,” *Wilkes Barre Times Leader* (Jan. 19, 2005).

“Reporters Have Duty to Tell Public the Costs of War,” *Allentown Morning Call* (April 28, 2004).

“Why is John Kerry Stuck with the ‘Patrician’ Label?” *Hartford Courant* (Feb. 6, 2004).

“Juicy Reactions More Likely to Make News,” *Modesto Bee* (June 16, 2003).

“Altered Photos Break Public’s Trust in Media,” *Los Angeles Times* (April 7, 2003).

4. Books, Book Chapters and Encyclopedia Entries

Newslore: Contemporary Folklore on the Internet. University Press of Mississippi (2011).

“Use of the Narrative in News Writing.” In *Contemporary Media Issues*, David Sloan and Jennifer Greer, eds. Vision Press (in press).

“‘These Crowded Circumstances’: When Pack Journalists Bash Pack Journalism.” In *Social Meanings of News*, Daniel Berkowitz, ed. Sage Publications (2010).

“The Forward as Folklore: Studying E-Mailed Humor.” In *Folklore and the Internet: Vernacular Expression in the Digital World*, Trevor J. Blank, ed. Utah State University Press, (2009).

“Communication,” *Encyclopedia of American Folklife*, Simon Bronner, ed., (2006).

“Narrative, Personal,” *Encyclopedia of American Folklife*, Simon Bronner, ed., (2006).

5. Conferences/Workshops/Lectures

Ethics Workshop for writers and editors at Onward State and Statecollege.com, January 30, 2012.

“9/11, Ten Years After: The Folk Response,” invited speaker, Honors Lecture Series, Harrisburg Area Community College, September 15, 2011.

“Osamalore: A Look Back at the Folklore of September 11,” invited speaker, Benjamin A. Botkin Folklife Lecture Series, American Folklife Center, Library of Congress, August 10, 2011.

“The News, Abused: What Fake News Stories and Photographs Have in Common with Contemporary Legends,” International Society for Contemporary Legend Research annual meeting, May 2011, Harrisburg, Pa.

“Cover Me: Case Studies in Contemporary Journalism” (panel chair), Union for Democratic Communications conference, State College, Pa., October 16, 2010.

“Covering Captain Cool: The ‘Miracle on the Hudson’ as a Hero Tale,” Association for Education in Mass Communication and Journalism annual meeting, Denver, August 2010.

“Ethical Issues in Literary Journalism” (invited panelist), International Association for Literary Journalism Studies conference, Roehampton University, London, U.K., May 20, 2010.

“The News, Abused: How and Why Jokers and Dirty Tricksters Create Fake News Stories and Photographs from Real Ones,” Faculty Lecture Series, Penn State Lehigh Valley, March 25, 2010.

“A Symposium in Celebration of Baseball and Its Traditions” (invited speaker), Library of Congress, Washington, D.C., October 3, 2009.

“Trends in Op-Ed pages,” Association of Opinion Page Editors Conference, Penn State, September 2008.

“What Else Is Black, White and Read All Over?: Legends That Sound Like News,” International Society for Contemporary Legend Research annual meeting, Dublin, July 2008.

“Where is the Humor?: Anti-Hillary Jokes in the News,” American Folklore Society annual meeting, Quebec City, October 2007.

Workshops on writing and plagiarism for Editorial Retreat of Human Resource Executive magazine, Penn State, August 21, 2007.

“Ethics in an Instant” (panel discussion), Pennsylvania Associated Press Broadcasters Association, Grantville, Pa., April 21, 2007.

“Ethics: The Line Between Reporting and Editorializing” (panel discussion), Pennsylvania Associated Press Broadcasters Association, Hershey, Pa., April 30, 2005.

“Of Sharks and Geeks: The Photographic Urban Legend,” American Folklore Society annual meeting, Albuquerque, N.M., October 2003.

“September 11 and the Newslore of Vengeance and Victimization,” Association for Education in Mass Communication and Journalism annual meeting, Kansas City, Mo., August 2003.

“The Photographic Urban Legend,” International Society for Contemporary Legend Research annual meeting, Corner Brook, Newfoundland, June 2003.

“When the Going Gets Tough, the Tough Go Photoshopping,” American Folklore Society annual meeting, Rochester, N.Y., October 2002.

“Patriotism or Dissent in the Shadow of 9/11” (panel), National Society of Newspaper Columnists annual meeting, Pittsburgh, June 2002.

“ ‘Still Shocking, But No Longer Surprising’: The Anomaly Paradox in Newspaper Coverage of the 1997-1999 School Shootings,” Association for Education in Mass Communication and Journalism annual meeting, Washington, D.C., August 2001.

“Those Little Town Blues: Are Journalistic Cliches Folk Ideas?” American Folklore Society annual meeting, Columbus, Ohio, October 2000.

“Folklore in a Hurry: Journalism and the Personal Experience Narrative.” American Folklore Society annual meeting, Memphis, Tenn. (Session chair, “Personal Experience Narratives”), October 1999.

“‘You Had to Be There’ (And They Weren’t): The Problem With Reporter Reconstructions,” presented in the session, “How’s My Newspapering?” at the Annual Conference of the Association for Education in Journalism and Mass Communications, New Orleans, La., August 1999.

4. Awards

- 2nd place, Online Column Writing, 2011 National Society of Newspaper Columnists writing contest.
- 2nd place, Online Column Writing, 2010 National Society of Newspaper Columnists writing contest.
- 2nd place, Column Writing, 2008 Pennsylvania Associated Press Managing Editors writing contest.
- One of 15 columnists nationwide selected to participate in the Seminar on Ethics and Excellence in Column-Writing, sponsored by the National Society of Newspaper Columnists, Fort Walton Beach, Fla., November 2002.
- “ ‘You Had to Be There’ (And They Weren’t): The Problem With Reporter Reconstructions” won a Faculty Research Award at the Annual Conference of the Association for Education in Journalism and Mass Communications, New Orleans, La., Aug. 3-8, 1999.

5. Funded Research

- The Herblock Oral History Project, Library of Congress.

B. Positions Held

2009-present	Columnist, <i>Statecollege.com</i> , State College, Pa.
2004-present	Associate Professor, College of Communications, Penn State
1995-2009	Columnist, <i>Centre Daily Times</i> , State College, Pa.
1998-2004	Assistant Professor, College of Communications, Penn State
1997-1998	Adjunct Instructor, College of Communications, Penn State
1995-1998	Features Editor, <i>Centre Daily Times</i> , State College, Pa.
1993-1995	Adjunct Instructor, Department of American Studies, UC Davis (Introduction to American Folklore)
1993-1995	Adjunct Instructor in Journalism and Anthropology, Columbia College, Columbia, Calif. (Journalism; Cultural Anthropology)
1988-1995	Staff Writer, <i>Modesto Bee</i>
1985-1988	Staff Writer, <i>The Union-Democrat</i> , Sonora, Calif.

C. Education

Ph.D. University of Pennsylvania (1992), Folklore and Folklife

Dissertation: "Bub's: Exchange and Talk of Change among Oldtimers in California's Mother Lode Region"

M.A.

UCLA (1981), Folklore and Mythology

Thesis: "Keeping Things Going: A Documentary about Present-Day Gold Miners in Tuolumne County, California"

B.A.

SUNY Binghamton (1976), Creative Writing and Literature