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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

“Fake News vs. ‘Foke’ News: A Brief, Personal, Recent History,” *Journal of American Folklore* 131, (Fall 2018) (in press).

“‘Someone’s Been Sleeping in My Bed’: Home Invasion Stories,” *Western Folklore* 76, (Fall 2017).

“Caveat Lector: Fake News as Folklore,” *Journal of American Folklore* 128, (Summer 2015).

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

“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* 59, (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

“On Normalizing a Nazi,” *Media Ethics* 29 (Fall 2017).

“Climate Change on *The New York Times*’ Opinion Page: ‘Diversity’ or More ‘False Balance’?” *Media Ethics* 28 (Spring 2017).

“Beyond Rock Bottom: Will the News Media Learn Any Lessons from Coverage of the 2016 Election?” *Media Ethics* 28 (Fall 2016).

“Art or Journalism,” *Media Ethics* 27 (Spring 2016).

<http://www.mediaethicsmagazine.com/index.php/browse-back-issues/201-spring-2016-vol-27-no-2/3999108-art-or-journalism>

“The Virginia On-Air Shootings: All Too Real,” *Media Ethics* 27 (Fall 2015).

“‘DOOMED’: Gawking vs. Bearing Witness on a New York Subway Platform,” *Media Ethics* 26 (Spring 2015). Available at

<http://mediaethicsmagazine.com/index.php/browse-back-issues/194-spring-2015-vol-26-no-2/3999060-doomed-gawking-vs-bearing-witness-on-a-new-york-subway-platform>

“Blanking Out: When Newspapers Take the News off the Front Page,” *Media Ethics* 24 (Spring 2013). Available at

<http://www.mediaethicsmagazine.com/index.php/browse-back-issues/145-spring-2013/3998875-blanking-out-when-newspapers-take-the-news-off-the-front-page>

“The Sandusky Scandal: Penn State Ethics Students Had a Front-Row Seat,” *Media Ethics* 23 (Spring 2012). Available at

<http://www.mediaethicsmagazine.com/index.php/browse-back-issues/143-spring-2012/3998420-the-sandusky-scandal-penn-state-ethics-students-had-a-front-row-seat>.

“Search for a Motive: Grading the New York Times’ Coverage of the Tucson Shootings,” *Media Ethics* 22 (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

“The media need to think twice about how they portray mass shooters,” *The Conversation*, Feb. 16, 2018. <https://theconversation.com/the-media-need-to-think-twice-about-how-they-portray-mass-shooters-91972>

“Invasion of the Red Bull Zombies,” *New York Times*, Nov. 5, 2017.

“Taking a Stand Against Sitting Still,” *Friends and Neighbors* (Summer 2017).

“Why Bill O’Reilly Got What He Deserved,” *Fortune*, April 22, 2017  
<http://fortune.com/2017/04/22/bill-oreilly-out-at-fox-news-the-oreilly-factor/>

“Calculating Retirement’s Cost-Comfort Ratio,” *Friends and Neighbors* (Winter 2016-17).

“How to Spot the B.S.,” *Good*, (Dec. 16, 2016), <https://www.good.is/articles/issue-39-the-news-feed-was-never-real-how-to-spot-fake-news>

“In Praise of Fake News,” *The Hill*, (Dec. 16, 2016), <http://thehill.com/blogs/pundits-blog/media/310739-in-praise-of-fake-news>

“Russell Frank Gets a Clue,” *State College Magazine*, August 2016.

“The one Roger Ailes hire that changed American politics forever,” *The Conversation*, July 22, 2016.

“Old gray hair ain’t what it used to be,” *Friends and Neighbors* (Summer 2016).

“Are Plugs for Pizza a Breach of Journalism Ethics?” *The Conversation*, Jan. 16, 2016.

“Coming Home to a Moonscape,” *Friends and Neighbors* (Fall 2015).

“The Umpqua, Oregon, Shootings: Portrait of the Killer as a Young Man,” *The Conversation*, Oct. 3, 2015.

“Casey at the Stat,” *Baseball Research Journal*, Fall 2015.

“Is the mainstream media in the tank for Clinton?” *The Hill*, October 15, 2015.

“The Numbing Routine of Responding to Mass Killings,” *Newsweek*, Oct. 5, 2015. Also published as “The Umpqua, Oregon Shootings: Portrait of the Killer as a Young Man,” *The Conversation*, Oct. 3, 2015.

“The Virginia On-Air Shootings: All-Too Real,” *The Conversation*, Aug. 26, 2015.

“Greece on the Brink, Dancing on the Edge of a Cliff,” *The Hill*, July 4, 2015.

“The Media and Baltimore: Covering the Dramatic versus the Representative.” *The Conversation*, April 29, 2015.

“Was the News Media Shamed into Covering the Murders in Chapel Hill?” *The Conversation*, Feb. 16, 2015.

“Brian Williams Is Now ‘Tourist Guy,’” *The Hill*, Feb. 10, 2015.

“The Reporter as Action Hero: What Could Possibly Go Wrong?” *The Conversation*, Feb. 7, 2015.

“Ready to Heed That Creative Urge?” *Friends and Neighbors* (Spring 2015).

“Fixing Higher Ed – Where to Start?” *The Hill*, Jan. 15, 2015.

“‘Serial’ and the Slow and Possibly Vain Search for Truth,” *The Hill*, Dec. 15, 2014.

“The Persistence of Anti-Semitism: The Ukrainian Case,” *The Hill*, Nov. 18, 2014.

“Too Tuned Out to Turn Out,” *The Hill*, Nov. 2, 2014.

“The Miracle of 1989,” *The Hill*, Oct. 17, 2014.

“Heckuva Job, Everyone!” *The Hill*, Oct. 4, 2014.

“Welcome Back to the Wonderful World of Home Ownership,” *Friends and Neighbors* (Fall 2014).

“Whoa, There! Journalism’s New Code of Ethics,” *The Hill*, Sept. 18, 2014.

“The System Works, Sort Of,” *The Hill*, Sept. 2, 2014.

“Can I Count on You to Read This Column?” *The Hill*, Aug. 11, 2014.

“The News about Flight 17: Tasteless Tweets and Graphic Accounts,” *The Hill*, July 21, 2014.

“The Sandusky Scandal Doesn't Go Away,” *The Hill*, July 3, 2014.

“Chelsea’s Baby in 2064!” *The Hill*, June 12, 2014.

Ukraine: Hoping without Hope,” *The Hill*, May 31, 2014.

“Newlyweds’ Gift to Their Grown Kids Is an Abiding Belief That Love Can Last,” *Friends and Neighbors* (Fall 2013).

“Honoring Thy Father, and the Grumbling That Goes with It,” *Friends and Neighbors* (Spring 2013).

“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

“Pack Journalism.” *The International Encyclopedia of Journalism Studies*, Wiley (in press).

*Among the Woo People: A Survival Guide for Living in a College Town*, Penn State University Press (2017).

“We Are – Going to Be OK.” In *Notes from Inside a Burst Bubble: Penn State Voices in the Darkest Days of a School and a Community*, Sheila Squillante and David Housley, eds. (2013).

“Mission Possible: Restoring Penn State Pride.” In *Notes from Inside a Burst Bubble: Penn State Voices in the Darkest Days of a School and a Community*, Sheila Squillante and David Housley, eds. (2013).

“Use of the Narrative in News Writing.” In *Contemporary Media Issues*, David Sloan and Jennifer Greer, eds. Vision Press (2012).

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

“‘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

“Write Like Your Hair Is on Fire.” Writing workshop leader in Scranton (Feb. 28, 2018); Pottsville (March 14, 2018); Pittsburgh (April 6, 2018); Webinar (April 13).

“The Truth About Fake News. Invited speaker. Penn State Student Affairs/ Center for Spiritual and Ethical Development, Penn State, April 2, 2018.

“Fake News.” Invited panelist. American Folklore Society meetings, Minneapolis, Minn., Oct. 20, 2017.

“Trust, Transparency and the News,” Keynote Speaker, Town Hall, State College Borough Building, Oct. 11, 2017.

“The Write Stuff: Sharpen Your Writing Skills,” Keynote Speaker, Pennsylvania NewsMedia Association Foundation, Harrisburg, June 22, 2017.

“Teach-in: The Real Story of Fake News,” panelist, April 10, Penn State.

“Your Right to Be Here and Mine: Lessons from Missouri.” Organized and led panel discussion of clash between protesters and journalists at the University of Missouri, Penn State, Nov. 17, 2015.

“Write Like Your Hair Is on Fire.” Led one-day writing workshop for Pennsylvania newspaper reporters in Washington, Pa., March 18, 2015.

“‘Snowfalling’ on Readers: Notes on The New York Times Multimedia Narrative Extravaganza Machine,” International Association for Literary Journalism Studies conference, Paris, May 15-17, 2014.

“Ukraine Today: ‘Hoping Against Hope’: Organized and moderated roundtable discussion on the 2013-14 upheaval in Ukraine. Penn State, March 31, 2014.

“Imperfect Consent and Other Journalistic Dilemmas,” Penn State Office of Research Protections Scholarship and Research Brownbag Series, Nov. 6, 2013.

“The Old Jew on Old Jewish Street: A Season in Lviv, Ukraine,” Fulbright Speaker Series, Central Pennsylvania Chapter of the Fulbright Association, October 23, 2013.

“News as Multi-Media Experience: From ‘Black Hawk Down’ to ‘Snow Fall,’” invited lecture, Linfield College, McMinnville, Ore., March 19, 2013.

“Multimedia Journalism,” guest lecture, Sonoma State University, March 4, 2013.

“Ethical Journalism in Four Weeks!” Four-lecture series, Ukraine Catholic University, Lviv, Ukraine, November-December 2012.

“The Role of the News Media in a Democracy,” journalism training for high school students in Dolyna, Ukraine, December 3, 2012.

“Idiomatic English,” a series of seminars for students and instructors of English as a foreign language, Ivan Franko National University, Lviv, Ukraine, Fall 2012.

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

- Dean’s Excellence Award, Integrated Scholarship, Bellisario College of Communications, Penn State, Spring 2018.
- 3<sup>rd</sup> place, Column Writing, 2018 Keystone SPJ Spotlight Contest
- 1<sup>st</sup> place, Column Writing, 2017 Keystone SPJ Spotlight Contest
- Fulbright Award to teach journalism at Ivan Franko National University in Lviv, Ukraine, Fall 2012.
- 2<sup>nd</sup> place, Online Column Writing, 2011 National Society of Newspaper Columnists writing contest.
- 2<sup>nd</sup> place, Online Column Writing, 2010 National Society of Newspaper Columnists writing contest.
- 2<sup>nd</sup> 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

2004-present                      Associate Professor, College of Communications, Penn State

2014-present                      Columnist, *StateCollege.com*, State College, Pa.

2009-2012 Columnist, *Statecollege.com*, State College, Pa.  
1995-2009 Columnist, *Centre Daily Times*, 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, *Centre Daily Times*, 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, *Modesto Bee*  
1985-1988 Staff Writer, *The Union-Democrat*, Sonora, Calif.

#### C. Education

Ph.D. University of Pennsylvania (1992), Folklore and Folklife  
Dissertation: "Bub's: Exchange and Talk of Change Among Old-  
timers 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