

Jenn Burleson Mackay

Curriculum Vitae

Virginia Tech
Department of Communication
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EDUCATION

University of Alabama

Tuscaloosa, AL

- Ph.D in Mass Communications: August 2008
- Dissertation Advisor: Jennings Bryant
- Dissertation Title: *Journalistic Ethics Scale: Measuring Constraints on Journalistic Decisions.*

University of Alabama

Tuscaloosa, AL

- M.A. in Journalism, August 2004
- Master's Thesis: *The Media Ethics Necessity: Do journalism students need to study ethics?*

University of North Carolina

Chapel Hill, NC

- B.A. in Journalism and Mass Communications, December 1998

REFEREED PUBLICATIONS

Mackay, J. B. (2008). Journalist reliance on teens and children. *Journalism & Mass Media Ethics* 23, 126-140.

Lowrey, W., & Mackay, J. B. (2008). Journalism and blogging: A test of a model of occupational competition. *Journalism Practice* 2(1), 64-81.

Lowrey, W., Brozana, A., & Mackay, J. B. (2008). Toward a measure of community journalism. *Mass Communication & Society*, 11, 275-299.

Lowrey, W., Gower, K. K., Evans, W., & Mackay, J. (2006). Assessing newspaper preparedness for public health emergencies. *Journalism & Mass Communication Quarterly*, 83, 362-380.

Scholarly books

Mackay, J.B. (2010). Gadgets, Gismos, and the Web 2.0 Election. In Hendricks, J. A. and Denton, R.E. (Eds.), *Communicator-in-Chief: How Barack Obama Used New Media Technology to Win the White House*. Lanham, MD: Lexington Books.

Other publications

Sloan, W. D., & Mackay, J. B. (Eds.), (2007). *Media Bias?* Jefferson, NC: McFarland & Company, Inc.

Mackay, J. B. (2007). Television Bias. In Sloan, W. D. & Mackay, J. B. (Eds.), *Media Bias?* Jefferson, NC: McFarland & Company, Inc.

In Press

Mackay, J.B. (in press). Journalistic Constraints: Weighing the pressures on ethical decisions. *Newspaper Research Journal*.

Mackay, J.B. (in press). Finding Justice Online in A Tormented College Town: Virginia Tech And The Anonymous Commentary War. In *Contemporary Media Ethics: A Practical Guide for Students, Scholars and Professionals in the Globalized World*, 2nd ed. Spokane, WA: Marquette Books.

Mackay, J.B. (in press). The Rise of The Techno-savvy Journalist. In Sloan, W. D. and Greer, J (Eds.), *Contemporary Media Issues*. Northport, AL: Vision Press.

Mackay, J.B. and Lowrey, W. (in press). The Credibility Divide: Reader Trust of Online Newspapers and Blogs. Submitted to *Journal of Media Sociology*.

Manuscripts Under Review

Mackay, J.B. The Medium Model of Journalistic Ethical Constraints. Submitted to *Journal of Mass Media Ethics*.

Mackay, J.B. Professional Standards Versus Morality: Does socialization impede Journalistic Ethics? Submitted to *Atlantic Journal of Communication*.

CONFERENCE PRESENTATIONS

Mackay, J.B. (October, 2011). Evolving Technology and the Audience Revolution. Presented at the 10th annual Convergence and Society Conference, Columbia, SC.

Mackay, J.B. (August, 2011). Dissecting Press Ethics: A Methodological Evaluation of the Discipline. Presented at the 94th annual conference of the Association for Education in Journalism and Mass Communication, St. Louis, MO.

Mackay, J. B. (August, 2009). A Journalistic Ethics Scale: Measuring Constraints On Journalists. Paper presented at the 92nd annual conference of the Association for Education in Journalism and Mass Communication, Boston, MA.

Mackay, J. B. (August, 2009). Journalistic Constraints: Weighing the pressures that surround the modern media. Paper presented at the 92nd annual conference of the Association for Education in Journalism and Mass Communication, Boston, MA.

Mackay, J. B. (August, 2007). The suffocating ethicist: A model of journalistic ethical constraints. Paper presented at the 90th annual conference of the Association for Education in Journalism and Mass Communication, Washington, D.C.

Lowrey, W., Woo, C., & Mackay, J. B. (August, 2007). A test of a measure of community journalism. Paper to be presented at the 90th annual conference of the Association for Education in Journalism and Mass Communication, Washington, D.C.

Mackay, J. B. & Lowrey, W. (May, 2007). The credibility divide: Reader trust of online newspapers and blogs. Paper presented at the 57th annual conference of the International Communication Association, San Francisco, CA.

Evans, W., Mackay, J. B., & Herring, L. (November, 2006). Journalists as participants in preparedness exercises. Paper presented at the first Readiness Communication Conference, Manhattan, KS.

Mackay, J. B. (August, 2006). To publish or not to publish: The Muhammad cartoon dilemma. Paper presented at the 89th annual conference of the Association for Education in Journalism and Mass Communication, San Francisco, CA.

Lowrey, W. & Mackay, J. B. (August, 2006). Journalism and blogging: a test of a model of occupational competition. Paper presented at the 89th annual conference of the Association for Education Journalism and Mass Communication, San Francisco, CA.

Lowrey, W., Brozana, A. & Mackay, J. B. (August, 2006). Toward a measure of community journalism. Paper presented at the 89th annual conference of the Association for Journalism Education in and Mass Communication, San Francisco, CA.

Mackay, J. B. (March, 2006). When children become news sources. Paper presented at the 31st annual Southeast Colloquium of AEJMC, Tuscaloosa, AL.

Mackay, J. B. (August, 2005). Succulent sins, personalized politics and mainstream media's tabloidization temptation. Paper presented at the 88th annual conference of the Association for Education in Journalism and Mass Communication, San Antonio, TX.

Mackay, J. B. (August, 2004). The media ethics necessity: Do journalism students need to study ethics? Paper presented at the 87th annual conference of the Association for Education in Journalism and Mass Communication, Toronto, Canada. Received the Carol Burnett Award for Best Student Paper from the Media Ethics Division.

Mackay, J. B. (February, 2003). Characteristics of colonial newspaper publishers. Paper presented at the American Journalism Historians Association Southeast Symposium, Panama City, FL.

RESEARCH EXPERIENCE

Graduate Research Assistant

- Institute for Communication and Information Research at The University of Alabama (fall semester 2006)

Intern, May 2006-August 2006

- Worked with emergency responder training across Alabama
- Acted as a journalist responding to simulated emergencies to help emergency responders prepare to handle real crises while gathering data on how to incorporate journalists into training scenarios

Graduate Research Assistant, August 2005-May 2006

- Institute for Communication and Information Research at The University of Alabama

Research Assistant, May 2005-August 2005

- Assisted in workshop for training journalists to cover bioterrorism and health issues
- Assisted in training workshops for health professionals to learn how to work with journalists

Graduate Research Assistant, August 2004-May 2005

- Institute for Communications and Information Research at The University of Alabama

TEACHING EXPERIENCE

Assistant Professor

Virginia Tech

Communication Ethics: fall 2011, spring 2012

- Developed new senior level communication course applicable to all communication majors.
- Explored ethical theories and applied those theories to a variety of cases ranging from journalism and public relations issues to contemporary issues in society.
- Students utilized critical thinking, argumentative writing and debate skills

Multimedia Reporting: spring 2012

- Developed new junior level reporting course that combines multimedia techniques with traditional writing
- Guided students to apply and evaluate writing techniques for both Web and newspaper media
- Placed heavy emphasis on photography and development of visual media while continuing to encourage strong writing skills
- Guided students to use free online tools for development of Web content

Multimedia Journalism: spring 2009, fall 2009, spring 2010, fall 2010, spring 2011

- Developed new advanced journalism course
- Students developed websites and how to merge multimedia content into their sites
- Students developed Web reporting skills

Media Institutions: spring 2010, fall 2010, spring 2011, fall 2011

- Guide students to understanding of contemporary media issues.
- Discussion of historical developments in the media.

Reporting: fall 2008, spring 2009

- Guide students to develop both feature and news writing skills
- Discussion of newspaper, broadcast, and Web writing techniques
- Discussion of the role that the journalist plays in society, interviewing techniques, etc

Magazine Writing and Study Abroad: summer 2009

- Assisted in leading International Perspectives on Communication Study Abroad program in Riva San Vitale, Switzerland
- Taught students the fundamentals of travel writing

Teaching Editor
The University of Alabama

The Missing Ink: mid-spring 2007- mid-fall 2008

- Supervision of new, student-based, online art publication at The University of Alabama: <http://missingink.ua.edu>
- Used a mentoring style to help inexperienced students learn basic journalism principles
- Helped students learn to use a more creative writing style within the journalistic boundaries of an art publication
- Supervision of independent study students working for the publication

Instructor
The University of Alabama

Beat Reporting: summer 2007

- Instructor for advanced, required journalism course
- Students study the skills needed to fully develop a beat
- Students develop both feature and hard news writing skills

Public Affairs Reporting: fall 2005, spring 2006

- Instructor for advanced, optional journalism course
- During the fall course, students were required to cover the presidential election on election day, filing deadline stories online for the college's news Web site, *Dateline Alabama*
- During the spring semester, funding was acquired from the Alabama Press Association to allow over-night group trip to Montgomery, AL where students wrote state government stories that were published in weekly newspapers across the state

Reporting: summer 2003, fall 2004, spring 2004, summer 2004

- Instructor for Introductory news writing course required for public relations and news editorial majors
- During fall and spring semesters, handled lectures, assigned grades and supervised three teaching assistants who monitored writing lab sessions
- Took over course in fall 2004 when the professor of record unexpectedly passed away
- During summer sessions, handled lectures, tests, and graded writing assignments without teaching assistants

Teaching Assistant
The University of Alabama

Reporting: fall 2002, spring 2003

- Supervised students in writing labs, graded papers, assigned lab grades

Other Teaching Experience

Contemporary Issues (graduate level course In Knight community journalism program) spring 2007

- Invited to lead three lectures on journalism ethics

Alabama Scholastic Press Association speaker, State Conventions 2003, 2004

- Talked to high school students about interviewing techniques and writing styles

Panelist, Journalism 100

- Discussed experiences as a working journalist, fall 2006

PROFESSIONAL EXPERIENCE

The Roanoke Times, Roanoke, VA, December 2000-August 2002

- County government reporter, covered Pulaski County government, schools, crime, court, and features for 100,000-circulation daily
- Stories include: series following an unemployed couple going back to school, a dying town tries to reinvent itself as a Polish village, residents discover they are driving illegal cars after a dealership closes

Asheville Citizen-Times, Asheville, NC January 1999-December 2000

- Education reporter from August 1999-December 2000
- Covered local schools from primary through college for 60,000-circulation daily paper
- Suburban reporter from January-August 1999
- Covered Buncombe County communities, enterprise stories, features, community concerns
- Stories include: lack of minorities at local university, dog abandoned by veterinarians, struggle for and against countywide zoning, statewide fight for more teachers, a child learns to skate with a prosthetic leg

Hickory Daily Record, Hickory, NC, May-December 1998

- Reporter, covered Burke County and city government issues, police, education, features for 20,000-circulation daily
- Stories include: tanker explosion closes Interstate 40, manhunt for double homicide suspect, surgery to save a baby bear's leg
- Worked full-time in Hickory and commuted two hours to Chapel Hill because I was also a full-time student

The Chapel Hill Herald, Chapel Hill, NC January-May 1998

- Correspondent, wrote 2-4 stories weekly for daily paper
- Covered county and city government issues, education, features

WJHL-TV, Newschannel 11, Johnson City, TN May-December 1997

- Videographer/writer, assisted in television coverage of stories across eastern Tennessee for medium-sized television station
- Conducted interviews, wrote broadcast features, operated video camera, edited video, worked under strict deadlines

Hickory Daily Record, Hickory, NC, June-August 1996, December 1996

- Reporting Internship
- Covered general assignments as instructed and generated story ideas

AWARDS AND RECOGNITION

Best Student Paper/Carol Burnett Award

- Media Ethics Division, Association for Education and Journalism in Mass Communication for The media ethics necessity: Do journalism students need to study ethics? Paper presented at the 87th annual conference of the Association for Education in Journalism and Mass Communication, Toronto, Canada

Outstanding Master's Student Award

- University of Alabama, April 2004

SERVICE

Association for Journalism and Mass Communication, Mass Media Ethics Division

- Professional Standards Chair, Media Ethics Division 2010-2011
- Newsletter Editor, Media Ethics Division, 2010-2012
- Teaching Chair, Media Ethics Division, 2009-2010

Virginia Tech

- Department Curriculum Committee member; 2009-2011
- Advisor for Virginia Tech chapter of the Society of Professional Journalists 2011-present
- Electronic Production and Journalism Curriculum Committee member; 2008-2011
- Department Research Task Force member; 2009-2011
- Extensive involvement in journalism curriculum revision; 2008-2010
- Presented revised and new courses for curriculum to College Curriculum Committee, 2010
- Multimedia tenure track faculty search committee member 2010-2011
- Multimedia instructor faculty search committee member 2011-2012

Association for Practical and Professional Ethics

- Chair of panel session

The University of Alabama

The University of Alabama Media Planning Board member, 2003-2004

- Member of decision-making board governing the university's student media including school newspaper, radio station, yearbook, and other media
- Moderator, Law Division, 31st annual Southeast Colloquium, March 2006, Tuscaloosa, AL

PROFESSIONAL AND ACADEMIC AFFILIATIONS

Association for Education in Journalism and Mass Communication
(AEJMC)

Kappa Tau Alpha National Honor Society