Mark A. Mederson, Ph.D.

EDUCATION

Ph.D. - Journalism and Mass Communication

University of Wisconsin-Madison (2019)
Dissertation: "From Hated to Hero: How the dominant contemporary media and cultural memory have appropriated Jack Johnson, Joe Louis and Muhammad Ali as modern-day all-American heroes,"
Advisor: Dr. Sue Robinson
Dissertation Committee: Drs. Sue Robinson, Hemant Shah, Stephen Vaughan (Journalism and Mass Communication), Michael Thornton (Afro-American Studies), Sean Dinces (Long Beach College, History)

M.A. - Journalism and Mass Communication

Texas State University-San Marcos (2011)
Thesis – "High Tech Safety: Using web camera technology for the purpose of prison visitation"
Advisor: Dr. Sandhya Rao
Thesis Committee: Drs. Ray Niekamp, Phillip Salem, and Frank Walsh

B.A. - Radio, Television and Film

University of Kentucky, Lexington (1983)

TEACHING EXPERIENCE

Faculty (full-time, tenure track)
Assistant Professor of Media Studies

Loras College – Dubuque, Iowa (2018 to present)
Courses taught

- COM492 – Journalism Practicum
  This is a hands-on course working with the Lorian (student newspaper) for students seeking a journalism minor.
- COM395 – From the Box Office to the Boxing Ring
  In this course students examine and analyze the rich history of the boxing film genre, both fictional and non-fictional. In an effort to help students develop a sense of social identity similar to the boxers in the films, students also participate by developing their skills in the form and movements of the sport of boxing.
- COM310 – Sports Media
  This course focuses on developing students' abilities to work to deliver sports media. In addition to developing their skills in front of the camera, students will learn to effectively produce, shoot and edit sports media. Students will explore sports storytelling, live game broadcasts, still photography, print and social media.
- LIB305 – Senior Portfolio
  This online course is for graduating seniors who are building their portfolio website. Students consider their growth and development through their general

education experiences, as well as other educational and extra-curricular endeavors, in the context of the Dispositions of a Loras Educated Person, which are the connective conceptual threads for the Loras general education program. Additionally, students are instructed on the conventions of design and information delivery for the web.

- COM 290 – Communications Management
  This course focuses on introducing students to management techniques in the media industry. The course also introduces students to the roles of employees within media entities (like television and radio stations).
- COM280 – News Analysis
  In this course students develop skills in storytelling through the production of content for broadcast news programs. Students are taught field production techniques with broadcast quality digital production gear.
- COM225 – Media Writing
  This course introduces students to storytelling techniques for news, public relations and marketing. This includes everything from developing a breaking news story for print journalism to writing content for social media and the web.
- COM131 – Media and Society
  In this course students discover the rich history of mass communication from oral storytellers to the printing press to the rise of the internet. Students are also introduced to basic research techniques and demographics. This course helps students to develop a high level of media literacy.

Adjunct Faculty

- Beloit College - Theatre, Dance and Media Studies
- University of Wisconsin-Whitewater - College of Arts and Communication
- Marquette University - Diederich College of Communication
- Texas State University-San Marcos - Journalism and Mass Communication
- Richland College (Dallas Community College District) - Journalism

Courses taught

JOUR125**,** Introduction to Journalism – Fall 2016, Beloit College

- This course covers the basic techniques of reportage, from researching to writing to editing. Emphasis on writing for newspapers, though other print and broadcast media also will be examined. Students will build and maintain a WordPress site based on a topic of their choosing.

COM285, Social Media Optimization – Fall 2015 - Spring 2016, University of Wisconsin-Whitewater

- This course examines the roles, scopes and function of social media in journalism, public relations and advertising. Students learn how to engage with online communities to inform, promote and/or advertise. Students are introduced to the ethical issues involved with social media use. Students learn about analyzing web trend statistics in order to optimize the discoverability, visibility and popularity of their message or brand.

JOUR1100, Intro to Journalism - Spring 2012, Marquette University

- This course covers basic journalism skills and concepts, including news values,

story selection and fact verification by covering neighborhoods and events. Students find and interview sources and write for radio, TV, web and print, with emphasis on writing for print and audio skills.

MC4356I, Digital Storytelling - Fall 2010, Texas State University-San Marcos

- A mass communication course, which is limited to journalism and electronic media majors. The course provides the basics of video storytelling including camera operation in the field and editing with Final Cut Pro for students who may or may not have any practical production experience. (I was asked to teach this course in addition to my role as a teaching assistant in another course.)

COMM1335, Broadcast Journalism – Fall 1990 and Spring 1991, Richland College

- This course covers broadcast television production, with an emphasis on television news. The course also has a six-week TV studio lab where students learn to operate the studio and control room equipment. The final project is the recording of a 30-minute interview program that is broadcast on local cable.

GRADUATE TEACHING ASSISTANT

University of Wisconsin-Madison
Fall 2014 – Spring 2016
UW Design Lab - University of Wisconsin-Madison
Instructor Workshop Curriculum Designer and Consultant

- Trained faculty and staff to develop assignments with digital and social media platforms (e.g. Twitter, video production, webpage design with WordPress and effective research poster presentations).
- Consulted with graduate and undergraduate students one-on-one and in small groups on the conceptual, aesthetic and technical design of digital media projects.
- Presented the basics of design and the benefits of Design Lab in classrooms.
- Managed and produced content for the program's Twitter account.

Spring 2016 (One semester as a TA and one as a part-time co-instructor)
J475 – Special Topics in Advanced Concepts and Skills (documentary film making)
An in-depth exploration of the concepts and skills necessary to develop a short documentary film. Students learned the theoretical and technical skills necessary in order to develop a non-fiction video covering the topic of their choosing.

Fall 2014 – Fall 2016
J419 – Electronic News for Web and Broadcast
Worked with students in this television news course as they developed professional skills essential for competence in electronic news writing, editing and production for the web and for broadcast. Presented lectures on audio, lighting, interviewing and visual storytelling.

Spring 2012 - Spring 2014
J202 – Mass Communication Practices
This course provides students with a foundation of basic communication skills, helps

students develop an appreciation of how different media influence the nature of information presented, and introduces students to technical skills. This course is the first journalism class that majors take once they have been admitted to the J-school (6 hours). Students completed assignments in multiple print and digital formats including:

- News and feature writing for print
- Website design and implementation
- Audio news and feature stories
- Audio slideshows
- Video news and feature stories
- Print layout and design
- Info graphics (by the numbers, timelines, maps, etc.)

Texas State University-San Marcos
Fall 2009 – Spring 2011
MC3311, Video Production – Fall 2009, Spring 2010, Spring 2011

- Worked with the lead instructor to present the basics of analog and digital video production and post-production. Emphasis on techniques used in producing newscasts, commercials, and public service announcements through both studio and field production. Assisted in the production of two weekly, live newscasts for local cable (3 hours).

Spring 2010
MC4307, Advertising Campaigns

- Assisted the instructor in the classroom and graded assignments, quizzes and exams (3 hours).

Fall 2009
MC3368, Advertising Copywriting

- Assisted the instructor in the classroom and graded assignments, quizzes and exams (3 hours).

PUBLICATIONS

First Author, "Flipping the Frame: How Rudy Gobert went from an episodic bad actor to a thematic hero." This paper looks at media coverage of NBA player Rudy Gobert and his positive COVID result in March, 2020. *The Journal of Sports Media* (due for publication in the winter of 2023).

Author, "Joe Louis: The first black, white hope." A chapter for a sports media history anthology book for Routledge Publishers. The chapter looks at the cultural memory by comparing archival newspaper coverage of Louis to contemporary media presentations of the fighter (Fall, 2020).

Mirer, Michael, Mederson, Mark A**.** "Leading With the Head: How NBC's *Football Night In America* framed football's concussion crisis." *The Journal of Sports Media* (Spring, 2017).

CONFERENCE PRESENTATIONS

"Who's in the frame: Associated Press coverage of trans sports bans." A content analysis of the framing of A.P. coverage of trans sports bans in schools. Accepted to present at the International Communication Association Conference – (Queensland, Australia – June, 2024).

Top Sports Paper Panel (second author) "Stick to the virus: How sports reporters used COVID-19 to assert journalistic authority." International Communication Association – (Paris – May, 2022).

(First author) "Flipping the Frame: How Rudy Gobert went from an episodic bad actor to a thematic hero." The Association for Education in Journalism and Mass Communication 2021. (Virtual conference, August, 2021.)

Top Paper Award "Louis vs. Schmeling II: How cultural memory and the contemporary media appropriated Joe Louis as an all-American hero." Central States Communications Association Conference, 2020, Chicago, Illinois (conference cancelled due to COVID).

"The In Crowd: Community Formation in the Boxing Pages of the Bleacher Report Website." The Society for Ethnology and Folklore Conference, 2017, Gottingen, Germany. (Accepted but was unable to obtain the funding necessary to attend at that time.)

"Louis vs. Schmeling II: How the 'Fight of the Century' was presented in the press in 1938." Presented at the Sports and Society Conference 2015, Toronto, Canada.

(Second author) "Leading With the Head: How NBC's *Football Night America* framed football's concussion crisis." Presented at the International Communications Association Conference (ICA) 2015, San Juan, Puerto Rico (Sports Communication Division).

"'I Ain't Got No Quarrel With Them Vietcong:' Newspaper Sports Coverage of Muhammad Ali During the Tumult Between 1960 and 1971." Presented at the Athletes and Social Change Conference 2014, Muhammad Ali Center, Louisville, Kentucky.

"Leading with the Head: Episodic and thematic framing of concussions in NBC's *Football Night in America*." Presented at the Communications Crossroads Conference, University of Wisconsin-Madison 2014.

FELLOWSHIPS, SCHOLARSHIPS AND AWARDS

- Mellon Public Humanities Fellowship, 2017-2018 – worked with the UW-Madison athletics communications director to help promote the 100th anniversary of Camp Randall stadium
- Mellon-Wisconsin Summer Fellowship (for dissertation writing), 2016
- Graduate Student Peer Mentor Award – University of Wisconsin-Madison, 2015
- Madison Commons Project, 2014 and 2015 - Awarded funding to work as the video editor and to mentor staff reporters with an interest in sports video storytelling.
- Outstanding Graduate Student – Texas State University-San Marcos, 2011

- Outstanding Graduate Teaching Assistant - Texas State University-San Marcos, 2011
- Alpha Chi, Texas Iota Chapter, 2010 – selected as a member of the National College Honor Scholarship Society

PROFESSIONAL EXPERIENCE

See samples of video and writing at medersonportfolio.com.
2009 – present, Freelance Journalist (print and video).

- Contributor to the *Telegraph Herald*, the Dubuque, Iowa daily newspaper.
- Producer, camera operator and editor for the Madison Radicals professional ultimate Frisbee team. Worked with the team's owner and general manager to create promotional videos that were used on the team's website.
- Video Editor for the online community news site, *Madison Commons*. Producer, camera operator and editor. Developed video content for the site. Also mentored staff reporters, assisting them in creating video content for the site.
- Published articles focusing on travel in the *Austin American Statesman*.
- Correspondent for the Turner Media Sports website, *Bleacher Report* specializing in boxing.

2001 – present, Documentary Filmmaker. Produce, direct and edit a number of documentary films, both full-length and short form. These films have been featured on broadcast television and at film festivals both nationally and internationally.

1996 – present, Freelance Field Producer and Camera Operator. Create content for network broadcast, cable network and corporate clients. Client list includes: CNN, Fox News, MSNBC, ESPN, and numerous other network, cable and corporate entities.

1993 – 1996, Pyramid Productions, Dallas, Texas. Producer, reporter, camera operator and editor for several local and regionally syndicated sports and entertainment shows. Covered the Dallas Cowboys (including two Super Bowls), Texas Rangers, Dallas Mavericks and the Dallas Stars. Also produced a country and western music and lifestyle program.

1991 – 1993, Sports Reporter and Anchor, WAFF Television (NBC affiliate), Huntsville, Alabama. Covered local and regional sports. Also covered NASCAR racing and the NCAA college football national championship in New Orleans, Louisiana.

1984 – 1991, Coordinator of Video Marketing, Richland College, Dallas, Texas. Produced and directed television programs for educational as well as internal and external communication purposes. Initiated the start-up and programmed a full-time television channel that originated from the campus and was broadcast to cable subscribers in the area.

PROFESSIONAL HONORS

2015 - Selected to appear as a guest on the Wisconsin Public Television show, "Director's Cut." The show features a 30-minute interview with a film director followed by the broadcast of the director's film. The June episode featured my documentary,

"Lifers."

2005, Audience Choice Award – Bluegrass Independent Film Festival, Louisville, KY. For the full-length documentary film, "Lifers: a prison documentary"

2004, Audience Choice Award (runner-up) – Detroit Docs International Film Festival, Detroit, MI., "Lifers: a prison documentary"

1992, Best Television Sports Feature, Huntsville Press Writers Association

1992, Best Television Sports Series (nominee), Alabama Associated Press

SERVICE

2022 – present, Loras Boxing Club, faculty advisor.

2020 – present, *The Lorian*. On-campus advisor for the Loras College weekly student newspaper.

2021 – present, student awards committee (chair, 2022-2023), including as emcee of the student awards gala.

2019 – 2022, faculty policies committee (three-year term).

2014 – 2015, Veterans Administration Hospital, Madison, Wisconsin – volunteer writer in the "My Life, My Story" project.

2012, Marquette University student film festival jury member judging short narrative and documentary student films.

2010-2011, Texas State University – volunteer peer mentor to a fellow graduate student.

2009-2010, USA Boxing – certified judge and referee for USA Boxing sanctioned amateur boxing meets in Central Texas.

2006 – 2012, Texas Criminal Justice Coalition – volunteer board member.