

Heidi E. Huntington
Curriculum Vitae

HEIDI E. HUNTINGTON

Department of Journalism and Technical Communication
Colorado State University
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Education

- 2016 (Expected) **Ph.D., Public Communication and Technology**
Colorado State University, Fort Collins, CO
Adviser: Dr. Rosa Mikeal Martey
- August 2011 **M.S., Communication and Media Technology**
Rochester Institute of Technology, Rochester, NY
- May 2006 **B.S., Journalism**, summa cum laude
SUNY College at Brockport, Brockport, NY

Teaching Experience

- 2012-Present **Graduate teaching assistant**, Department of Journalism & Technical
Communication, Colorado State University, Fort Collins, CO
- 2012 **Adjunct instructor**, Front Range Community College, Longmont, CO
- 2009-2010 **Graduate teaching assistant**, Department of Communication, Rochester
Institute of Technology, Rochester, NY

Publications

Peer-reviewed journal articles

Huntington, H. & Worrell, T. (2013). Information communication technologies in the classroom: Expanding TAM to examine instructor acceptance and use. *Journal of Educational Multimedia and Hypermedia*, 22(2), 147-164.

Conference Proceedings

Huntington, H. E. (2013). Subversive memes: Internet memes as a form of visual rhetoric. *Selected papers of Internet Research*, 3. Retrieved from <http://spir.aoir.org/index.php/spir/article/view/785>

Huntington, H. E. (2012). Expanding the Technology Acceptance Model: Exploring variables related to teacher adoption of digital media technologies in the classroom. In T. Amiel & B. Wilson (Eds.), *Proceedings of World Conference on Educational Multimedia, Hypermedia and Telecommunications 2012* (pp. 1994-2003). Chesapeake, VA: AACE.

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Conference Presentations

Submitted/in Preparation

Huntington, H.E. (2014, April). "Have You Tried Turning It Off and On Again? A Fantasy Theme Analysis of Internet Memes Related to the 2013 U.S. Government Shutdown." Accepted to the Politics Portrayed in Electronic Print and Media Subject Area, Popular Culture Association/American Culture Association (PCA/ACA), Chicago, IL.

Huntington, H.E. (2014, February). "Dismantling the American Dream: A Metaphoric Critique of Occupy Wall Street Rhetoric on the Streets and Online." Accepted to the Rhetoric and Public Address interest group of the Western States Communication Association, Anaheim, CA.

Presented Papers

Huntington, H. E. (2013, October). "Subversive Memes: Internet Memes as a Form of Visual Rhetoric" for the Association of Internet Researchers 14.0, Denver, CO.

Huntington, H. E. (2013, March). "Big Bird, Binders Full of Women & Bayonets and Horses: Framing Internet Memes as Political Discourse in Mainstream Media Coverage of the 2012 U.S. Presidential Debates" for the Politics Portrayed in Electronic Print and Media Subject Area, Popular Culture Association/American Culture Association (PCA/ACA), Washington, D.C.

Huntington, H. E. (2012, June). "Expanding the Technology Acceptance Model: Exploring Variables Related to Teacher Adoption of Digital Media Technologies in the Classroom" for the Conceptual & Empirical Study area, EdMedia: World Conference on Educational Multimedia, Hypermedia & Telecommunications, Denver, CO.

Bruening, H. E., Provenzano, R. & Marsh, T. (2010, May). "Setting boundaries: Instructor Self-Disclosure in Face-to-Face and Computer-Mediated Communication Contexts." Presented in panel session at the annual meeting of the Faculty Institute for Teaching & Learning, Rochester, NY.

Bruening, H. E. (2010, April). "New Media, Literacy and Social Semiotic Theory: A Literature Review." Graduate student poster session, Eastern Communication Association, Baltimore, MD.

Invited Talks

Huntington, H. E. (2013, November) *Subversive Memes: Internet Memes as a Form of Visual Rhetoric*. Center for Communication and Technology Research, Dept. of Journalism & Technical Communication, Colorado State University.

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Courses Taught

Instructor of Record

Colorado State University, Fort Collins, CO

JTC 351 — Publicity and Media Relations

Fall 2013

Full-charge instructor of combined lecture/lab public relations writing course. Developed course content based on specified learning outcomes. Topics covered the writing and deployment of basic publicity strategies such as news releases, media advisories and fact sheets; media relations, including understanding the dynamics of working with media gatekeepers; and social media strategies to communicate with both media gatekeepers and the public. The course heavily incorporated RamCT (Blackboard) to manage course material and deliver assignments and tests.

Front Range Community College, Longmont, CO

COM 115 — Public Speaking

Spring 2012

Full-charge instructor of two sections of basic public speaking course. Developed course content including syllabus and assignments. Topics included informative and persuasive speech-making, ethics, and designing visual materials in support of the speech. Emphasis was placed on effective speech-writing, as well as delivery. Assignments consisted of a variety of speech types, including a pecha-kucha style presentation delivered with timed PowerPoint slides. Maintained a course website in Desire2Learn (D2L).

JOU 105 — Introduction to Mass Media

Spring 2012

Full-charge instructor of introductory mass media course. Developed course content including syllabus and assignments. Topics covered the history and development of modern mass media, from print to the Internet. Assignments included a media use diary and reaction paper, and two critical thinking exercises with reaction papers. Maintained a course website in Desire2Learn (D2L).

Graduate Teaching Assistant

Colorado State University, Fort Collins, CO

JTC 100 — Media in Society

Fall 2013, Spring 2014

Supported lead instructors for large undergraduate general education elective course. Graded papers and led recitation exercises.

JTC 300 — Professional & Technical Communication

2012-2013, Spring 2014

Led two recitations per semester (50 students/semester) for a large undergraduate advanced writing course of primarily non-department majors. Topics covered a variety of professional and technical communication situations, including audience research, concise writing and ethics. Assignments included résumés and cover letters, instruction manuals, white papers and feasibility reports. Created grammar, editing, and creative exercises to reinforce lecture materials. Graded all writing assignments. Held office hours and answered student questions about assignments. Used RamCT (Blackboard).

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Rochester Institute of Technology, Rochester, N.Y.

Prepared, presented engaging guest lectures; observed and was mentored in pedagogy strategy; wrote quizzes and assisted with course administrative tasks. Quarter-time appointment.

COM 416 — Newswriting Fall 2009

COM 410 — Computer-Mediated Communication Winter 2010

COM 417 — Newswriting II (two sections) Spring 2010

Research Experience

2013 **Research assistant (independent study credit)**, VISIOS Project
Assisted in the development and refinement of a codebook for self-disclosure in online chat logs as part of a cross-institution research project on interaction in online environments. Coded practice chat logs and calculated inter-coder reliability. Ran experiment sessions to collect data.
PIs: Dr. Rosa Mikeal Martey, Colorado State University and Dr. Jennifer Stromer-Galley, Syracuse University

Professional Experience

2011 **Classified substitute**, Thompson School District, Loveland, CO
Served as per-diem substitute for district clerical and support positions, including school technology facilitator and library media assistant.

2010-2011 **Freelance writer/editor**, self-employed
Wrote knowledgeable, understandable pieces on a variety of subjects for publication on the website eHow.com. Edited articles and provided feedback for Demand Media writers.

2009-2010 **Copy editor/page designer**, Messenger Post Media, Canandaigua, NY
Used QuarkXPress and NewsEdit Pro to prepare the Sunday edition of *The Daily Messenger* (weekend circulation ~12,000) for publication. Placed text and images on the page to produce a visually appealing newspaper. Selected and edited national and international Associated Press copy to appear in the Sunday edition. Collaborated with the Sunday Editor and other departments. This position was part-time while attending graduate school.

2008-2009 **Copy editor/page designer**, Messenger Post Media, Canandaigua, NY
Paginated multiple hyper-local weekly newspapers covering parts of Monroe, Ontario and Wayne counties (total circulation ~107,000) using QuarkXPress and NewsEdit Pro. Designed pages on deadline (including

1A) for a hyper-local daily newspaper, *The Daily Messenger*, (weekday circulation ~10,000). Edited copy for Associated Press and house style, grammar and flow. Prioritized workload and coordinated multiple, simultaneous projects for timely completion in a fast-paced deadline environment. Served as editor, page designer and webmaster of *The Golden Times*, a bi-weekly publication targeting senior citizens from March to August 2009, in addition to my other duties.

2008-2009

Copy editor/page designer/ special supplements coordinator,
Finger Lakes Times, Geneva, NY

Edited and designed niche pages and special advertising supplements of hyper-local, daily newspaper (circulation ~16,000 weekdays; 18,000 weekends) using QuarkXPress and NewsEdit Pro. Assigned stories to reporters and recommended articles for publication. Edited news and entertainment copy and wrote headlines and photo captions. Designed and proofed news pages on deadline for the daily publication. Updated news content on website daily. Prioritized and multi-tasked among multiple projects in a deadline environment. Collaborated with other departments to ensure timely publication of products. Responded to public relations inquiries and provided customer service for consumers by resolving readership questions about content or submissions.

2005-2006

News editor, *The Stylus* [student paper], Brockport, NY

Developed, planned, wrote, edited and designed news content for weekly student-run newspaper using QuarkXPress. Recruited staff reporters and assigned stories; pitched story ideas to editorial board. Maintained relations with college's media office and other departments. Promoted from staff writer and copy editor (2004-2005). These positions were part time.

2005

Intern, Post Central, Rochester, NY

Assisted with regional and national TV advertisement duplication and distribution, other tasks as assigned in duplication and post-production departments of creative communications company.

Awards

2008

Honorable mention, Best Headline category, New York Associated Press Association writing contest, 2008.

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Service

2010

Panel moderator

Conference for Undergraduate Research in Communication, RIT,
Rochester, NY

2010

Search committee student member (informal)

For William A. Kern Professor in Communication position, Department of
Communication, Rochester Institute of Technology

2008-2009

Tutor

Literacy Volunteers of Ontario-Yates Counties, Canandaigua, NY
Assessed adult learners' (18+) literacy needs and developed individualized
curriculum and lesson plans as a volunteer literacy tutor. Met one-on-one
with adult learners to help them meet their literacy goals, such as
improving reading and learning conversational and written English.
Trained in TESOL strategies to work with speakers of other languages.

Professional Memberships

Western States Communication Association, 2013-Present

Association of Internet Researchers, 2013-Present

Popular Culture Association/American Culture Association, 2012-Present