

Stephen Joseph McConnell

C.V., 2018

Colorado State University
Department of Journalism and Media Communication

Contact

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Education

2017 – Present

- Doctoral Student, Public Communication and Technology, *Colorado State University*
 - Specialization: Human Behavior and Technology
 - Concentration: Social Policy and Technology
 - Cognate: Writing in Traditional and New Media Environments

2016

- M.S., Professional Writing, *New York University*
 - Emphasis: Business-Promotional Writing; Digital-Social Media; Website-Visual Design; Information Architecture, HTML, and SEO
 - Thesis: Twitter and the 2016 U.S. Presidential Campaign: A Rhetorical Analysis of Tweets and Media Coverage
 - Fellowship Recipient

2005

- B.S., English, *Radford University*
 - Minor: Geography

Academic Positions

2018-Present

- Instructor, Department of Journalism and Media Communication, *Colorado State University*
 - Lead instructor for undergraduate newswriting course

2017-Present

- Graduate Teaching Assistant, Department of Journalism and Media Communication, *Colorado State University*
 - Teach/lead two sections of professional writing undergraduate course; create weekly lecture materials and in-class writing exercises; grade major assignments

- Teaching assistant, media in society; introduction to media studies course; lead discussion sections.

Research Interests

Investigating how digital communicative technologies are reshaping our culture, knowledge, perceptions, and information systems, including news dissemination; propaganda (examination of elite media propaganda and fake news); and algorithms, particularly personalization of news/information, and their effect on individual and collective cognition.

Journalism Positions

2010-2013

- Reporter (Full-Time), *Scranton Times-Tribune*, Scranton, Penn.
 - Award-winning enterprise and investigative reporter
 - Produced more than 1,000 high quality, research and source-driven stories

2008-2009

- Reporter (Full-Time), *The Wayne Independent*, Honesdale, Penn.

2008

- Reporter (Part-Time), *Times Shamrock Community Newspaper Group*, Scranton, Penn.

2006-2007

- Reporter (Full-Time), *Foley Onlooker*, Foley, Ala.

Marketing Positions

2014-2018

- Owner/Operator, *Guiding Type*, Denver, Colo.
 - Founded digital marketing and professional writing agency

2016-2017

- Content/Marketing Director, *Conundrum Press*, Denver, Colo.
 - Developed and executed comprehensive marketing, media, and publicity strategies for authors and organization

2013-2016

- Writer/Publicity Committee, *Rock the Earth*, Denver, Colo.
 - Developed series of columns focusing on environmental issues; published in *The Huffington Post*

2013-2014

- Owner/Editor, *Climate Times*, Denver, Colo.
 - Founded digital publication focusing on environmental issues

Research Positions

2018-Present

- Research Assistant to Dr. David Wolfgang, *Colorado State University*, Denver, Colo.
 - Wrote qualitative methods sections for two in-progress journal articles, broadly focusing on audience impacts to newsgathering at select U.S. media outlets
 - Conducted series of semi-structured interviews with journalists, to be followed by qualitative coding analysis, interpretation, and development of findings, implications, and conclusion sections

2013-2014

- Research Fellow, *Rocky Mountain Climate Organization*, Denver, Colo.
 - Integral writing and research role leading to development of white paper detailing mass forest risks in U.S. West due to climate change
 - Developed in collaboration with *The Union of Concerned Scientists*

Conferences-Invited Panel Discussions

McConnell, S.J. (2018). “Lock Her Up: Limitations and Liberations of New Media Expression.” Accepted for presentation to the Communication University of China and the National Communication Association international conference, Communication, Media, and Governance in the Age of Globalization, June 22-23, Beijing, China.

McConnell, S.J. (2018). “Lock Her Up and the Circuit of Culture: Evaluating Effectiveness of a Critical Cultural Paradigm in New Media.” Accepted for presentation to the Western Social Science Association conference, April 5-8, San Antonio, Texas.

McConnell, S.J. (2018). “Entrepreneurs and the Digital Economy.” Panelist at New York University virtual forum, April 17, New York City, New York.

McConnell, S.J. (2016). “Traditional and New Media Marketing Techniques for Fiction and Non-Fiction Writers.” Panelist at the 17th Annual Writing the Rockies Conference, June 20-24, Gunnison, Colorado.

McConnell, S.J. (2016). “Author’s Selected Poetry.” Reading at Lighthouse Writers Workshop’s annual Lit Fest conference, June 2-16, Denver, Colorado.

Published Works

Scholarly

In development, two journal articles analyzing audience impacts to newsgathering at select U.S. media outlets.

Selected Journalism

McConnell, S.J. (2013). Scranton's burgeoning Indian community putting down roots and sharing culture. [Full Article](#).

McConnell, S.J. (2013). Two years later, some normalcy returns to river communities. [Full Article](#).

McConnell, S.J. (2013). Wealth denied. [Full Article](#).

McConnell, S.J. (2013). Point, click, arrest. [Full Article](#).

McConnell, S.J. (2013). Violence at federal prison in Wayne County nothing new, some blame staffing levels. [Full Article](#).

McConnell, S.J. (2012). Mellow case remains secret as plea nears. [Full Article](#).

McConnell, S.J. (2012). Carbondale man struggles to rebuild charred family home before judicial sale. [Full Article](#).

McConnell S.J. (2011). Blaze rips through Dickson City home; 'I don't know where we are going to live,' victim says. [Full Article](#).

McConnell, S.J. (2011). Mystery of Bethany Bones still unresolved. [Full Article](#).

McConnell, S.J. (2011) System putting strain on cops. [Full Article](#).

McConnell, S.J. (2011). Four state agencies probe misuse of taxpayer money in Starrucca borough. [Full Article](#).

McConnell, S.J. (2011). Trash, toxic emissions up at local landfills. [Full Article](#).

McConnell, S.J. (2011). Dunmore landfill accepting gas drilling waste that may be radioactive. [Full Article](#).

McConnell, S.J. (2010). Small town, big pay: Honesdale code officer draws more than \$800,000 in seven years. [Full Article](#).

McConnell, S.J. (2010). NEPA schools preparing workers for jobs in gas-drilling industry. [Full Article](#).

McConnell, S.J. (2009). Gas driller cited for violation after environmentalist takes photos. [Full Article](#).

McConnell, S.J. (2007). The changing of the guards: Bay Minette, election night. [Full Article](#).

Selected Op-ed

McConnell, S.J. (2016). Forget Star Wars; Get Ready for Water Wars. *The Huffington Post*.

McConnell, S.J. (2015). Bees, Foxes and Hens: EPA's Failure to Protect Our Food Supply. *The Huffington Post*.

McConnell, S.J. (2015). Give Us the Whole Truth about Fracking. *The Huffington Post*.

McConnell, S.J. (2015). Tipping the Scales in Our Favor: Carbon Divest/Renewable Invest. *The Huffington Post*.

McConnell, S.J. (2015). Climate Change and the True Wealth of Nature and Prosperity. *The Huffington Post*.

McConnell, S.J. (2014). Bridging the Energy vs. Environment Divide: Colorado's Roan Plateau Case Study. *The Huffington Post*.

McConnell, S.J. (2014). Where Profits Aren't Enough. *The Huffington Post*.

McConnell, S.J. (2014). Living in a Plastic World. *The Huffington Post*.

McConnell, S.J. (2014). Paradise Lost: Why Our Desire to Protect U.S. Wilderness Should Not Cease. *The Huffington Post*.

White Paper

Rocky Mountain Forests at Risk: Confronting Climate-driven Impacts from Insects, Wildfires, Heat, and Drought. (2014).

Teaching Professional Development: Workshops-Certifications

2018

- Mentoring and Evaluating Teaching Effectiveness, *Colorado State University*
- Good Intentions Are Not Enough: Building Intercultural Communication Skills through Reflective Teaching and Learning, *Colorado State University*
- Student Course Surveys: The Good, the Bad, and the Ugly, *Colorado State University*
- Adding 20% More Passion to Learning and Teaching: Exploring Genius Hour as a Pathway for Collaboration and Creativity, *Colorado State University*
- Crafting a Teaching Persona, *Colorado State University*
- Using Undergraduate Learning Assistants to Promote Student Engagement in a STEM Course, *Colorado State University*
- Graduate Teaching Certification, *Colorado State University* (certification in process)

2017

- Integrating Writing in the Academic Core (6-week course), *Colorado State University*
- Graduate Teaching Assistant Training Seminar, *Colorado State University*

2016

- The Basics of Effective Tutoring, *New York University*
- Foundations of Virtual Instruction, *University of California-Irvine*

2015

- Foundations of Teaching for Learning: Introduction to Student Assessment, *Commonwealth Education Trust*
- Foundations of Teaching for Learning: Learners and Learning, *Commonwealth Education Trust*
- Shaping the Way We Teach English: The Landscape of English Language Teaching, *University of Oregon*
- University Teaching 101, *John Hopkins University*