Amanda C. Bright

Clinical Associate Professor of Journalism

University of Georgia, Grady College of Journalism and Mass Communication

Academic Degrees

Doctor of Philosophy degree in Curriculum, Instruction, and Media Technology

Indiana State University: 2018

- GPA 3.95 (4.0)
- Area of emphasis: Post-Secondary Teaching with media/journalism focus
- Dissertation: "Adaptation of Journalism Curricula in the Age of Digital Media: A Qualitative Multiple Case Study of Small Programs"; passed with distinction

Master of Arts degree in English with teacher certification

Eastern Illinois University: 2006

- GPA 4.0 (4.0)
- Pioneered post-baccalaureate teacher certification concurrent with master's
- Graduated with distinction, master's exam on modern British fiction (*area of emphasis:* gender)

Bachelor of Science degree in news-editorial journalism

University of Illinois Urbana-Champaign: 2001

- GPA 3.6 (4.0)
- Dean's List

Professional Experience

University of Georgia, College of Journalism and Mass Communication, Athens, GA: 2018-present

Clinical associate professor

- Developed The Oglethorpe Echo print edition and nine digital products with newsroom processes for weekly publication through capstone journalism course
- Development of diversified business model for The Oglethorpe Echo including digital advertising and sponsorships, merchandise, news aggregation, and events
- Developed Grady Newsource Guiding Principles, Digital Stylebook, Local Style Guide and Digital Tools resources for student and faculty use
- Developed and redesigned Grady Newsource website for capstone course content, newsroom workflow and launched weekly email newsletter and three new digital products
- Created Doing Journalism for digital site, including reporter's annotations and guest curation to add transparency and reflection to journalistic process
- Create, manage and train students about social media best practices on Facebook, Twitter, Instagram using Social News Desk, YouTube TikTok, email newsletters, and app push notifications
- Developed introduction to and advanced digital design courses as a skills track for journalism majors
- Lead student journalists in analytics, digital-first newsroom concepts and structures

Georgia Association of Broadcasters, Atlanta, GA: 2021-present

Digital consultant

- Mentor and strategize with TV and radio broadcasters throughout Georgia on pivoting to digital products and platforms
- Coach GAB Innovation Fellows and Innovation Teams each semester to partner with broadcasters for digital research and implementation
- Create strategy and process guides and having one-on-one consultations with GAB members on digital topics/plans

Center for Community News, The University of Vermont: 2022-present

Consultant

- Mentor and strategize with faculty and others creating or leading news-academic partnerships nationwide
- Created a Faculty Resources section of the Center for Community News website with seven sections of resources, exemplars and content for building, sustaining and innovating in news-academic partnerships
- Work one-on-one and in groups with faculty across the country to build programs like The Oglethorpe Echo, through on-site trainings conference calls and Zoom brown bag trainings

- Create strategy and process guides and having one-on-one consultations with GAB members on digital topics/plans

Indiana State University, Terre Haute, IN: 2016-2018

Media content coordinator for Indiana State Online

- Created and managed social media presence on Facebook, Twitter, Instagram, Linkedin and other media sites
- Wrote and designed interactive, digital news publications for students and faculty
- Contributed and executed new ideas for social media outreach strategy (media marketing/public relations plans) and consulted on web design for Online
- Used data analytics and statistics to determine strategy, crafted analytics reports for Director of Distance Learning

MediaShift, San Francisco, CA: 2017-2018

Education editor/curator for EducationShift

- Coordinated and edited two online posts about journalism, digital media, innovation and journalism education for MediaShift's online publication
- Crafted one post a month on issues of technology and journalism education
- Created weekly EducationShift newsletter, curating in-house, national content
- Directed #EdShift Twitter chats and other online trainings through MediaShift

Innocent Words Magazine, Oakwood, IL: 2006-2018

Assistant editor; Copy editor/page designer

- Lead editor for memoir to be published in 2018
- Edited stories, reviews published for local magazine/record label; assistant editor for editorial
- Designed and edited 24-page bimonthly magazine for Innocent Words Records (until 2009)

Commercial-News, Danville, IL: 2001-2008 News

editor; Page one editor; Freelance writer

- Managed five-person copy desk; placed daily newspaper into publication
- Designed pages, developed special sections, edited copy and photos
- Oversaw content/visual appeal of newspaper (including a *full* redesign in 2004)
- Aided in newspaper's transition to hybrid (online) product
- Composed film reviews for biweekly publication in the C-N entertainment section

News-Gazette, Champaign, IL: 2001 Copy

editor/designer

- Edited newspaper copy, both local and wire stories
- Designed news and feature pages

Illini Journalist and Spike, Champaign, IL: 1999-2001

Editor-in-chief/Assistant editor

- Assistant editor then editor-in-chief for Department of Journalism monthly newspaper
- Contributed writing and photography; designed and edited full publication
- Reported and coded for Spike, first online journalism publication for University of Illinois

Paxton Daily Record, Paxton, IL: 1999-2000

Reporter and photographer

- Reported and wrote news and feature stories (community journalism)
- Took photos and wrote cutlines to accompany news and feature articles

Pioneer Press, Vernon Hills, IL: 1998-1999

Reporter & photographer

- Reported and took photos for city, regional and features desks at weekly newspaper (100,000 circulation)

Daily Illini, Champaign, IL: 1997-1999

Campus reporter

- Wrote and reported news and feature stories for daily student newspaper at University of Illinois

Lakeland Newspapers, Grayslake, IL: 1995-1997

Reporter

- Reported and wrote news and features for weekly newspaper
- Pioneered internship program and attended news meetings to pitch story ideas

Related Professional Activities

Internal Activities

Cox Institute of Journalism Innovation, Management and Leadership Athens, GA: 2021-present
Director of the Journalism Innovation Lab
- Director for Innovation Lab programs including Griffiths Innovators, which includes Digital Natives, the GAB Innovation Fellows and the RJI Student Innovation Competition Team and other projects
- Run Skills in Sixty and Hackathon events for journalism majors through the Journalism Innovation Lab targeting emerging skills and practical application of knowledge
- Helped develop and maintain the Certificate in News Literacy as part of the Cox Institute, specifically curriculum and assessment
- Create relationships with industry partners and work with them to implement digital best practices

Solutions Journalism Hub of the South, Athens, GA: 2022-present
- Co-director of the Solutions Journalism Hub of the South, allied with Solutions Journalism Network, with a focus on service
- Run communications for case studies and requests for training, mentorship, feedback and direct instruction for solutions journalism at nonprofits, other educational institutions and professional news organizations
- Created a yearlong partnership with WIS-TV in Columbia, South Carolina as a solutions journalism case study to apply to Gray Television
- Helped with grant and concept development for News Ambassadors program targeting audio/public radio storytelling combined with mediated conversation and solutions journalism with partner radio stations (WUGA for us) and universities
- Oversee service- and teaching-related efforts as they apply to solutions journalism within our region

Cox International Institute, Athens, GA: 2021-present
- Developed curriculum for weeklong visit by Georgian Journalists on U.S. State Department grant
- Speaker for various international programs — Murrow Fellows, Sri Lankan journalists, South Korean journalists, etc.

University of Georgia, Athens, GA: 2018-present
- Adviser for UGA's Grady College chapter of Online News Association/Society of Professional Journalists (2019-present)
- UGA Teaching Academy Fellows Program member (2019-2020)
- Judge for Management Seminar for College News Editors final project (summer 2019)
- Dawgs On Top, Terry College MBA Press Conference with Grady (2019-2020)
- Guest speaker for Mobile News Lab through Cox Institute (2018)

Eastern Illinois University, Charleston, IL: 2004-2018
- Served as Illinois Press Foundation/Eastern Illinois University Journalism Workshop Assistant Director (2016-2017) and instructor (2012-2016) with print and online publications
- Created self-guided, online training "Ethics Training for New Student Media Staff Members at Eastern Illinois University" (2016)—used with Daily Eastern News and Warbler yearbook
- Developed websites for Writing Across the Curriculum and the EIU Writing Center
- Researched genre textbook through research assistantship with two Eastern English professors
- Co-authored proposal for an English Graduate Students/Teacher Certification Program
- Participated as graduate member of EIU English Department's English Education Committee

Journalism Education Association, Manhattan, KS (2006-present)
- Contribute to JEA Digital Media website as author, serve on Digital Media Committee
- Judge JEA National Convention Write-Offs in review writing
- Judge IJEA Newspaper Contest in centerspreads, blogging, alternative storytelling, and design
- Judge IHSA State Journalism Competition in news, feature, review writing, headline writing

Lake Land College & Mattoon High School, Mattoon, IL (2006-2018)
- Trained newspaper staff of Lake Land College Navigator News on ethics/law, reporting, interviewing, writing, photography, design and social media
- Served as district mentor to four MHS English Department faculty members (two years each)
- Led rubric, assessment development for standards-based grading and Common Core paradigm
- Served as lead teacher for Eastern Illinois University/Mattoon High School Practicum Program
- Served as secretary of the Discipline Committee and English Professional Learning Community
- Created, developed and administrated the MHS Writing Center (2012)
- Served as lead trainer for Skyward (school administration and data software)
- Served as cooperating teacher for five practicum students and two student teachers (2010-2016)
- Acted as member of the Technology Professional Learning Community

External Activities
- Co-creator/administrator for News Desert U Conference at the University of Kansas (2022) and News Desert U 2 (2023)
- Collaborator with the Georgia News Collaborative (2023 to present)
- Journal article peer reviewer for *Journalism and Mass Communication Educator* (2020-present)

- Journal article peer reviewer for *Journal of Intercultural Communication Research* (2020-present)
- Journal article peer reviewer for *Media and Communication* (2019-present)
- Journal article peer reviewer for *Teaching Journalism and Mass Communication* (2018-present)
- Guest co-editor for July 2021 issue of *Teaching Journalism and Mass Communication* (2020-2021)
- Solutions Journalism Educators Academy graduate and guest speaker (2019-present)
- Participant in research study on publishing student work in higher education with researchers at the University of Wisconsin-Madison (2019)
- PhDigital Bootcamp—Preparing Future Faculty to Lead Innovative Curriculum, Texas State University and the Knight Foundation and presenter for future cohorts (2018-present)
- Kopenhaver Center Fellow—Lillian Lodge Kopenhaver Center for the Advancement of Women in Communication at Florida International University (2017)
- MediaShift and EducationShift regular author, contributor (2016-2018)
- Southern Illinois Press Association, yearbook judge
- Quill & Scroll Newspaper Competition, judge—overall category

Teaching/Advising Experience

University of Georgia, Athens, GA: 2018-present

Clinical associate professor
- Member of the UGA graduate faculty
- Mentored five graduate students as graduate assistants (2018-present)
- Developed and teach The Oglethorpe Echo capstone course (Spring 2022-present)
- Developed and teach the Advanced Digital Design course (Fall 2022-present)
- Developed and teach the Introduction to Digital Design course (Fall 2021-present)
- Developed and teach Media Savvy: Becoming Digitally Literate (Summer 2020-present)
- Developed and taught Analytics Savvy: Understanding Digital Media Metrics (Summer 2020)
- Developed and taught Multiplatform Newsroom: Projects courses focusing on the beat of food, housing, diversity, technology, the media, Solutions Journalism, and The Oglethorpe Echo (Fall 2018-Fall 2021)
- Taught Graphics for Journalists, including iterative design and social media graphics/animation (Fall 2018- Fall 2020)
- Taught Multiplatform Storytelling to journalism majors using a variety of tools (Spring 2019)
- Developed and taught Advanced Studies in Journalism (independent studies): Digital Innovation (Spring 2019), Advanced Broadcast and Digital Graphics (Fall 2019), Digital Design (Fall 2019)

Eastern Illinois University, Charleston, IL: 2016-present

Journalism instructor (2016-2018)
- Teach three, asynchronous online summer graduate-level courses for journalism advisers (overall, newspaper/digital media, and yearbook) (JOU 4801-4803)
- Taught Writing for News Media (JOU 2101) to journalism, PR, and communications majors
- Taught Publication Design (JOU 3330) to journalism majors, including design theory, infographics, data visualizations, and digital design
- Provided publishing and practice opportunities in college media (print, broadcast, and online)
- Exposed students to city council meetings, guest speakers and press conferences, with assignments for publishing and working across platforms

Warbler yearbook adviser (2017-2018)
- Led staff development and trainings to equip students for creation of book
- Organized professional development opportunities and events for staff
- Met weekly with both full staff and editor-in-chief for leadership training

Indiana State University, Terre Haute, IN: 2016-2017

Teaching assistant
- Assessed, provided feedback for online course – Construction Ethics

Lake Land College & Mattoon High School, Mattoon, IL: 2006-2016

Journalism instructor and adviser/Composition and English instructor
- Advised award-winning MHS Mirror (newspaper and website), and MHS Riddle (yearbook)
- Created and taught introduction to journalism, journalism II (media production), and yearbook
- Taught dual-credit Composition I and II courses
- Developed and taught honors sophomore English (2006-2008) and senior English (2015)

Eastern Illinois University, Charleston, IL: 2004-2006

Graduate assistant/Research assistant

- Taught English 1000, 1001 and 1092—freshman composition and literature courses
- Tutored undergraduate and graduate students at Writing Center, administrated/collected data
- Taught at Charleston and Mattoon schools through education program

Danville Area Community College, Danville, IL: 2003-2004 Layout,

Graphic Design and Web Development Instructor
- Taught and developed curriculum for layout and graphic design course for marketing and communications majors
- Taught second section with web development and design emphasis, including community partnership project, HTML coding, and business planning

Commercial-News, Danville, IL: 2001-2008

News editor/Page one editor
- Taught copy editing and page design to cross-train newsroom colleagues
- Consulted on web design and development with members of Commercial-News staff

Service

Grady College of Journalism and Mass Communication, Athens, GA: 2018-present

Clinical associate professor
- Served on Rollin M. "Pete" McCommons Award for Distinguished Community Journalism committee (2019-present)
- Submission Chair for Hearst Multimedia Awards, four categories (2019-present)
- Serve on Margaret Caruthers Ruppersburg Scholarship committee (2020-present)
- Serve on Cox Institute Committees (2019-present)
- Served as moderator for the Best of Photojournalism competition (2022)
- Created Introduction to Digital Design website resource for journalism majors (2021)
- Chair of Journalism Teacher of the Year committee for 2021 (2020-2021)
- Served on University of Georgia Information Technology Strategic Planning Committee (2019)
- Served on faculty hiring committee for open-rank/assistant professor of data journalism position (2018- 2019)
- Consultant on Grady College website redesign (2019)
- Served on West Point Ethics Conference selection committee (2018)

Illinois Journalism Education Association, Charleston, IL: 2014-present

Social media director and website co-administrator
- Contributor to JEADigital Media website (2017-present)
- Judge for Illinois Journalism Education Association Newspaper and Digital Media Contest (2017-present)
- Wrote news and feature articles for both website and social media platforms
- Took photos and videos, created multimedia packages for website and social media platforms
- Curated content from IJEA members and organize/improve site design and navigation
- Assisted in organization, emcee work, and judging of IJEA Fall Conference and IHSA Journalism Sectionals and State competitions
- Co-secretary on the Executive Board and member of the Board of Directors, Region 5 (2012-2017) and At Large Member (2017-2018)

Awards and Honors
- Journalism Teacher of the Year (2020)
- Named UGA Teaching Academy Fellow
- Nominated for Journalism Teacher of the Year for Grady College, University of Georgia (2019, 2020, 2021, 2022, 2023, 2024)
- Teaching News Terrifically in the 21st Century—AEJMC's Newspaper & Online News Division, Adjunct Faculty winner (2017)
- Master Journalism Educator, Journalism Education Association
- Outstanding Graduate Assistant (nominee)—Indiana State University (2016-2017)
- Outstanding Practicum Teacher Award—Eastern Illinois University (2009-2014)
- Northwestern University Distinguished Secondary Teacher Award (2012)
- IJEA First Place Best Overall Newspaper—the MHS Mirror, adviser (2010-2016)
- IJEA Second Place Best Overall Yearbook—the MHS Riddle, adviser (2012-2016)
- Jostens National Yearbook Program of Excellence for MHS Riddle yearbook (2014-2016)
- Distinguished Graduate Student in English Award—Eastern Illinois University (2005)

- Journalism Award for In-Depth Coverage, American Press Association
- Journalism Award for Headline Writing, cnhi Newspapers
- Journalism Award for Editorial Writing, Quill and Scroll—Honorable Mention
- KEMPA, Kettle Moraine Press Association, Scholastic Journalism Scholarship

Scholarly Activities

Research

73 citations, h-index 4

Bright, A. (2023, December). "Real solutions from News Desert U." *Editor & Publisher*.
    https://www.editorandpublisher.com/stories/real-solutions-from-news-desert-u,246948

Bright, A. (2023, July). "What one journalism school learned after taking over a rural weekly newspaper." *NiemanLab*.
    https://www.niemanlab.org/2023/07/what-one-journalism-school-learned-after-taking-over-a-rural-weekly-newspaper/

Bright, A. (2022). Listening for The Echo: How Our Students Are Stepping Into, Embracing Community Journalism. *Teaching Journalism & Mass Communication*, *22*, 1-7.

Bright, A. (2022). Sending Out Digital Natives: Using Digital Tools, Andragogy, and Experiential Learning to Support Local Newsrooms. *MILab Journal*, *2021*. Retrieved from https://gato-docs.its.txstate.edu/

Royal, C., Bright, A., Pellizzaro, K., Belair-Gagnon, V., Holton, A. E., Vincent, S., . . . Kiesow, D. (2020). "Product Management in Journalism and Academia." Journalism & Mass Communication Quarterly, *97*(3), 597-616. doi:10.1177/1077699020933872

Bright, A. (2020). "Journalism Curriculum Frameworks Shift Toward Skills, Interdisciplinarity." *Teaching Journalism & Mass Communication*, *10*, 1-7.

Bright, A. "Promoting Enrollment, Protecting Reputation and Playing Catch Up: Purposes Driving Digital Curriculum Revisions In Journalism Programs." (2020). *MILab Journal*, *3*. Retrieved from https://www.masscomm.txstate.edu/

Bright, A. "Making Instant Adjustments in Online Journalism Education: Responding to Continuous Needs Assessments in Asynchronous Courses" — published in *Online Learning* [peer reviewed], a journal with the Online Learning Consortium (Spring 2020)

Bright, A. "Why You Should Stop Worrying About Disparate Audiences and Focus on the Universal Gap" — section in Chapter 6 of *Social Media Measurement and Management: Digital Entrepreneurship* [book] (July 2019)

Bright, A. "A Qualitative Look at Journalism Programs in Flux: The Role of Faculty in the Movement Toward a Digital Curriculum"—published in *Teaching Journalism and Mass Communication* [peer reviewed] (December 2018)

Bright, A. "Infusing Ethics in Student Media: The Research and Creation of a Self-Guided Online Ethics Training for College Journalists"—accepted and presented at the Walter Cronkite Media Ethics and Integrity Conference in Dallas [peer reviewed] (October 2017); published in *College Media Review* [peer reviewed] (2018)

Bright, A. "Connecting Beginning Journalists to Stories and Student Media by Publishing through Beat Systems"— published in AEJMC's *Teaching Journalism & Mass Communication* (2017)

Bright, A. *Curriculum for Scholastic Media Law & Ethics in New Voices Illinois*—published as a digital book by the Illinois Press Foundation and Illinois Journalism Education Association [peer reviewed] (2017)

Bright, A. "Creating Self-Efficacy in a Reluctant Elementary Reader"—published in *The Journal of Teacher Action Research* [peer reviewed] (2017)

Bright, A. "Writing the Post-Process: A New Pedagogy for the English Classroom"—proceedings paper at the Illinois Philological Association Conference, Decatur, IL (2005)

Bright, A. "The Future of School Safety"—*Safety Magazine*, in-depth reporting and research, Chicago, IL (1997)

Presentations and Interviews

- Invited keynote speaker to The Boston Globe's Innovation Week (remote) — October 2023
- News Desert U 2.0: Solutions Conference — leader of teaching session — October 2023
- News Desert U Conference — one keynote and two panels — October 2022
- Data Visualizations for Student Media — Georgia High School Press Association on October 2022
- Solutions Journalism for Student Media — Georgia High School Press Association on October 2021
- Digital Takeaways from Digital Natives, *23 Oct 2021,* GABCON — Georgia Association of Broadcasters conference
- Solutions Journalism Educators Academy reflection, *25 Jun 2021 —* Solutions Journalism Educators Academy
- Guest on Athens News Matters about journalism and COVID-19 on April 24, 2020
- Solutions Journalism Network Facebook Live broadcast on journalism and COVID-19 on April 23, 2020
- "Digital Media and Innovation and Curriculum" — keynote speaker for the PhDigital Bootcamp through the Knight Foundation and Texas State University (2020)

- "The Lead: Amanda Bright on Innovation in Storytelling" — guest on The Lead Podcast through the Cox Institute with Charlotte Norsworthy (2019)
- "Digital Media and Innovation and Curriculum" — guest speaker for the PhDigital Bootcamp through the Knight Foundation and Texas State University (2019)
- "Navigating Digital Journalism" — Georgia Scholastic Press Association Fall Conference (2019)
- "Lifting the Veil: Letting Our Audience See Inside the Newsroom"— Georgia Press Institute (2019)
- "The Death of Copy Editing … Or Is It?" — Georgia Scholastic Press Association Spring Conference (2019)
- "Adaptation of Journalism Curricula in the Age of Digital Media: A Qualitative Multiple Case Study of Small Programs"—ONA Educators Meetup Paper Presentation, ONA 2018, Austin, TX (2018)
- "Navigating Digital Journalism: Changing How You Think About Everything"—Grady College ONA/SPJ September Meeting, University of Georgia, Athens, GA (2018)
- "Using Analytics to Understand Your Audience, Drive Student Media Decisions"—Georgia Scholastic Press Association, University of Georgia, Athens, GA (2018)
- "Multimedia and Its Multitude of Possibilities: Planning a Convergence Strategy That Fits Your Publication and Staff"—Georgia Scholastic Press Association, University of Georgia, Athens, GA (2018)
- "Employing the Rhetorical Situation Framework to Help Student Journalists and Advisers Craft Convergence Storytelling"—College Media Association Fall Conference, Dallas (2017)
- "Infusing Ethics in Student Media: The Research and Creation of a Self-Guided Online Ethics Training for College Journalists"—The Walter Cronkite Conference on Media Ethics and Integrity, Dallas (2017)
- "Talking to Students About Validity (or Lack Thereof) in the News: Tools for Creating Civil, Media-Savvy Learners"—Eastern Illinois University, Eastern Illinois Writing Project Annual Fall Institute Day (2017)
- "Using Analytics to Understand Your Audience, Drive Student Media Decisions"—IJEA Fall Conference, University of Illinois Urbana-Champaign, IL (2017)
- "10 Ways to Integrate Social Media in Your Courses and Student Newsrooms"—AEJMC Conference Panel Discussion, Chicago (2017)
- "Illinois Press Freedom: What Does It Cover?"—with Mark Goodman, Chicago, AEJMC Annual Teach-In (2017)
- Infographics Instructional Design Project (online course piloted by students) presented as part of Master Journalism Educator panel—Indianapolis, Journalism Education Association National Conference (2016)
- "Putting Your Publication Online: From ISSUU to WordPress, How to Make the Transition (or Hybridization) to Web"—IJEA Fall Conference, University of Illinois Urbana-Champaign (2016)
- "Editorial Writing and Cartoons: An Effective Way to Introduce Students to Building Arguments for Common Core"—Eastern Illinois University, Eastern Illinois Writing Project Annual Fall Institute Day (2016)
- Presenter on journalistic writing at regional yearbook conference for Jostens—Eastern Illinois University (2016)
- "You Got Them To Say That?!?! A Practical Guide to Interviewing"—Illinois Community College Journalism Association conference (2016-2017)
- "Beginning Yearbook Writing: Capturing the Story, Now and Forever"—Jostens Yearbook Workshop (2015)
- "Common Core in the Non-Core Classroom: Ideas to Support the ELA Standards in Elective Courses"— Eastern Illinois University Common Core Workshop (2015)
- Mini-workshops on media ethics and social media—Eastern Illinois University/Illinois Press Foundation Journalism Workshop (2014-2016)
- "Multimedia and Its Multitude of Possibilities: Planning a Convergence Strategy That Fits Your Publication and Staff"—IJEA Fall Conference, University of Illinois Urbana-Champaign (2014)
- "The Death of Copy Editing – Or Is It?"—IJEA Fall Conference, University of Illinois Urbana-Champaign (2013)
- Education Panel Discussions—Eastern Illinois University, Department of Education (2008-2015)
- New Teacher Panel—Eastern Illinois University, English Studies Student Conference (2006-2008)
- Master's Exam Defense (passed with distinction) at Eastern Illinois University (2006)
- "Things are Looking Up: Writing Center Make-Over"—Midwest Writing Centers Association Conference, St. Louis (2006)
- Writing Center presentations, staff trainings—Eastern Illinois University (2004-2006)
- "Job Shadowing, Teaching, and Mentoring – Oh My!" Panel Discussion—Illinois Philological Association: Decatur, IL (2005)

Publications

- Bright, A. (2023, November 20). "Product Development with Solutions Journalism: The four qualities of solutions journalism can help with newsroom problem solving too." *Solutions Journalism Network: The Whole Story*. https://thewholestory.solutionsjournalism.org/product-development-with-solutions-journalism-fe1106740874
- Bright, A. (2022). "Let students develop email newsletter skills early." *JEADigital Media*. Retrieved from https://www.jeadigitalmedia.org/2022/06/16/let-students-develop-email-newsletter-skills-early/
- Bright, A. & Hettesheimer, C. (2022). "Don't stick to the status quo: 3 questions to ask yourself when developing digital innovations." JEADigital Media. Retrieved from:

https://www.jeadigitalmedia.org/2022/04/08/dont-stick-to-the-status-quo-3-questions-to-ask-yourself-when-developing-digital-innovations/

- Bright, A. (2021). *How to help students be savvy about analytics*. JEADigital Media. Retrieved from https://www.jeadigitalmedia.org/
- BOOK REVIEW: The Dynamics of News: Journalism in the 21st-Century Media Milieu—published in Journalism and Mass Communication Educator (2020)
- "Turning Broadcast Scripts to Digital Writing Amid COVID-19"—published on JEADigital Media (2020)
- "Flourish: Data Viz Tool Capitalizes on Animation, Interactivity"—published on JEA Digital Media (2019)
- "Product & Platform: Concepts to Use With Your Student Journalists Right Now"—published on JEA Digital Media (2019)
- "Proving the Importance of Place in Student Publications"—published on JEA Digital Media (2019)
- "Hotjar Provides Valuable Audience Engagement Insights for News Websites"—published on JEA Digital Media (2019)
- "Write and Send Purposeful Push Alerts"—published in collaboration with Casey Rose on JEA Digital Media (2019)
- "Social Media Tip of the Week: Engage Your Audience"—published on JEA Digital Media (2018)
- BOOK REVIEW: *Reading Narrative Journalism* by Christopher Wilson—published in *Journalism & Mass Communication Educator* (2018)
- "How to Create Online Journalism Courses with Instant Adjustments"—published on
- MediaShift/EducationShift (2018)
- "EdShift20: Honoring Innovative Journalism Educators" —published on MediaShift/EducationShift (2018)
- "How College Media Staffs, Advisers Pursue Digital-First Mindset" —published on
- MediaShift/EducationShift (2018)
- "EdShift 2017 in Review: Educators Focus on Social Media, Digital-First Newsrooms and 'Fake News'" — published on MediaShift/EducationShift (2017)
- "How OZY is Equipping Educators for Changing Media Audiences" —published on
- MediaShift/EducationShift (2017)
- BOOK REVIEW: *Journalistic Authority: Legitimating News in the Digital Era* by Matt Carlson—published in *Journalism & Mass Communication Educator* (2017)
- "Keeping an Eye on It All: Using Hootsuite for Student Media"—published on JEA Digital Media (2017)
- "Fight Fire with Convergence: J-School Curricula Must Address Both Anger and Distrust"—published on MediaShift/EducationShift (2017)
- "Advisers: Staff should start digital portfolios NOW"—published on JEA Digital Media (2017)
- "Journalism, Education Could Benefit from Mixed-Methods Approach"—published on
- MediaShift/EducationShift (2017)
- "Let Them See It Again! Curate, Invite Engagement with Previous Content"—published on JEA Digital Media (2017)
- "Using Typeform to Hear From Your Audience, Orient Your Media Staff"—published on JEA Digital Media (2017)
- BOOK REVIEW: *What is Journalism?* by Chris Nash—published in *Journalism & Mass*
- *Communication Educator* (2017)
- "Being Social Media Role Models: Journalists, Educators Must Raise Visibility of Sourcing When They Share"—published on MediaShift/EducationShift (2016)
- "Dabbling in Big (Or Not So Big) Data and Visualizations"—published on JEA Digital Media (2016)
- "VR vs. AR vs. MR: Invite Students to Explore Other Realities"—published on JEA Digital Media (2016)
- BOOK REVIEW: *Diversity & The Media* by Monika Metykova (2016)—published in *Journalism & Mass Communication Educator* (2017)
- "Managing Scholastic Journalism Organizations Online: Connectedness, Encouragement 'in the Trenches'"—published on JEA Digital Media (2016)
- "Let Ideas Come to You: Using RSS Feeds for Professional Development"—published on JEA Digital Media (2016)
- "Need an Organic GIF? Try Using Photoshop"—published on JEA Digital Media (2016)
- "Engaging Student Journalists: Power of Online, Self-Led Instruction"—published on MediaShift/EducationShift (2016)
- BOOK REVIEW: *Social Media Strategy: Marketing and Advertising in the Consumer Revolution* by Keith A. Quesenberry—published in *Journalism & Mass Communication Educator* (2016)
- "Using Transmedia Journalism Techniques in Student Publications"—published on JEA Digital Media (2016)
- "Video Blog: What is RIGHT in journalism? Actually, Quite a Lot"—published as vlog on Illinois Journalism Education Association website (2016)

Recognition/Reproduction of Work (selected titles)

Pendleton S. M., & Gibson R. "The Long-Term Value of Networking and Diverse Professional Experience in Online Communication Master's Cohorts: Strategic Benefits of a Closed-Cohort Structure." *Journalism & Mass Communication Educator* 107769582110552-107769582110552

Ahearn, B. L. "Journalism Graduates' Perceptions and Experiences of Internships and Employment." *Walden Dissertations and Doctoral Studies* 2021 21 Sep 2021

Royal C. "From Boundary to Bridge and Beyond: The Path to Professionalization of Product Roles in Journalism." *Journalism Studies* 22:1546-1565 17 Sep 2021

Richards, M. B., et al. "Digital Disruption: Evolving Applied Communication Education to Meet Professional Expectations" *Teaching Journalism and Mass Communication* 11.1 19 Jul 2021

Macchiarella, G. "Plug and Play for Emerging Media Courses." *Teaching Journalism and Mass Communication* 11.1 19 Jul 2021

Mueller, S. "The Incorporation of Digital Journalism Education." *Creative Components* 775 12 Jun 2021

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Grants and Funding

- **JournalismAI Innovation Challenge Fund grant,** for building AI tools for local newsrooms with The Oglethorpe Echo, 2024 — Awarded: $50,000
- **Google News Initiative and Institute for Nonprofit News,** innovation funding, 2024 — Awarded: $20,000 to The Oglethorpe Echo for innovations
- **Griffiths Innovators,** Cox Institute Journalism Innovation Lab founding endowment money, 2024 — Awarded: $25,000
- **What the Hackathon,** Cox Institute Journalism Innovation Lab program, 2023 — Awarded Amount: $25,000 from Levin Foundation plus another $3,000 from Teaching Enhancement and Innovation grant
- **Google News Initiative**, News Equity Fund for The Oglethorpe Echo, 2022 — Awarded Amount: $11,000
- **Institute for Nonprofit News NewsMatch campaign** (administrated) for The Oglethorpe Echo, 2022 — Awarded Amount: $45,000
- **Solutions Journalism Network** Student Media Cohort grant for The Oglethorpe Echo, 2022 — Awarded Amount: $10,000
- **Digital Natives** funding: Richard and Deborah Griffiths, 2021-2023 — Awarded Amount: $ 48,000 total
- **Georgia Association of Broadcasters** for GAB Innovation Fellows and Teams, 2022 — Awarded Amount: $6,000/year (*ongoing*)
- **GPEF Funding** for The Oglethorpe Echo summer 2022 intern — Awarded Amount: $2,500
- **Grant Writing** for Center Remodel for Eastern Illinois University Writing Center — Awarded Amount: $1,000 total

Professional and Academic Association Memberships

- Member of the News Product Alliance
- Member of the Online News Association
- Member of the Society of Professional Journalists
- Member of the Association for Education in Journalism and Mass Communications
- Member of the Illinois Journalism Education Association, lifetime member
- Past Member of the College Media Association
- Past Member of the Journalism Education Association
- Past Member of the National Education Association
- Past Member of the Illinois Education Association

Program Knowledge and Certifications

- *Adobe Creative Suite:* InDesign, Photoshop, Illustrator, XD
- *Web Programs:* WordPress, Dreamweaver, and HTML and CSS, some JavaScript, all social media platforms, Social News Desk
  - Center for Online Learning and the Center for Academic Technology Support Certificate for Online Course Development
  - How Journalists Can Best Utilize Facebook and Instagram Certification through Facebook Blueprint and the Poynter Institute
  - Hootsuite Certification for Beginning and Advanced Users
  - Google Analytics Certification
- *Video/Audio Programs:* Adobe Premiere, Audition, Audacity, iMovie, MovieMaker, Headliner
- *Design and Data Visualization Certification:* "Data Journalism and Visualization with Free Tools" from the Knight Center for Journalism in the Americas (2019)
- *Programs:* Excel, Qualtrics, Timeline JS, StoryMap, Juxtapose, Tableau, Canva, Spark, Datawrapper, Thinglink, Piktochart, Infogr.am, CARTO, Prezi, QuarkXPress, Jostens Yearbook Avenue
- *Learning Management Systems:* eLC, D2L, Blackboard, Blackboard Collaborate, Skype, Zoom
- *Teaching Certification:* Illinois Grades 9-12 Teaching License for English Language Arts (endorsement: Journalism)