

## Craig Anderson

School of Journalism and Strategic Media

Middle Tennessee State University

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### Education

#### **Doctor of Philosophy in Journalism and Mass Communication** (*in progress*)

Walter Cronkite School of Journalism and Mass Communication, Arizona State University, Phoenix, AZ

Committee: Dr. Marianne Barrett (Chair), Dr. Joseph Russomanno, Dr. Monica Chadha, (fourth member TBD)

Dissertation: Impact of contemporary local news market ownership mergers/consolidations on economics and employee retention within the local news industry (emphasis on Nexstar and Sinclair)

#### **Master of Arts in Journalism**

University of South Carolina, Columbia, SC

Committee: Dr. Kenneth Campbell (Chair), Dr. Tara Mortensen, Dr. Laura Smith

Thesis: *How S.C. daily newspapers framed the removal of the Confederate flag from the State House grounds in 2015 through letters to the editor and editorials*

#### **Bachelor of Arts in Communication**

University of Jamestown (formerly Jamestown College), Jamestown, ND

Focus Area: Broadcast Journalism and Mass Communication

#### **Research Interests**

Local Television News  
Local Newspapers  
Digital News Trends  
Historical News Research  
News Media Economics  
Local News Ownership Practices  
(*micro and macro effects*)

#### **Teaching Interests**

News Writing/ Editing/ Reporting  
Digital News Production  
News Media Ethics  
Historical Research Methods  
Cross-Cultural Communication  
Public Speech  
Coping with Tragedy in News

## Scholarly Presentations

### Papers and Research in Progress

**Anderson, C.** (2019). *Examining exchange between local television news and public information officers*. Digital poster describing research in progress focused on utilizing Exchange Theory (Social / Network) to better understand the relationship dynamic between local television news journalists and the public information officers whom they interact with on a regular basis in their news markets presented at the annual Broadcast Education Association conference, Las Vegas, NV.

### Panels – Participated

“How newspapers portrayed the raised fist as a symbol of the Black Power movement from 1966-1969.” Discussed historical research findings of instances where the raised fist was depicted in association with the Black Power movement through words or photographs in U.S. newspapers during the late 1960s at the annual Joint Journalism and Communication History Conference hosted at the NYU Arthur L. Carter Journalism Institute, New York, NY, 2018. Moderator Dr. Stephen Hallock, fellow panelists Dr. Kathleen Wickham, Danielle Deavens, and Dr. Carolyn Kitch.

“How S.C. daily local newspapers framed the removal of the Confederate flag from State House grounds through letters to the editor and editorials.” Discussed research used for Master’s thesis which applied framing research to letters to the editor and editorials containing the topic of the Confederate flag’s removal from the State House grounds in Columbia, SC after then-Governor Nikki Haley’s declaration in the wake of the Mother Emanuel AME massacre in 2015 at the annual American Journalism Historians Association conference, Salt Lake City, UT, 2018. Moderator Dr. Madeleine Liseblad, fellow panelists Dr. Ken Ward, Caitlin Cieslik-Miskimen, and Scott Burgess.

## Research Apprenticeship

### Manuscripts in Progress

- **Anderson, C.** (2019 – 2021). How SC daily local newspapers framed the removal of the Confederate flag from State House grounds through letters to the editor and editorials. *Newspaper Research Journal*. (in progress)
- **Chadha, M., Higgins, V., Anderson, C., & Bosse, R.** (2020 - 2021). Comparative analysis of local and hyperlocal news reports on nationwide disasters in India and Brazil. *Journal Undetermined*. (in progress)

## Professional Experience

### Broadcasting

**WSPA – TV**, Spartanburg, SC, 2014-2018

**Assignment Editor** – Organized reporter/photographer crews daily and assign stories to cover (if undetermined by management prior to the shift). Maintain logistics and organization over crews as breaking news took place during evening and weekend broadcasts. Contact and build relationships with public information officers for local law enforcement agencies, as well as contacting fire departments, medical/airport/school/wildlife/government officials etc. to provide insight and context for each relevant news report. Managed the news station website during weekend shift, publishing online news articles with the latest official information. Recorded sports events, live local broadcasts, and national broadcasts for complete news coverage.

**KSJB – 600 AM**, Jamestown, ND, 2013-2014

**DJ / Remote Sports Reporter** – Read news reports and weather updates throughout each hour while crafting 6-8-hour segments of classic country music from a select bank of songs. Ensured that all required ads were run during the show while ad-libbing personal anecdotes to curate a consistent audience. Drove to a select destination for remote broadcast of nine-man high school football each Friday in the Fall. Was responsible for setting up the equipment, checking in with the host at the radio station for required station identification and ad time during each broadcast.

## **Teaching Experience**

**Adjunct Instructor, School of Journalism and Strategic Media, Middle Tennessee State University, Murfreesboro, TN (2020 – Present)**

### **Courses Taught:**

JOUR 2710: Media Writing

Develops and sharpens journalistic writing and critical thinking skills - instilling news values, judgment and journalistic ethics that will be needed in an increasingly diverse world. Emphasizes freedom of expression, history and roles of media, diversity of media audiences, and ethics in media practice. Students learn to write clearly and accurately, evaluate content quality, compute basic math and statistics, process information using technology, and source/cite all information shared with audiences.

JOUR 2720: Digital Media Skills

Focuses on reporting, writing, and editing stories for publication on digital media platforms, with an emphasis on visual storytelling. Students learn the basics of photography, video, and audio production - how to generate newsworthy story ideas and develop those ideas into a multi-media package; recognize the best medium or digital platform for a story; shoot, edit, and produce stories using a DSLR camera and learn non-linear editing. A mix of lecture and fieldwork, with students acting as reporters and the professor acting as the editor-in-chief.

### **Instructional Assistant:**

**Grand Canyon University, Phoenix, AZ (2019)**

COM 263: Elements of Intercultural Communication (Fall)

Assist in managing a large class of students, answering questions pertaining to graded assignments and tasks. Grading papers and inputting grades for attendance based on daily quizzes through Kahoot.

**Online Academic Associate:**

**Arizona State University**, Tempe, AZ (2019)

MCO 450: Visual Communication (Spring A)

The course is described as ‘an exploration of the idea that memorable visual messages with text have the greatest power to inform, educate and persuade an individual.’ Graded papers and quizzes.

MCO 120: Media and Society (Spring B)

This course is described as ‘an exploration of the connections between mass media (newspapers, magazines, radio, television, movies and the Internet) and American society.’ Graded papers and quizzes.

JMC 473: Business and Future of Journalism (Spring B)

The purpose of this course is to tackle the issues of contemporary media business - ‘for the media business to thrive and continue to play its indispensable role in a democracy, it is vital for both working journalists and for citizens to be knowledgeable about both how business works and how the media business works.’ Graded papers and quizzes.

**Grand Canyon University**, Phoenix, AZ (2019)

COM 100: Fundamentals of Communication (Fall)

This course is described as ‘an introduction to the field of communication with emphasis on the history of communication study, relevant communication theories guiding current research, the contexts in which communication occurs, and issues faced by students of communication.’ Grader for papers and various assignments.

## Invited Presentations / Professional Work

### Invited Presentations

“How newspapers portrayed the raised fist as a symbol of the Black Power movement in the late 1960s and an introduction to semiotics.” ENC 2135 Research, Genre, and Context. Florida State University, Tallahassee, FL. Spring 2018.

### Selected Discipline / Professional Work

#### *Online News Articles*

**Anderson, C.**, and Summers, T. (2018, March 7). “Clemson basketball fans and the DeVoe family head west to support the Tigers.” WSPA.

<https://www.wspa.com/sports/clemson-basketball-fans-and-the-devoe-family-head-west-to-support-the-tigers/>

**Anderson, C.** (2017, December 9). “Driver of Whitney FD firetruck avoids pedestrian in roadway, hits tree.” WSPA.

<https://www.wspa.com/news/driver-of-whitney-fd-firetruck-avoids-pedestrian-in-roadway-hits-tree/>

**Anderson, C.** (2017, July 8). “Townhomes catch fire in Greenville Co., one person taken by EMS.” WSPA. <https://www.wspa.com/news/townhomes-catch-fire-in-greenville-co-one-person-taken-by-ems/>

**Anderson, C.** (2018, January 11). “Two charged after mobile home allegedly turned into illegal gambling operation.” WSPA.

<https://www.wspa.com/news/two-charged-after-mobile-home-allegedly-turned-into-illegal-gambling-operation/>

**Anderson, C.** (2017, November 11). “Veterans Day Parade draws in hundreds of spectators to Columbus, NC.” WSPA.

<https://www.wspa.com/news/veterans-day-parade-draws-in-hundreds-of-spectators-to-columbus-nc/>

## **Certificates / Development Programs / Training**

- Professional, Specialized Title IX Training, GCU, Phoenix, AZ, 2019
- Professional, Preparing Future Faculty Training, GCU, Phoenix, AZ, 2019
- Professional, Active Threat Response Training, GCU, Phoenix, AZ, 2019
- Professional, Specialized NCAA Compliance Training, GCU, Phoenix, AZ, 2019

## **Computer Skills**

- Microsoft Office Package
- Adobe Systems
  - PhotoShop (Basic Skill Level)
  - InDesign (Basic Skill Level)
- News Production Tools
  - ENPS
  - Wordpress
  - Social News Desk
  - Anvato Content Management
  - Lakana Publishing
  - TVU Systems
  - FotoFlexer
- Educational Tools
  - D2L
  - Pipeline
  - Canvas
  - Blackboard
  - Wix
  - Canva

- LoudCloud
- Turnitin
- Kahoot

## **Memberships**

- American Journalism Historians Association (AJHA)
- Broadcast Education Association (BEA)

## **Foreign Languages**

- **French** – limited speaking, limited reading, limited writing