

BRANDON J. SZUMINSKY, PH.D

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EDUCATION

- 2016 Ph.D. in Communications Media and Instructional Technology, Indiana University of Pennsylvania
Dissertation: *Source of Controversy: Newspaper Reporters' Sourcing Practices in Coverage of Natural Gas Drilling*. Directed by Dr. Z. Stiegler.
- 2009 M.B.A, Human Resources: Leadership, Waynesburg University
- 2005 B.A. Communication: Journalism and Electronic Media, Waynesburg University

ACADEMIC EMPLOYMENT

- 2017 – Present Assistant Professor of Journalism, Department of Communication Arts and Sciences, Baldwin Wallace University
- 2013 – 2017 Instructor, Department of Communication, Waynesburg University
- 2009 – 2013 Lecturer, Department of Communication, Waynesburg University
- 2008 – 2010 Lecturer, Department of English, Waynesburg University

TEACHING EXPERIENCE

- Taught courses spanning the full range of media topics, including multimedia writing and production; journalism principles and practices; effective storytelling; social media and web content production; media literacy; and media research methods and theory
- Integrated multimedia production and print/digital design skills into existing upper-level journalism courses to cultivate students' ability to conceive a message or story, plan, research, implement, and disseminate multi-format content
- Revised Baldwin Wallace curriculum to align it with current industry needs, including designing a social media minor and convergent journalism minor focusing on digital skills
- Provided students with ample experiential learning opportunities for journalism, media production, and design through use of student media as learning laboratory integrated into classes
- Facilitated multiple pedagogical styles in class, with particular emphasis on experiential learning, student investment, discussion, collaboration, and self-guided learning
- Instituted in-person grading of all out-of-class writing assignments to ensure individualized feedback and student growth with focus on process and progress
- Received the Lucas D. Hathaway Award for Teaching Excellence and was nominated for the Student Senate Faculty Excellence Award and Student Organization Advisor of the Year Award

TEACHING INTERESTS

Media Writing & Editing; Design and Layout; Digital Media Production; Social Media Writing; Media Ethics; Audio/Video Production; Media Literacy & Civil Discourse; Media Persuasion/Misinformation; Media Criticism; Communication Theory & Research Methods; Communication Law; Media Business & Economics; Student Media Advising; Feature & Profile Writing; Internships; Public Speaking

STUDENT MEDIA ADVISING EXPERIENCE

- Advised student newspapers for eight years: Baldwin Wallace University (2017 – present) and Waynesburg University (2010 – 2017)
- Grew the staff size and overall student participation each year, at Waynesburg University (12 to 26) and at Baldwin Wallace (4 to 28), through targeted recruitment and retention of non-journalism majors by teaching transferrable skills and avoiding ‘silo’ approach where student newspaper is seen only as avenue for those with journalistic vocational aspirations
- Expanded focus beyond weekly paper production to digital storytelling skillsets including web design, social media, design and layout, and video and audio, as well as the fundamentals of writing, reporting, and editing
- Launched both newspapers’ social media efforts and Waynesburg’s website; encouraged students to pursue stories on digital platforms regardless of print publication schedule
- Encouraged students to approach work comprehensively, considering visual presentation, interactive elements, audience engagement, etc., in addition to foundational concepts of editorial judgement and clear and concise writing to most effectively communicate with an audience
- Oversaw staff efforts that produced more than 60 collegiate awards, including 5 national awards
- To view students’ work:
 - *Waynesburg University:* issuu.com/wuyellowjacket
theyellowjacket.org
twitter.com/wuyellowjacket
 - *Baldwin Wallace University:* issuu.com/theexponent
bwexponent.com
twitter.com/bwexponent

RESEARCH INTERESTS

Sourcing practices of journalists; the intersection of social media sharing and journalism; the spread of misinformation and the structural nature of hoaxes in the mass media and social media eras; sourcing of environmental news coverage; framing and agenda building studies; media literacy; media ecology

SCHOLARSHIP

PUBLICATIONS

Szuminsky, B. & Sherman, C. (2016). Variation in the Media Agenda: How newspapers in different states covered the 'Obamacare' ruling. *Newspaper Research Journal*, 38(1).

Stiegler, Z. & Szuminsky, B. (2013). "Mediating Misinformation: Hoaxes and the Digital Turn." In Hayes, J. and Hilton-Morrow, W. (Eds.), *War of the Worlds to Social Media: Mediated Communication In Times of Crisis*. New York: Peter Lang Publishing.

Szuminsky, B. (2012). Review of the book *The Decline of the Daily Newspaper: How an American Institution Lost the Online Revolution*, by K. L. Herndon. *The Newspaper Research Journal*, 33(3), 117-118.

Featured in Reimold, D. (2013). *Journalism of ideas: Brainstorming, developing, and selling stories in the digital age*. Routledge.

CONFERENCE PRESENTATIONS & ACTIVITY

- Szuminsky, B. (2018). Global to Mobile: Restoring Trust in Journalism For Citizens of the Mobile Village. Presented at the Ohio Communication Association annual conference, Akron, Ohio.
- Artman, N., Steigler, Z., Szuminsky, B., Albright, M. (2018). Avoiding the Bridge to Nowhere: Charting New Territories in the Mobile Village. Presented at Eastern Communication Association annual conference, Pittsburgh, Pa.
- Szuminsky, B. (2017). Journalism Teaching Marathon. Presented at Excellence in Journalism, SPJ/RTDNA National Conference. Anaheim, Calif.
- Szuminsky, B. (2016). Journalism Teaching Marathon. Presented at Excellence in Journalism, SPJ/RTDNA National Conference. New Orleans, La.
- Szuminsky, B. (2016). Student Union. Presented at Excellence in Journalism, SPJ/RTDNA National Conference. New Orleans, La.
- Szuminsky, B. (2016). A Picture Is Way Worse Than 10,000 Words: A Visual and Verbal Exercise. Teaching Marathon. Presented at Association for Journalism and Mass Communication National Conference. Minneapolis, Minn.
- Szuminsky, B. & Sherman, C. (2016). Framing The Same-Sex Marriage Ruling: How Audience Ideology Influences Newspaper Coverage. Presented at Association for Journalism and Mass Communication National Conference. Minneapolis, Minn.
- Szuminsky, B., Sherman, C., & Krall, M. (2016). Marriage in the Media: Newspapers' Framing of Supreme Court's Same-Sex Marriage Ruling. Presented at Laurel Highlands Communication Conference, Indiana, PA.
- Szuminsky, B. & Sherman, C. (2015). Variation in the Media Agenda: How Newspapers in Different States Covered the 'Obamacare' Ruling. Presented at Association for Journalism and Mass Communication National Conference. San Francisco, CA.
- Sherman, C. & Szuminsky, B. (2015, April). Comparing the International and U.S. Home Pages of Major American News Sites. Presented at the Laurel Highlands Communication Conference, Indiana, Pa.
- Sherman, C. & Szuminsky, B. (2014, April). Analyzing Photograph Selection in Newspaper Coverage of Obamacare. Presented at the Laurel Highlands Communication Conference, Indiana, Pa.
- Szuminsky, B. (2013, September). Glance Medium: The Nature, Culture, and Structure of Twitter and the Spread of Misinformation Online. Presented at the Social Media Technology Conference & Workshop (SMTECH), Bowie State University
- Szuminsky, B. & Stiegler, Z. (2013, April). "*Mediating Misinformation: Hoaxes After the Digital Turn.*" Presented at the Eastern Communication Association, Pittsburgh, Pa.

Szuminsky, B., Sherman, C., Minns, C., & Keppich, K. (2013, March). *Red and Blue and Read All Over: How newspapers in different states covered the 'Obamacare' ruling*. Presented at the National Pop Culture Association/American Culture Association Conference, Washington D.C.

Szuminsky, B. (2012, September). *Social News: Online Personal Influence and the Future Of Journalism*. Poster session presented at the Social Media Technology Conference & Workshop (SMTECH), Howard University, Washington, D.C.

Szuminsky, B. (2012, November). *Red-Blue Divide: Newspaper Coverage of the Supreme Court's 'Obamacare' Ruling*. Presented at Laurel Highlands Communication Conference, Indiana, Pa.

Sherman, C. & Szuminsky, B. (2012, November). *Using the Social Network Reddit for Research*. Presented at the Laurel Highlands Communication Conference, Indiana, Pa.

Stiegler, Z. & Szuminsky, B. (2012, November). *Bat-Men, Martians, and Balloon Boys: Hoaxes of the Mass Media Era*. Presented at the Laurel Highlands Communication Conference, Indiana, Pa.

REVIEW ACTIVITY

2018 National Judge, Society of Professional Journalists Mark of Excellence competition
2017 National Judge, Society of Professional Journalists Mark of Excellence competition
2016 Reviewer, AEJMC Newspaper and Online News Division Annual Conference Call
2016 Reviewer, Sage Publications: *A Student Guide to AP Style*
2015 Reviewer, Sage Publications: *Basics of Media Writing* and *Dynamics of Media Writing*
2014 Reviewer, AEJMC Community Journalism Interest Group Annual Conference Paper Call

COURSES TAUGHT

Baldwin Wallace University

CAS 232 Workshop in Journalism
CAS 251 Participation in The Exponent
CAS 263 ST: Understanding Media
CAS 263 ST: Media Literacy
CAS 415 ST: Profile Writing

Waynesburg University

COM 105 Understanding Media
COM 211 News Writing and Reporting
COM 212 Broadcast Journalism
COM 307 Profile and Feature Writing
COM 326 Writing for Web 2.0
COM 406 Newsroom Production
COM 438 Communication Theory & Research
COM 497 IS: Advanced Leadership Strategies
ENG 329 Business and Professional Writing

COURSES CREATED

Baldwin Wallace University

CAS 232 Workshop in Journalism
CAS 251 Participation in The Exponent
CAS 263 ST: Understanding Media
CAS 263 ST: Media Literacy
CAS 415 ST: Profile Writing

Waynesburg University

COM 326 Writing for Web 2.0
COM 406 Newsroom Production
COM 497 IS: Advanced Leadership Strategies

UNIVERSITY SERVICE

Ovation Festival Special Edition for University Relations	2018
Academic Standards Standing Committee	2014 – 2017
Habitat for Humanity Service Trip Leader	2014 – 2017
Medical Leave Policy Subcommittee, Academic Standards	2015
Classroom Technology Advisory Committee	2014 – 2015
Search Committee, Vice President of Faith and Mission	2014
Faculty Panel, Middle States Assessment	2014
Guatemala Service Trip Leader	2008, 2010, 2012

DEPARTMENTAL SERVICE

Ritter Departmental Planning Subcommittee	2018 – current
The Exponent Student Newspaper, Faculty Adviser	2017 – current
Curriculum Review and Revision	2013, 2015, 2017, 2018
HLC Accreditation Departmental Review	2017
Waynesburg U. High School Media Day, Director	2014 – 2017
John C. Knox Writing Contest, Coordinator and Creator	2014 – 2017
Society of Professional Journalists student chapter, Faculty Adviser	2012 – 2017
Sports Announcing & Journalism Camp, Instructor and Programing	2010, 2012 – 2017
Yellow Jacket Student Newspaper, Faculty Adviser	2009 – 2017
Merit Scholarship Departmental Committee	2009 – 2017
Assessment Day Departmental Committee	2009 – 2017
Day of Service Leader	2014

CURRICULUM DEVELOPMENT

Created Convergent Journalism minor	2018
Created Social Media Production minor	2018
Revised Broadcast/Mass Communication major	2018
Revised Communication: Electronic Media major	2017
Revised Communication: Journalism major	2017
Created Journalism minor	2015
Revised Communication: Journalism major	2013

PROFESSIONAL SERVICE

Board Member, Center for Play and Exploration	2017 – current
SPJ Mark of Excellence Awards National Judge	2016 – current
AEJMC Newspaper and Online News Division, Membership Chair	2016 – 2017
Society of Professional Journalists (SPJ), Student Chapter Advisor	2012 – 2017
Excellence in Journalism 2016 Student Union, Moderator	2016
AEJMC Newspaper and Online News Division, PF&R Chair	2015 – 2016
Society of Professional Journalists (SPJ), EIJ Chapter Delegate	2015, 2016
Habitat for Humanity, Greene County Chapter, Board of Directors	2008 – 2009

PROFESSIONAL MEMBERSHIPS

Society of Professional Journalists (SPJ), Cleveland Pro Chapter	2017 – current
Ohio News Media Association	2017 – current
Assoc. for Education in Journalism and Mass Comm. (AEJMC)	2012 – current
National Communication Association (NCA)	2016 – 2017
Press Club of Western Pennsylvania	2013 – 2017
Society of Professional Journalists (SPJ), Pittsburgh Pro Chapter	2012 – 2017
Pop Culture Assoc./American Culture Assoc. (PCA/ACA)	2013 – 2015
Broadcast Education Association (BEA)	2013 – 2015

RELEVANT NON-ACADEMIC WORK EXPERIENCE

Columnist/Copy Editor	Uniontown Herald-Standard	2009 – 2014
Freelance Writer	Waynesburg University	2004 – 2012
Freelance Writer	Asayo Creative Inc.	2008 – 2009
Copy Editor	Black Box Network Services	2007 – 2009
Copy Editor, Reporter	Uniontown Herald-Standard	2005 – 2007
Freelance Videographer	Viewpoint Productions	2002 – 2006
News Videographer	WTOV-9 Steubenville	2005
Freelance Writer	Uniontown Herald-Standard	2003 – 2005
Producer Intern	KDKA-TV Pittsburgh	2004

PERSONAL AWARDS AND HONORS

- 2018 - Nominee, Baldwin Wallace Student Life and Leadership Award: Student Organization Advisor of the Year
- 2018 - Nominee, Baldwin Wallace Student Life and Leadership Award: Student Senate Faculty Excellence Award
- 2018 - Fellow, Scripps Howard Journalism Entrepreneurship Institute, Arizona State University
- 2016 - Winner, SPJ Mark of Excellence, Region 4: Best All-Around Non-Daily Newspaper
- 2014 - Finalist, SPJ Mark of Excellence, Region 4: Best All-Around Non-Daily Newspaper
- 2014 - Scripps Howard Leadership Institute Graduate
- 2013 - Press Club of Western Pa. Golden Quill Awards: First Place, Team Entry
- 2013 - Pa. Assoc. of Broadcasters, Awards for Excellence in Broadcasting: Radio Public Affairs
- 2013 - Finalist, SPJ Mark of Excellence, Region 4: Best All-Around Non-Daily Newspaper
- 2012 - Lucas D. Hathaway Award for Teaching Excellence, Waynesburg University
- 2010 - MarCom Awards Competition: Gold Award, Writing/Magazine
- 2010 - MarCom Awards Competition: Gold Award, Annual Report/Educational Institution
- 2008 - Press Club of Western Pa. Golden Quill Awards: Finalist, Feature
- 2008 - Press Club of Western Pa. Golden Quill Awards: Finalist, Spot News
- 2007 - Pa. Society of Professional Journalists Spotlight Award: Third Place, Team Entry
- 2006 - Pa. Newspaper Association Keystone Awards: Second Place, Ongoing coverage
- 2005 - Finalist, SPJ Mark of Excellence Awards: Best All Around Non-Daily Newspaper
- 2005 - Pa. Newspaper Association Keystone Awards: Honorable Mention, Photo Series
- 2005 - Pa. Newspaper Association Keystone Awards: Honorable Mention, Editorial
- 2004 - Finalist, SPJ Mark of Excellence Awards: Best All Around Non-Daily Newspaper
- 2004 - Pa. Society of Professional Journalists Mark of Excellence Awards: First Place, Feature
- 2003 - Women's Press Club of Pittsburgh Gertrude Gordon Writing Contest: Third Place

AWARDS BY STUDENT NEWSPAPER STAFF

2018 - First Place, PNA Keystone Awards, Div-II: Personality Profile
2018 - First Place, PNA Keystone Awards, Div-II: Sports Story
2018 - First Place, PNA Keystone Awards, Div-II: Sports Photo
2018 - Second Place, PNA Keystone Awards, Div-II: Public Service/Enterprise
2018 - Second Place, PNA Keystone Awards, Div-II: Feature Story
2018 - Second Place, PNA Keystone Awards, Div-II: Sports Story
2018 - Second Place, PNA Keystone Awards, Div-II: Feature Photo
2018 - First Place, Scholastic Newspaper Award, American Scholastic Press Association
2018 - First Place, Special Merit, American Scholastic Press Association
2018 - Honorable Mention, PNA Keystone Awards, Div-II: Layout and Design
2017 - Winner, SPJ Mark of Excellence, Region 4: General News Reporting (Enrollment <9,999)
2017 - Winner, SPJ Mark of Excellence, Region 4: Feature Writing (Enrollment <9,999)
2017 - Winner, SPJ Mark of Excellence, Region 4: Sports Writing (Enrollment <9,999)
2017 - Finalist, SPJ Mark of Excellence, Region 4: In-Depth Reporting (Enrollment <9,999)
2017 - Finalist, SPJ Mark of Excellence, Region 4: General News Reporting (Enrollment <9,999)
2017 - Finalist, SPJ Mark of Excellence, Region 4: In-Depth Reporting (Enrollment <9,999)
2017 - Finalist, SPJ Mark of Excellence, Region 4: Feature Writing (Enrollment <9,999)
2017 - Finalist, SPJ Mark of Excellence, Region 4: Feature Writing (Enrollment <9,999)
2017 - Finalist, SPJ Mark of Excellence, Region 4: Sports Writing (Enrollment <9,999)
2017 - Finalist, SPJ Mark of Excellence, Region 4: Feature Photography (Enrollment <9,999)
2017 - Finalist, SPJ Mark of Excellence, Region 4: Feature Photography (Enrollment <9,999)
2017 - First Place, PNA Keystone Awards, Div-II: Sports Story
2017 - Second Place, PNA Keystone Awards, Div-II: General News
2017 - Honorable Mention, PNA Keystone Awards, Div-II: General News
2017 - Honorable Mention, PNA Keystone Awards, Div-II: Ongoing News Coverage
2017 - Honorable Mention, PNA Keystone Awards, Div-II: Sports Story
2016 - National Winner, SPJ Mark of Excellence: In-Depth Reporting (Enrollment <9,999)
2016 - Winner, SPJ Mark of Excellence, Region 4: Best All-Around Non-Daily Newspaper
2016 - Winner, SPJ Mark of Excellence, Region 4: General News Reporting (Enrollment <9,999)
2016 - Winner, SPJ Mark of Excellence, Region 4: In-Depth Reporting (Enrollment <9,999)
2016 - Winner, SPJ Mark of Excellence, Region 4: Sports Writing (Enrollment <9,999)
2016 - Finalist, SPJ Mark of Excellence, Region 4: Breaking News Reporting (Enrollment <9,999)
2016 - Finalist, SPJ Mark of Excellence, Region 4: General News Reporting (Enrollment <9,999)
2016 - Finalist, SPJ Mark of Excellence, Region 4: General News Reporting (Enrollment <9,999)
2016 - Finalist, SPJ Mark of Excellence, Region 4: Sports Writing (Enrollment <9,999)
2016 - Finalist, SPJ Mark of Excellence, Region 4: Sports Writing (Enrollment <9,999)
2016 - Finalist, SPJ Mark of Excellence, Region 4: Photo Illustration (Enrollment <9,999)
2016 - First Place, PNA Keystone Awards, Div-II: Ongoing News Coverage
2016 - First Place, PNA Keystone Awards, Div-II: Public Service/Enterprise
2016 - First Place, PNA Keystone Awards, Div-II: Sports Story
2016 - Honorable Mention, PNA Keystone Awards: Ongoing News Coverage
2015 - Winner, SPJ Mark of Excellence, Region 4: Feature Story (Enrollment <9,999)
2015 - Winner, SPJ Mark of Excellence, Region 4: General News Reporting (Enrollment <9,999)
2015 - Finalist, SPJ Mark of Excellence, Region 4: General News Reporting (Enrollment <9,999)
2015 - Finalist, SPJ Mark of Excellence, Region 4: Sports Writing (Enrollment <9,999)
2015 - Finalist, SPJ Mark of Excellence, Region 4: Non-Fiction Magazine Article
2015 - First Place, PNA Keystone Awards, Div-II: Ongoing News Coverage
2015 - First Place, PNA Keystone Awards, Div-II: Feature Story

2015 - Honorable Mention, PNA Keystone Awards, Div-II: Sports Story
2015 - First Place, Special Merit, American Scholastic Press Association
2015 - Most Outstanding University Newspaper, American Scholastic Press Association
2014 - Finalist, SPJ Mark of Excellence, Region 4: Best All-Around Non-Daily Newspaper
2014 - Finalist, SPJ Mark of Excellence, Region 4: In-Depth Reporting (Small Schools)
2014 - First Place, American Scholastic Press Association
2013 - Finalist, SPJ Mark of Excellence, Region 4: Best All-Around Non-Daily Newspaper
2013 - Finalist, SPJ Mark of Excellence, Region 4: General News Reporting (Small Schools)
2013 - Finalist, SPJ Mark of Excellence, Region 4: General News Reporting (Small Schools)
2012 - Finalist, SPJ Mark of Excellence, Region 4: In-Depth Reporting (Small Schools)
2012 - First Place, American Scholastic Press Association
2011 - First Place, American Scholastic Press Association