MEGAN E. MALLICOAT, Ph.D.

*College of Journalism & Communications*

*University of Florida*

*P.O. Box 118400 | Gainesville, FL 32611*

**EDUCATION**

**Ph.D. Mass Communication**

*University of Florida, 2015*

Chair: *Norman Lewis, Ph.D.*

*Dissertation: All The News That’s Fit To Post: Millennials’ Definitions Of News In The Context Of Facebook*

**M.A. Mass Communication — Journalism**

*University of Florida, 2012*

Chair: *Amy Zerba, Ph.D.*

Thesis: *Give the People What They Won’t Say They Want: The Challenge of Interactive News for a Public Caught in an Online Identity Crisis*

**B.S. Journalism — Online Media**

*University of Florida, 2003*

**TEACHING EXPERIENCE**

**Instructor of Record**

* Visual Journalism / JOU 3220C  
  *Fall 2015, Summer 2015, Spring 2015, Summer 2014, Spring 2014, Summer 2013  
    
  This class traditionally includes up to 30 students in a classroom setting, but I transitioned it to an online format for up to 45 students. In the traditional format, I provided instruction and one-on-one coaching during a two-hour lecture session twice a week. In the online format, I provided a series of modules for students to work through at their own pace, as well as one-on-one coaching as requested. This was an entry-level required class that covered Adobe Photoshop, Adobe Illustrator, Adobe InDesign, video editing software, WordPress, HTML5, and CSS3. Lessons included discussion about best practices of visual storytelling and hands-on activities with students’ computers and cameras. Assignments were designed to teach students to report stories using typography, data visualization, photography, and videography. Students also created an online portfolio of their work using a WordPress blog.*
* Design / JOU 3411  
  *Fall 2014, Fall 2013  
    
  This class typically included about 15 to 20 students. I was responsible for providing instruction and one-on-one coaching during both a two-hour lecture session and a two-hour lab session each week. This was an intermediate-level elective that covered Adobe Photoshop, Adobe Illustrator, and Adobe InDesign. Lectures included discussion about best practices of design and some hands-on activities. Labs included timed assignments designed to help students become comfortable being creative on deadline.*
* Public Relations Research / PUR 3500  
  *Spring 2013*  
  *I taught a class of about 35 students. I was responsible for providing instruction in basic research techniques and software during one-hour sessions three times a week. Students worked in teams to conduct quantitative and qualitative research for local non-profit organizations. Students conducted SWOT analyses, focus groups, surveys, and more, then made recommendations based on their findings.*

**Lab Instructor**

* Writing for Mass Communication / MMC 2100  
  *Spring 2008, Fall 2007*  
  *I taught a lab of 20 students. I was responsible for providing instruction and one-on-one coaching during weekly three-hour lab sessions, grading weekly assignments, and holding office hours. Assignments were designed to teach entry-level newswriting techniques, as well as public relations and advertising copywriting.*

**Lab Assistant**

* Reporting / JOU 3101  
  *2002-2003  
    
  I assisted the instructor in a lab of 20 students. I was responsible for providing one-on-one coaching during weekly three-hour lab sessions. Assignments focused on developing students’ journalistic writing skills, as well as to help them master AP Style.*

**PUBLICATIONS**

Mallicoat, M.E. (2014) *Like Me: How Facebook Users Engage in Self-Presentation.* Manuscript in preparation.

Mallicoat, M.E. (2014) *Picture-Perfect President: A Content Analysis of the White House’s Use of Instagram*. Manuscript submitted for publication.

Newport, E., Mallicoat, M.E. (2014) *Poor Minorities in the News: A Content Analysis of Poverty and Race in Florida Newspaper Coverage.* Manuscript in preparation.

Mallicoat, M.E. (2013) *Second-Level Agenda-Setting in 140 Characters: How Journalists Used Twitter to Report the Newtown Shooting*. Manuscript in revision.

Mallicoat, M.E., De Maio, M., Newport, E. (2013) *President 2.0: A Content Analysis of Barack Obama’s Use of Twitter During his Reelection Campaign*. Manuscript submitted for publication.

Mallicoat, M.E. (2012) *The Challenge of Interactive News for a Public Caught in an Online Identity Crisis.* Manuscript submitted for publication.

**REFEREED CONFERENCE PRESENTATIONS**

Mallicoat, M.E., De Maio, M., Newport, E. (2014, August) *President 2.0: A Content Analysis of Barack Obama’s Use of Twitter During his Reelection Campaign*, presented to the annual meeting of the Association for Education in Journalism & Mass Communication, Montréal, Canada.

Mallicoat, M.E., De Maio, M., Newport, E. (2014, March) *President 2.0: A Content Analysis of Barack Obama’s Use of Twitter During the Campaign for his Reelection*, presented to the annual meeting of the Association for Education in Journalism & Mass Communication Southeast Colloquium, Gainesville, Florida.

Mallicoat, M.E. (2013, August) *The Challenge of Interactive News for a Public Caught in an Online Identity Crisis*, presented to the annual meeting of the Association for Education in Journalism & Mass Communication, Washington, D.C.

Mallicoat, M.E. (2013, August) *Second-Level Agenda-Setting in 140 Characters: How Journalists Used Twitter to Report the Newtown Shooting*, presented to the annual meeting of the Association for Education in Journalism & Mass Communication, Washington, D.C.

Mallicoat, M.E. (2013, March) *Understanding the Peanut Gallery: A Typology of News Website Comments*, presented to the annual meeting of the Association for Education in Journalism & Mass Communication Southeast Colloquium, Tampa, Florida.

**SERVICE**

* Served as a reviewer for the UF College of Journalism and Communications Research Symposium  
  *Spring 2016*
* Graduate Student Representative on Faculty Research Committee  
  *College of Journalism & Communications, University of Florida / Fall 2014 – Fall 2015*
* Served as a session moderator for the AEJMC Southeast Colloquium Conference  
  *March 2014*
* Member of the Dean’s Advisory Council of Graduate Students  
  *College of Journalism & Communications, University of Florida / Fall 2013 - Present*
* Assisted with the UF College of Journalism & Communications Graduate Orientation  
  *August 2013*
* Guest Lecture on Blogging Strategy  
  *MMC 4302 / World Communication Systems / Spring 2013*

**TECHNICAL SKILLS**

* 15+ years of experience designing and implementing websites
  + Highly proficient in HTML / CSS; working knowledge of PHP and MySQL
  + Extensive experience using WordPress to manage websites
  + Proficient with Dreamweaver, but prefer to code using a text-editor program like BBEdit
* Almost 20 years of experience using the Adobe Creative Cloud (including Photoshop, Illustrator and InDesign) virtually every day
  + Began using Photoshop with version 4; began using InDesign with version 1
* 15+ years of experience shooting and editing video
  + Proficient in Final Cut Pro and related products
  + Working knowledge of Adobe Premiere.
* 25+ years of experience using Mac operating systems and hardware
* Superior writing and editing ability

**PROFESSIONAL EXPERIENCE**

*July 2007 - December 2012*

**Director of Communications /** University of Florida College of Engineering

Managed the college’s marketing and communications efforts. Duties included managing a staff of professionals and student assistants; overseeing the college’s web presence; publishing the college’s award-winning alumni magazine; assisting various departments and centers with newsletters, advertisements, etc.; monitoring website and social media analytics; and more. As part of a major web-presence overhaul, I implemented a WordPress-based system for our primary and subsidiary sites, then trained numerous support staff and student assistants to use WordPress.

*October 2005 - July 2007*

**Assistant Director of Communications /** University of Florida College of Engineering

Revamped college’s web presence; designed and implemented a new primary website and several subsidiary websites for the college; assisted with publication of the college’s alumni magazine and department newsletters; monitored website analytics; and more.

*August 2003 - October 2005*

**Web Developer /** University of Florida Pruitt Family Department of Biomedical Engineering

Created a new website for the department and several subsidiary websites; edited promotional videos for graduate recruitment; designed promotional print pieces; monitored website analytics; and more. To maintain the department’s website, I coded a proprietary content management system using PHP and MySQL.

*Fall 2003*

**Associate Producer /** WCJB-TV Gainesville, Fla.

Assisted in the production of morning news segments; edited b-roll, edited packages, VO and bites; operated teleprompter and cameras for morning news broadcast.

*Summer 2003*

**Intern /** WESH-TV Orlando, Fla.

Helped to maintain the station’s website; wrote and edited copy for website; uploaded video from news broadcasts to website; helped create b-roll for evening news, edited packages, VO and bites; logged and filed tapes.