

Jennifer Rauch, Ph.D

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AREAS OF EXPERTISE

- Alternative Media
- Audience Research & Interpretive Studies
- Civic Engagement
- Communication Technologies
- Eco-Media Studies
- Environmental Communication
- Journalism
- Mass Communication Theory & Methods
- Media/News Literacy
- Media & Popular Culture
- Media Activism & Social Movements
- Political Rhetoric
- Public Speaking
- Socio-Cultural Effects of Mass Media
- Writing for News Media

EDUCATION

Ph.D., Mass Communications, Indiana University Bloomington, 2006

Dissertation: "'Looking at It Sideways': Alternative media and the activist critique of news"

Committee: David Nord (advisor), Tom Gieryn, Chris Ogan, Carol Polsgrove

Concentrations: Communication & Culture, Media & Society

Master of Journalism, Temple University, 1998

Concentrations: News-Editorial, Critical Perspectives on Journalism

B.A., Mass Communications, The Pennsylvania State University, 1991

Double major in French Language & Culture; minor in Business

Concentrations: International Communication, British & European Mass Media

PUBLICATIONS

Books

Rauch, J. (forthcoming). *Slow Media: Why Slow is Satisfying, Sustainable, and Smart*. Book manuscript submitted to Oxford University Press; expected release in 2018.

Book Chapters

Rauch, J. (2015). 'Slow Media as Alternative Media: On the cultural persistence of print and analog forms.' *The Routledge Companion to Alternative & Community Media* (Chris Atton, ed.), pp. 571-581. Oxford, England, and New York, NY: Routledge.

Rauch, J. (2013). 'Participation Beyond Production: Possibilities for reception and ritual in the study of activist audiences.' *Audience & Interpretation in Media Studies* (Radhika Parameswaran, ed.), vol. 3 in *The International Encyclopedia of Media Studies* (Angharad N. Valdivia, general ed.), pp. 489-509. Oxford, England: Wiley-Blackwell.

Peer-Reviewed Journal Articles

Rauch, J. (2016). 'Are There Still Alternatives? Reconceiving the relationships between alternative and mainstream media in a converged environment.' *Sociology Compass*, 10(9), 756-767.

- Rauch, J. (2015). 'Exploring the Alternative-Mainstream Dialectic: What "alternative media" means to a hybrid audience.' *Communication, Culture & Critique*, 8(1), 124-143.
- Rauch, J. (2014). 'Constructive Rituals of Demediatization: Spiritual, corporeal and mixed metaphors in popular discourse about unplugging.' *Explorations in Media Ecology*, 13(3&4).
- Rauch, J. (2011). 'The Origin of Slow Media: Early diffusion of a cultural innovation through popular and press discourse, 2002-2010.' *Transformations: Journal of Media & Culture*, 20.
- Rauch, J. (2010). 'Superiority and Susceptibility: How activist audiences imagine the influence of mainstream news messages on self and others.' *Discourse & Communication*, 4(3), 263-277.
- Rauch, J. (2007). 'Activists as Interpretive Communities: Rituals of consumption and interaction in an alternative media audience.' *Media, Culture & Society*, 30(1), 5-24.
- Rauch, J. (2007). 'Do Students at Your College Follow the News? How to foster youths' understanding of current events, survey methods and their own media consumption.' *The Journalist*, 35(2), 48-58.
- Rauch, J., S. Chitrapu, J.C. Evans, P. Mwesige, C. Paine and S.T. Eastman (2007). 'From Seattle 1999 to New York 2004: A longitudinal analysis of journalistic framing of the movement for democratic globalization.' *Social Movement Studies*, 6(2), 131-145.
- Grabe, M.E., K.D. Trager, M. Lear and J. Rauch (2006). 'Gender in Crime News: A case study test of the chivalry hypothesis.' *Mass Communication & Society*, 9(2), 137-163.
- Rauch, J. (2004). 'Hands-on communication: Zine circulation rituals & the interactive limitations of Web self-publishing.' *Popular Communication: International Journal of Media & Culture*, 2(3), 153-169.
- Rauch, J., Trager, K.D. and E. Kim (2003). 'Clinging to Tradition, Welcoming Civic Solutions: A survey of college students' attitudes towards civic journalism.' *Journalism & Mass Communication Educator*, 58(2), 175-186.
- Rauch, J. (2003). 'Rooted in Nations, Blossoming in Globalization? A cultural perspective on the content of a "Northern" mainstream and "Southern" alternative news agency.' *Journal of Communication Inquiry*, 27(1), 87-103.

Book Reviews & Encyclopedia Entries

- Rauch, J. (2008). 'Zines,' pp. 5381-5383, *International Encyclopedia of Communication* (Wolfgang Donsbach, ed.), Oxford, England, and Malden, MA: Wiley-Blackwell.
- Rauch, J. (2006). 'All the News That's Fit to Sell: How the market transforms information into news' by James T. Hamilton. *Journal of Communication Inquiry*, 30(3), 221-223.

Rauch, J. (2002). 'Radical Media: Rebellious communication and social movements' by John D.H. Downing. *Journal of Communication Inquiry*, 26(2), 221-223.

CONFERENCE PRESENTATIONS

- 'Eco-Media Literacy: A green reboot for media education.' International Environmental Communication Association, Conference on Communication and the Environment, Leicester, England (2017).
- 'Mindful Media Use: Toward sustainable engagement with digital technologies.' Media Ecology Association, Moraga, Calif. (2017).
- 'Media Literacy Education and Green Cultural Citizenship.' National Association for Media Literacy Education, Philadelphia, Pa. (2015).
- 'Slow Media as Alternative Media: On cultural resistance and the persistence of print and analog forms,' Panel session presented at International Communication Association, Popular Communication division, Seattle, Wa. (2014).
- 'Exploring the Alternative-Mainstream Dialectic: What "alternative media" means to a hybrid audience.' Association for Education in Journalism & Mass Communication, Critical & Cultural Studies division, Washington, D.C. (2013).
- 'Sabbath, Diet, Detox, Fast: New rituals of unplugging from media.' Media Ecology Association, Grand Rapids, Mich. (2013).
- 'Participation Beyond Production: Possibilities for reception and ritual in the study of activist audiences.' Association for Education in Journalism & Mass Communication, Critical & Cultural Studies division, Chicago, Ill. (2012).
- 'Slow Media Subcultures: Media avoidance and resistance.' Media Ecology Association, New York, N.Y. (2012).
- 'Activist Media and Technological Convergence.' International Communication Association, Popular Communication division, pre-conference on "Affective Audiences: Analyzing Media Users, Consumers & Fans," Chicago, Ill. (2009).
- 'How News Audiences Spontaneously Display the Third-Person Effect in Naturalistic Conversation: A qualitative look at self-other comparisons.' Association for Education in Journalism & Mass Communication, Mass Communication & Society division, Chicago, Ill. (2008).
- 'Do Students at Your College Follow the News? How to foster youths' understanding of current events, survey methods and their own media consumption.' Association for Education in Journalism & Mass Communication, Community College Journalism Association, Small Programs Interest Group, Scholastic Journalism and International Communication divisions, Washington, D.C. (2007).
- *GIFT Scholar Award**

- 'Activists as Interpretive Communities: Rituals of consumption and interaction in an alternative media audience.' Association for Education in Journalism & Mass Communication, Critical & Cultural Studies division, San Francisco, Calif. (2006).
- "'If This Were All I Knew...": How activists play with mainstream news meanings and imagine the mass audience.' Association for Education in Journalism & Mass Communication, Critical & Cultural Studies division, San Antonio, Tex. (2005).
- 'Gender in Crime News: A case study test of the Chivalry Hypothesis.' Panel session presented to the International Communication Association, Feminist Scholarship Division, New Orleans, La. (2004).
- 'From the "Battle of Seattle" to the "War on Terrorism": A dynamic approach to framing protests against globalization.' International Communication Association, Mass Communication division, San Diego, Ca. (2003).
- 'Hands-On Communication: The ritual limitations of Web publishing in the alternative "zine" community.' Association for Education in Journalism & Mass Communication, Critical & Cultural Studies division, Miami, Fla. (2002).
- 'Clinging to Tradition, Welcoming Civic Solutions: A survey of college students' attitudes towards civic journalism' (with K.D. Trager and E. Kim). Association for Education in Journalism & Mass Communication, top student paper in the Civic Journalism division, Miami, Fla. (2002).
***Top Student Paper Award**
- 'Rooted in Nations, Blossoming in Globalization? A cultural perspective on the content of a "Northern" mainstream and "Southern" alternative news agency.' Association for Education in Journalism & Mass Communication, International division, Washington, D.C. (2001).

INVITED TALKS

- 'Fake News & Real Democracy.' Spoke and moderated roundtable discussion, Honors College Discovery Day, Long Island University Brooklyn (2017).
- 'Unplugging for Heart and Soul: Spiritual and corporeal metaphors in popular discourse about mindful media non-use.' Spoke on panel at the Symposium on Social Media and Psycho-Social Well-being, Rutgers University, New Brunswick, N.J. (2014).
- 'A Slow Reading Cure for Constant Partial Attention? Developing your "biliterate" brain.' Spoke on panel at the Association for Education in Journalism & Mass Communication, Journalism History Internet Group, Montreal, Québec (2014).
- 'Power to the People: Popular resistance to mediatization through constructive rituals.' Spoke on panel about intentional media use and non-use to the Eastern Communication Association, Providence, R.I. (2014).
- 'From Digital Overload to Digital Fasts: Balancing the need to stay connected with the need for grounding & reflection.' Spoke on panel for Association for Education in Journalism & Mass Communication, Journalism History Internet Group, Chicago, Ill. (2012).

'Using Blogs & Social Media for Teaching.' Spoke and led workshops for faculty and staff at the Teaching with Technology Institute, Long Island University (2012).

'The Future of Journalism.' Spoke on panel with Eric Alterman of *The Nation*, at Honors Spring Conference, Long Island University Brooklyn (2010).

'Trends in American Journalism: Declining audiences and converging multimedia.' Spoke to visiting Chinese journalists from the *Economic Observer*, a Beijing-based newspaper, Long Island University Brooklyn (2005).

'Not Necessarily the News: Youth culture, news and popular media discourse.' Spoke on panel for International Communication Association, Popular Communication division, New York, N.Y. (2005).

'Gender and Crime Coverage: A case study of the *Herald Times*' (with M.E. Grabe, M. Lear and K.D. Trager). Presented results of study funded by Scholarship of Engagement Grant from Indiana Campus Compact. Indiana University (2003).

HONORS & AWARDS

Recipient, Professional Development Grants, Long Island University, 2012, 2013, 2017.

Winner, Newton Award for Excellence in Teaching, Long Island University, 2012.

Recipient, Chapter Adviser Research Grant, Kappa Tau Alpha, National Journalism & Mass Communication Honor Society, 2008.

Fellow, Knight Digital Media Center, University of California Berkeley, 2008.

Recipient, Instructional Innovation Grant, Office of Academic Affairs & Teaching, Long Island University, 2007.

Winner, GIFT Scholar Award, Association for Education in Journalism & Mass Communication, 2007.

Scholar, Multimedia Journalism, The Poynter Institute, 2006.

Recipient, Grant-in-Aid of Research Award, Research & University Graduate School, Indiana University, 2003; Research Grants, School of Journalism, Indiana University, 2001, 2003.

Fellow, Louise Hess Miller, Mark & Ruth Ferree, Ernie Pyle, Roy Howard, Eugene Pulliam fellowships, Indiana University, 2001-2003.

Fellow, Chancellor's Fellowship, Indiana University's highest award for graduate students in the arts, humanities and social sciences, 2000-2003.

Winner, Top Student Paper Award, Civic & Citizen Journalism, Association for Education in Journalism & Mass Communication, 2002.

Winner, Frances G. Wilhoit Research Paper Award, School of Journalism, Indiana University, for
“Radical, Accurate and Passionate Tellings of the Truth” Online: The post-Seattle
Independent Media Center network in content and context,’ 2002.

PROFESSIONAL EXPERIENCE

Associate Professor — Long Island University Brooklyn

Department of Journalism and Communication Studies, 2010-present

- Designed research studies using range of methods (surveys, interviews, focus groups, content analysis, discourse analysis); constructed questionnaires; recruited participants; collected and analyzed quantitative and qualitative data; applied for and received IRB/HSC approval; ensured ethical compliance; prepared reports of findings.
- Published 12 peer-reviewed articles in top academic journals, in addition to a sole-authored book (Oxford University Press), two book chapters (Routledge, Wiley-Blackwell), book reviews, an entry in Blackwell's *International Encyclopedia of Communication*, and a wide range of public writing.
- Wrote grant proposals and applications to National Endowment of Humanities, American Association of University Women, et al.; won funding from Kappa Tau Alpha, Knight Digital Media Center, Poynter Institute as well as internal sources.
- Presented scholarly work to academic and lay audiences at dozens of national, international and local conferences.
- As outcomes-assessment coordinator (2009-2014): Led development of goals, objectives, assessment plan and measurement tools; trained faculty in assessment process; collaborated in evaluating assessment data; wrote reports; made course- and program-level recommendations.
- Developed, taught and evaluated 12+ courses in Communication, English, Journalism, Media Arts and the Honors College (including service learning, adult education, and learning communities).
- Advised journalism majors in academic progress and career development.
- Directed journalism internship program; managed relationships with employers (incl. ABC, Associated Press, BET, CBS, Comedy Central, FOX, MTV, NBC, Madison Square Garden, Sony Music, Standard & Poor's, United Nations); arranged hundreds of work placements.
- Supervised dozens of independent studies and thesis projects, including empirical research as well as creative/production work.
- Advised campus chapter of Kappa Tau Alpha, national honor society in journalism and mass communication.
- Assisted in planning, oversight and promotion of annual George Polk Awards seminar and luncheon, as well as Polk conferences, receptions, guest lectures and other events.

Acting Chair, Long Island University Brooklyn (Brooklyn, N.Y.)

Department of Journalism & Communication Studies, 2013-2014

- Oversaw budget and daily running of department with six full-time faculty, one administrative assistant, four graduate assistants, four work-study students and 20+ adjunct instructors.
- Directed creation of marketing materials and update/redesign of department website.
- Evaluated faculty performance, offered feedback and helped solve problems with course planning, classroom management and instructional technology.

- Analyzed technology needs in offices and classrooms; identified hardware and software resources; coordinated installation, maintenance and upgrades; served as liaison between instructors and technical staff.

Assistant Professor — Long Island University Brooklyn

Department of Journalism and Communication Studies, 2004-2010

Adjunct Instructor — Ursinus College

Department of Media & Communication Studies, 2003-2004

Associate Instructor — Indiana University Bloomington

School of Journalism, 2001-2003

Adjunct Instructor — Lehigh University

Department of Journalism & Communication, 2001, 2002

Associate Editor — Temple University

Office of Strategic Marketing & Communications, February 1999-August 2000

- Wrote, edited, and designed pages for campus publication *Temple Times*.
- Planned story budgets; conducted interviews and background research.
- Recruited, trained and supervised interns.

Freelance Reporter — City Paper

February 1999-August 2000

- Produced articles, cover stories, photographs for alternative newsweekly in Philadelphia, Pa.

Copy Editor — China Daily

September 1998-January 1999

- Proofread, edited and rewrote copy for daily English-language newspaper in Beijing, China.
- Contributed feature stories to tourism publications *Beijing Weekend* and *Beijing This Month*.

Other experience as freelance writer for *The Urban Audubon* (NYC Audubon); Air Products & Chemicals, *The Pottstown Mercury* (Phoenixville, Pa.), and *The Morning Call* (Allentown, Pa.); citizen scientist and habitat conservationist (Audubon Society, Cornell Lab of Ornithology, Lemon Creek Martin Colony); publications editor for the American Red Cross; communication assistant for Lehigh University; and community broadcaster for Muhlenberg College.

TEACHING EXPERIENCE

Long Island University Brooklyn

Received the Newton Award for Outstanding Teaching, 2012

Introduction to Mass Communication — *UG, Journalism*

Mass Communication & New Media in Society — *UG, Communication/Journalism/Media Arts*

Mass Media & Culture — *UG, Journalism*

News Writing — *UG, English/Journalism*

Political Humor & Civic Culture — *UG, Honors*

Political Rhetoric — *UG, Honors*
Public Speaking & Civic Engagement — *UG, Communication*
Social Media, Social Change — *G, Media Arts*
Social Media in Practice & Theory — *UG, Communication/Journalism/Media Arts*

Ursinus College

Introduction to Journalism — *UG, Media & Communication Studies*
Mass Media & Society — *UG, Media & Communication Studies*

Indiana University Bloomington

News Reporting, Writing & Editing I — *UG, Journalism*
News Reporting, Writing & Editing II — *UG, Journalism*

Lehigh University

Media, Technology & Society — *UG, Journalism & Communication*

PROFESSIONAL ACTIVITIES & SERVICE

Member of George Polk Awards selection committee and judging panel, 2004-present.

Editorial supervisor, George Polk Grants program, underwritten by the Ford Foundation, 2011-2012.

Member, Board of Directors, Association for Education in Journalism & Mass Communication, 2009-2010.

Member, Council of Divisions, Association for Education in Journalism & Mass Communication, 2008-2010.

Head, Commission on the Status of Women, Association for Education in Journalism & Mass Communication, 2009-2010. Vice head/program chair, 2008-2009. Research chair, 2007-2008.

- Supervised commission budget; oversaw annual member meetings and officer elections.
- Planned and programmed research panels, social gatherings and other conference events.
- Managed content for quarterly newsletter, email blasts, website and social media.

Reviewer

Association for Education in Journalism & Mass Communication
International Communication Association
Israel Science Foundation/Academy of Sciences & Humanities
Kappa Tau Alpha/Mott Book Award
Media Ecology Association
National Communication Association
Oxford University Press
Peter Lang
Routledge
Wiley-Blackwell
Canadian Journal of Sociology
Comunicacion y Sociedad

Communication, Culture & Critique
Environmental Communication
Information, Communication & Society
Journal of Communication Inquiry
Journalism Practice
Mass Communication & Society
Sociological Quarterly

ADDITIONAL TRAINING

Certificate in Blended/Online Learning, Long Island University Brooklyn, 2012.

Technology Tools Workshop, Knight Digital Media Center, University of California Berkeley, 2008.

Teaching & Research in Convergent Journalism, IFRA Newsplex, College of Mass Communication & Information Studies, University of South Carolina Columbia, 2008.

Convergence Journalism, Civic & Citizen Journalism division of the Association for Journalism & Mass Communication and Journalism That Matters, 2007.

Multimedia Journalism for College Educators, The Poynter Institute, 2006.

RELEVANT SKILLS

Computer: Blackboard, Blogger, Excel, CSS, Facebook, Google+, HTML, InDesign, Instagram, Moodle, MS Word, PeopleSoft, Photoshop, Pinterest, PollEverywhere, Powerpoint, Prezi, SharePoint, Soundslides, SPSS, Storify, StudentVoice, SurveyMonkey, Tweetdeck, Twitter, Tumblr, Typepad, WordPress & more.

Copy editing: American Psychological Association, Associated Press, Chicago, Harvard styles.

Language: Native English, fluent French, working Spanish.

PROFESSIONAL AFFILIATIONS

Association for Education in Journalism & Mass Communication (AEJMC), 2001-present

International Communication Association (ICA), 2002-present

International Environmental Communication Association (IECA), 2016-present

National Communication Association (NCA), 2004-present

Media Ecology Association (MEA), 2012-present

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