

## **Mitch McKenney**

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### **Education:**

Kent State University, Kent, Ohio

- Master's of Business Administration, Graduate School of Management, 2008.
- Bachelor of Science in News, School of Journalism and Mass Communication, 1989.  
Internships with the Los Angeles Times - Washington Post News Service (Dow Jones copy editing) and The Plain Dealer, Cleveland (reporting).

### **Academic experience:**

Kent State University, Kent, Ohio, 2008-present.

- Associate professor and undergraduate coordinator, School of Media and Journalism. Assistant professor from 2008-2014. Adviser to The Kent Stater newspaper and KentWired.com site from 2013-2016. Developed and co-taught international reporting course seven times. Was part of Stark regional campus faculty from 2008-16, sharing time with Kent campus. At Stark, co-coordinated a grant-funded initiative in environmental media, which included three courses and a multi-university water sampling project.
- I began teaching as an adjunct, teaching Newswriting, Reporting for Mass Media and Feature Writing, from 2001-2007.

Shanghai International Studies University, Shanghai, China, Summer 2013.

- Visiting professor. Taught two, four-week classes, one on media in the United States and the other on editing and leading in a newsroom.

### **Publications:**

McKenney, Mitch, "Of Cash Cows, Dogs, and Dead Cats," *Newspaper Research Journal*, 41(1), 23-27, 2020.

McKenney, Mitch, "Getting Truth to Matter Again," concluding chapter in *When Truth Mattered*, The Kent State Shootings 50 Years Later," by Bob Giles, Mission Point Press, 2020.

McKenney, Mitch, book review of *Digital Transformation in Journalism and News Media: Media Management, Convergence and Globalization*, by Mike Friedrichsen and Yahya Kamalipour Cham, in *International Journal on Media Management*. 20:2, 151-152, 2018.

McKenney, Mitch, "Selling Vice: Cigarettes and Alcohol," chapter on limits to ad speech in *We Are What We Sell*, edited by Danielle Coombs and Bob Batchelor, 2014.

McKenney, Mitch, "Embarrassing State of Electronic Comments," op-ed in the *Akron Beacon Journal*, May 15, 2013.

McKenney, Mitch, and Robert Hamilton IV, “Environmental Media: Biology Theory, Journalism Practice, Community Engagement,” AURCO Journal by the Association for University Regional Campuses of Ohio, April 2013.

McKenney, Mitch, book review of Funding Journalism in the Digital Age: Business Models, Strategies, Issues and Trends, by Jeff Kaye and Stephen Quinn, in Electronic News, December 2012. <http://enx.sagepub.com/content/6/4/239>

McKenney, Mitch, “Best Practices in Story Comment Management,” published to the Association for Education in Journalism and Mass Communication's Council of Affiliates site. Winner of First Annual Industry Research Forum Award, which included a \$1,000 award, and presented at AEJMC-Chicago, August 2012.

McKenney, Mitch, textbook slides for Media/Impact, 10<sup>th</sup> edition, by Shirley Biagi. Wadsworth – Cengage Learning. The 16 presentations were published in July 2011 and are available to faculty who adopt the text.

Leach, Jan, and Mitch McKenney, “Of Loss and Learning: How Anniversary Coverage Affects Understanding of May 4, 1970,” book chapter, in Democratic Narrative, History and Memory, edited by Laura Davis and Carole Barbato, Kent State University Press, 2012.

McKenney, Mitch, “Regional Networks,” chapter in Encyclopedia of Social Networking, by George Barnett and J. Geoffrey Golson. SAGE Publications, Thousand Oaks, Calif., 2011. Author of “Regional Networks” chapter, concerning credibility of local news blogs and the influence of reader comments on local news stories.

McKenney, Mitch, “(Comic) Strip Mining: Comics Editors Scramble to Replace Berkeley Breathed’s Opus.” Columbia Journalism Review, Posted November 7, 2008, to <http://www.cjr.org/>.

Also more than 1,000 news stories published under my byline from 1990-1996 in the Rochester, N.Y., Times-Union and The Palm Beach Post, and perhaps twice that many edited between 1996-2008 for The Palm Beach Post and Akron Beacon Journal.

### **Refereed papers and presentations**

“The New Kind of Study Abroad: Deadline International Reporting,” session by the Electronic News and Scholastic Journalism divisions of Association for Education in Journalism and Mass Communication, at the annual conference in San Francisco. (August 2015).

“Lessons from the Tenure Track,” session for new faculty and graduate students that I proposed and moderated for the Newspaper & Online News Division of the Association for Education in Journalism and Mass Communication, at the annual conference in Montreal. (August 2014).

"Globalizing the Classroom: International Storytelling," presentation of first-place winner of the Elected Committee on Teaching 2014 Best Practices competition. Association for Education in Journalism and Mass Communication, annual conference in Montreal. (August 2014).

"Students Using Multimedia a) In Town b) Around the World," presentation at Ohio Communication Association annual conference at Marietta College. (October 2013).

"Dancing With the Trolls: Strategies for Story Comment Management," panel at the 2013 Association for Education in Journalism and Mass Communication Conference in Washington, D.C. (August 2013).

"So You Want To Do An International Journalism Course? Lessons From China, India and Beyond," paper for the 2013 Broadcast Education Association convention in Las Vegas, Nev. (April 2013).

"Green Film: The Effect of Teaching Them Environmental Media," paper for the 2013 Broadcast Education Association convention in Las Vegas, Nev. (April 2013).

"Communication Theory Meets Journalism Practice: Birthing a Co-Taught Course in Citizen Media," poster (with Erin Hollenbaugh) at Ohio Communication Association annual conference at Kent State University. (October 2012).

"Dateline Shanghai: How Chinese Youth Are Jumping the Great Firewall," paper presented at International Studies Association annual conference in San Diego (April 2012).

"Environmental Media: Biology Theory, Journalism Practice, Community Engagement," paper presented at the annual Association for University Regional Campuses of Ohio conference at Ohio University Zanesville (April 2012).

"Are Print Narratives Over?" a panel on the future of literary journalism techniques that I proposed and hosted at the Association for Education in Journalism and Mass Communication annual conference in St. Louis (August 2011).

"That'll Preach: Sites Pastors Found Credible," paper from survey research I did of evangelical pastors' Web site preferences, presented at the First Annual Conference on Information and Religion, hosted by the Center for the Study of Information and Religion at Kent State University. (May 2011).

"Hungry for News: Celiac Sufferers Learn from Media, Each Other," paper presented at Civic and Citizen Journalism Interest Group poster session, Association for Education in Journalism and Mass Communication annual conference in Denver (August 2010).

"Losing My Religion Page: The New Normal for Faith Coverage," a panel exploring the transformation of religion in media, that I proposed and hosted at the Association for Education in Journalism and Mass Communication annual conference in Denver (August 2010).

“JMC Pro to JMC Faculty,” session for new faculty – broken into teaching and research hours – that I proposed and moderated on behalf of the News Division of the Association for Education in Journalism and Mass Communication, at the annual conference in Denver (August 2010).

“Weaning Them From Wikipedia,” roundtable I lead on getting students to crave authoritative sources, at the annual Association for University Regional Campuses of Ohio conference at Kent State University at Stark (April 2010).

“Everyone’s a Critic: As Newspapers Drop Orchestra Reviewers, Will Social Media Fill the Void?” paper at the Association for Education in Journalism and Mass Communication midwinter conference at University of Oklahoma (March 2010).

“Hungry for News: Celiac Sufferers Learn from Media, Each Other,” presented to Civic and Citizen Journalism Interest Group, Association for Education in Journalism and Mass Communication midwinter conference in Norman, Okla. (March 2010).

“Unfit for Air: Lawmaker Efforts to Silence 911 Recordings” at the International Crime, Media & Popular Culture Studies Conference at Indiana State (October 2009).

“Of Loss and Learning: How Anniversary Coverage Affects Understanding of May 4, 1970,” presentation of book chapter topic with Jan Leach at the May 4 Symposium, Kent State University. (May 2009).

### **Invited presentations**

"When Truth Mattered," interview of editor Robert Giles and photographer John Filo at the 50th anniversary of the Kent State shootings, [virtual presentation](#) hosted by Mission Point Press (April 2020).

“What If Newspapers Aren’t Dying?” panelist at Association for Education in Journalism and Mass Communication annual conference in Toronto, Ontario (August 2019).

“Breaking News: Guns and the Media,” panelist at Association for Education in Journalism and Mass Communication annual conference in Washington, D.C. (August 2018).

“Should Journalists Behave Differently Now?” presentation to the Annual Retired Physicians Appreciation Dinner, Summa Health (July 2018).

“What is the Responsibility of Citizen Journalism?” panelist following screening of “Acorn and the Firestorm” at the Cleveland International Film Festival (April 2018).

“Fake News Community Discussion,” panelist at Hudson Library & Historical Society (October 2017).

“Convergence, Collaboration, Content: The Evolution of Our ‘Digital-first’ Newsroom” at the Associated Collegiate Press National Convention in Washington, D.C. (October 2016).

“Ten Years On, Trolls Still Rule: Editor Options to Tame their Still-Ugly Comment Areas,” presentation to University of Nicosia, Cyprus (March 2016).

“Disruptive Innovation and U.S. Media,” presentation to Dankook University, Seoul, South Korea. (March 2015).

“Abominable Ethics: How to Manage When Reporters Make Stuff Up,” presentation on Kent Stater fabrication incident, College Media Association conference in Philadelphia (November 2014).

“No More Random Clueless: Finding Good Sources to Drive Stories” and "Ideas to Steal" at Ohio Scholastic Media Association regional workshop at Otterbein University. (October 2014).

“No More Random Clueless: Finding Good Sources to Drive Stories,” ASNE High School Journalism Institute (high school journalism teachers) at Kent State University. (July 2014).

“Disruptive Innovation and U.S. Media,” presentation to Tallinn Institute of Technology, Tallinn, Estonia. (March 2014).

“Minding the Environment: What Journalists Should and Must Do,” presentation to Shanghai International Studies University community. (May 2013).

“Disruptive Innovation in Media: Three Effects,” presentation to Pontifical Catholic University of Paraná in Curitiba, Brazil (March 2013).

“Fracking: Promise or Peril,” panel discussion host at first Global Communication Issues forum sponsored by Kent State School of Communication Studies and the Pulitzer Center on Crisis Reporting. (February 2013).

“Ledes That Don’t Suck: How to Write (or Coach) a Lede That Works,” presented at Ohio Scholastic Media Association regional workshop at Otterbein University. (October 2012).

“Broadcasting Lives: Lessons for Students from the Museum of Broadcast Communications,” panelist at Association for Education in Journalism and Mass Communication annual conference in Chicago (August 2012).

“Media Transformation and the Effects on Democracy,” presentation at Amity University, Uttar Pradesh, India. (March 2012).

“A Decade of Disruptive Innovation: How Advances In Consumer Technology Surprised, Energized, Destroyed and Improved U.S. Media Between 2000 and 2010,” presented at Shanghai International Studies University, Shanghai, China. (March 2011).

“Ideas to Steal,” a primer on finding story ideas for high school student media, presented to the Ohio Scholastic Media Association conferences at Kent State University. (Multiple presentations October 2010-April 2013).

“First Amendment Uses and Abuses,” panelist as part of Canton’s One Book, One Community effort, at the main Stark County District Library. Panel of journalists and academics discussed issues raised by Thomas Crowl’s Murder of a Journalist: The True Story of the Death of Donald Ring Mellett. October 2010.

“Going Through Your Toolbox,” a primer on storytelling approaches, to high school journalism students. Ohio Scholastic Media Association state convention, Kent State University. (April 2009).

“What Not to Say to an Editor,” presented at workshop of the American Marketing Association, Akron-Canton Chapter, for non-profit agency publicists at the Center for Non Profit Excellence in Akron, Ohio. (September 2008).

### **Citations**

McKenney, Mitch, quoted in “Very Big and Very Small Newspapers May Survive, but What About the Middle?” WKSU radio, April 17, 2018. [Link](#)

McKenney, Mitch, quoted in “Readers Search for Answer To Fake News at Hudson Library,” MyTownNEO, November 3, 2017. [Link](#)

McKenney, Mitch, quoted in “What Had You Talking In 2015: Social Media Fuels Stories,” Massillon Independent, December 28, 2015. [Link](#)

### **Other professional conferences**

Society of Environmental Journalists, Miami, grant-funded scouting trip, for the H.W. Hoover Foundation, to explore hosting the group's national convention in Stark County as part of campus Environmental Media effort (October 2011).

Association of Alternative Newsweeklies, Washington, D.C. Judge for annual AltWeekly Awards, evaluating news stories in advance of annual convention. (2010 and 2011).

American Association of Sunday and Features Editors. Member-participant at national convention in Fort Worth, Texas. (September 2006).

Maynard Institute for Journalism Education, Media Academy. Presented a case for students in executive training for media leaders at Northwestern University’s Medill School of Journalism, Evanston, Ill. (July 2005).

Nieman Seminar for Narrative Editors. Harvard University, Cambridge, Mass. Invited to participate at weekend boot camp on getting more storytelling in newspapers (March 2005).

Visual Journalism for Knight Ridder Editors, San Jose, Calif. Represented Beacon Journal assigning editors at weeklong workshop on improving appearance of news pages (September 2004).

Western Knight Center for Specialized Journalism, University of California-Berkeley. Selected to participate in weeklong fellowship with hands-on training in multimedia storytelling, including how to rethink stories to make use of Photoshop, Flash, iMovie and Final Cut Pro (May 2003).

Casey Journalism Center for Children and Families, University of Maryland. Selected for weeklong fellowship to explore how media cover children dealing with trauma, coinciding with the launch of the Beacon Journal's Kids First effort (April 2002).

Maynard Institute for Journalism Education, Content Analysis of the Fort Worth Star Telegram. Teamed with other editors meeting on-site to study paper's performance along demographic "fault lines" of race, class, gender, generation and geography (November 2000).

The Poynter Institute, St. Petersburg, Fla. Chosen for weeklong fellowship on leadership skills for middle managers (May 1998).

### **Professional experience:**

Akron Beacon Journal/Ohio.com, Akron, Ohio, 1998-2008.

Various newsroom editing duties, concluding as online editor, responsible for a staff that produced stories for the print and online products. Previously was features editor (entertainment, food, health, home) and deputy metro editor (enterprise, elections, police, politics). Newsroom liaison to WEWS-TV. Contributed to rewrite of the newspaper's ethics policy. Partnered with other papers for audit of statewide public records compliance. Also conceived and edited annual Discover special section, largest in the paper's history.

The Palm Beach Post, West Palm Beach, Fla., 1992-98.

Assistant metro editor supervising reporters on local news beats. Previous duties included assistant editor in Delray Beach bureau, consumer writer in business, general assignment reporter and Belle Glade bureau reporter.

Times-Union, Rochester, N.Y., 1990-92.

Reporter covering police beat and, before that, suburban areas. Also wrote a weekly column for features section on local radio and TV people.

Also, during college I worked as a stringer for the Barberton Herald and sold cameras for Metzger Photo in Akron. Growing up my siblings and I toiled at our family's pharmacy and gift shop in Akron's North Hill neighborhood.

### **Major grants:**

Principal investigator, with Dr. Robert Hamilton, of two grants totaling \$700,000 with the Herbert W. Hoover Foundation for KSU's environmental media program (note that others secured the grants). Includes three years of team-taught interdisciplinary course at Stark Campus and multiple-university effort to document water quality in Stark County, Ohio.

### **Awards:**

Patriot Award, Ohio Employer Support of the Guard and Reserve, for accommodating students as they meet their Guard obligations, November 2019.

The Kent Stater newspaper won Best College Daily Newspaper for 2016 by the Ohio Society of Professional Journalists, while the KentWired.com site won the 2017 Best Affiliated Web Site for the regional SPJ Mark of Excellence Awards. The American Collegiate Press made it a 2015 finalist for Best Four-Year Non-Daily Newspaper. The Stater also was best college newspaper in Ohio for calendar year 2013 by Cleveland Press Club.

The adviser serves as a resource, sounding board and grown-up contact for independent student publication.

International Storytelling course won:

- \* The AEJMC International Communication Division 2016 student multimedia contest, for Kimberleigh Anderson's "Seoul Searching: A Journey Home."

- \* The International Higher Education Award for best practices in global partnerships, from the NASPA International Education Knowledge Community, for 2014.

- \* The AEJMC Elected Committee on Teaching 2014 Best Practices competition, which focused on Globalizing the Classroom.

- \* Eighth place in the national Hearst multimedia competition in 2013 for Katy Brown's story on hospital crowding in India.

- \* Honorable mention in the special coverage competition by the AEJMC Newspaper and Online News Division in 2012, for DatelineShanghai.com

Distinguished Teaching Award nomination (Stark Campus) in 2015 and 2011.

Newspaper & Online News Division service award, August 2016.

Service-learning award from Office of Experiential Education and Faculty Professional Development Center, April 2010.

Provost's Office service-learning award from for "commitment to student learning and community building through community-based pedagogy," April 2009.

Outstanding Professional MBA Student, Kent State Graduate School of Management, 2008

Beacon Journal Excellence Award, 2005

“Still a Question,” a series I edited that re-examined the issues from the paper’s 1993 Pulitzer Prize-winning “A Question of Color” series, won first place in 2004 from the National Association of Black Journalists.

Discover Akron and Northeast Ohio special section won a 2004 Inland Press Association award for innovative special sections.

Coverage I directed following the homicide of a 14-year-old kidnapped at the Wayne County Fair won 2003 first place/Ongoing Story from Cleveland Press Club.

Census team won 2002 first place/Explanatory Journalism from Ohio Society of Professional Journalists.

“Fatal Distraction,” coverage I coordinated on the risks of teen drivers, won a 2002 Ohio Highway Patrol Award for Excellence in Traffic Safety Coverage.

Election enterprise I edited won second place/Public Journalism in 2001 from Ohio Society of Professional Journalists.

**Professional organizations:**

Member of Your Vote Ohio/Your Voice Ohio and the Ohio Media Project, a collaborative effort of Ohio newsrooms to do a better job covering their communities.

Former chair, Newspaper & Online News Division of the Association for Education in Journalism and Mass Communication. Previously was program chair, co-research chair, newsletter editor and member outreach chair.

Former member, editorial board, Newspaper Research Journal.

Also have held memberships in College Media Association, Ohio Newspaper Association, Ohio Coalition on Open Government, Broadcast Education Association, International Association for Literary Journalism Studies, Society of Environmental Journalists, American Association of Sunday and Feature Editors, Society of American Business Editors and Writers, Ohio Committee on Open Government, Knight Ridder Computer Assisted Reporters and Investigative Reporters and Editors.

Beta Gamma Sigma, international business honor society, lifetime member.