

# JARED THOMAS MACARY

School of Journalism and Communication  
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## EDUCATION

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- Ph.D.** **University of Oregon**, Communication and Media Studies  
School of Journalism and Communication  
Area of study: Media, Society and the Environment  
Anticipated 2022  
Eugene, OR.
- M.A.** **American University**, Public Communication  
School of Communication  
*Thesis*: Storytelling, Myth and Archetype Enhance  
Communication of the Cancer Continuum  
May 2010  
Washington, DC.
- B.F.A.** **Emerson College**, Visual and Media Arts  
*Minor*: Writing; *Thesis*: Wrote, co-produced, directed, &  
edited narrative short film  
May 2001  
Boston, MA.

## TEACHING EXPERIENCE

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- Instructor of Record**, University of Oregon, Media Studies  
J201 Media and Society  
Summer 2019  
Eugene, OR.
- Instructor of Record**, University of Oregon, Media Studies  
J352 Strategic Writing and Media Relations  
Summer 2018  
Eugene, OR.
- Lab Instructor**, University of Oregon, Media Studies  
J211 Gateway to Media (Journalism Production)  
Summer 2017,  
Fall 2018  
Eugene, OR.
- Teaching Assistant**, University of Oregon, Media Studies  
*Courses and terms assisted include:*  
J201 Media and Society, Fall 2016, 2017, 2020; Winter & Spring 2021  
J494 Strategic Communication Research, Winter 2017 & Spring 2020  
J460 Advertising and Culture, Winter 2019 & Fall 2019  
J342 Creative Strategist, Winter 2018 & Spring 2018  
Jan. 2016 - Present  
Eugene, OR.

## REPORTS

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- Shafer, A. & **Macary, J.** (2018). Engaging youth to increase their transportation system support, understanding, and use. NITC-SS-1077. Portland, OR: Transportation Research and Education Center (TREC). <https://doi.org/10.15760/trec.211>

## PEER-REVIEWED PUBLICATIONS

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- Macary, J.T.** & Kwame Aday, E. (in press). Strategically communicating climate crisis: How ecovillages and cohousing pursue structural change in the built environment. *Journal of Alternative & Community Media*.
- Macary, J.** & Gillig, T. K. (Under review). Protected area politics in the American West: Framing the designation and reduction of Bears Ears National Monument in local news *Media, Culture and Society*.
- Gillig, T. K., **Macary, J.** & Price, R. (Under review). Virtual camp: Queer youth resilience during the COVID-19 pandemic. *International Journal of Communication*.
- Gillig, T. K., **Macary, J.** & Gross, L. P. (Under review). Label or ignore? How American LGBTQ families communicate about family identity. *Journal of Applied Communication Research*.
- Shafer, A., & **Macary, J.** (2020). Formative research on promoting car-free youth transportation. *Journal of Public Interest Communications*, (4)1, 37-60.  
<https://doi.org/10.32473/jpic.v4.i1.p37>.

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ACADEMIC CONFERENCES DEVELOPED & HOSTED

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**The Symposium for Environmental Teaching.** April 25, 2019. *University of Oregon*. Sponsored by the School of Journalism and Communication. Fulfilled Advanced Graduate Teaching Initiative practicum requirement. <https://uonet.weebly.com>.

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ACADEMIC CONFERENCE PRESENTATIONS (PEER-REVIEWED)

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- Macary, J.** (2020, Jun.). Visualizing resilience: Communicating post-disaster recovery in the news. Visual Communication Conference, Cannon Beach, Oregon (postponed due to Covid-19).
- Gillig, T. K., **Macary, J.** & Gross, L. P. (2020, May). Label or ignore? How American LGBTQ families communicate about family identity. International Communication Association Annual Conference. Gold Coast, Australia.
- Shafer, A., & **Macary, J.** (2019, Aug.). Formative research on promoting car-free youth transportation. Association for Education in Journalism and Mass Communication Annual Conference, Communication Science, Health, Environment, and Risks Division, Toronto, Canada. \*Top Poster award from ComSHER division.
- Newton, J. H. & **Macary, J.** (2019, Jun.). Ethics as the core of media ecology,” Media Ecology Association, University of Toronto
- Macary, J.** (2018, Jun.). The elusive pursuit of meaningful sustainability. International Association for Media and Communication Research Annual Conference, Eugene, OR.

**Macary, J.** (2018, Apr.). Intentional communities of ecological practice as utopian universes of human agency. What is Universe? Conference. Portland, OR.

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GUEST SPEAKING OPPORTUNITIES

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2020, November. **Guest Lecturer** “Visual Media & Making Social Change.” Dr. Traci Gillig, COMSOC326: Organizing for Social Change (Washington State University).

2018, December. **Guest Lecturer** “Branding, Advertising and Consumer Culture.” Instr. Charles Deitz, J201: Media & Society (University of Oregon).

2017, November. **Guest Lecturer** “Branding, Advertising and Consumer Culture.” Dr. Peter Alilunas, J201: Media & Society (University of Oregon).

2016, November. **Guest Lecturer** “Branding, Advertising and Consumer Culture.” Dr. Peter Alilunas, J201: Media & Society (University of Oregon).

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RESEARCH EXPERIENCE

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**Research Assistant**, University of Oregon, Media Studies  
 Various positions assisting tenured and tenure-track professors, including management of logistics for focus groups, an academic conference and a book release. Jan. 2016 - Present  
 Eugene, OR.

**Health Communications Research Fellow**, National Cancer Institute  
 Co-designed content analysis of breast cancer screening messaging on YouTube and analyzed text messaging best practice for health interventions. Jul. 2009 - Jun. 2010  
 Bethesda, MD.

**Strategic Communications Research Intern**, Maslansky and Partners (formerly Luntz Maslansky Strategic Research)  
 Provided logistical support to focus group moderation and depth interviews. Translated primary research into spreadsheets and graphic data for leadership and clients. Jan. 2009 - May 2009  
 Washington, DC.

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GRANTS, AWARDS & RECOGNITION

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**SOJC Center for Science Communication Small Grants Funding**, University of Oregon. Award to support research of multimodal framing effects and prescribed fire acceptance (\$1080). Winter 2021

**Transportation Research Group Spring Scholarship**, University of Oregon. Award to research Oregon community guidance in responding to the COVID-19 crisis (\$625). Spring 2020

- Top Poster Award**, ComSHER division at Association for Education in Journalism and Mass Communication Annual Conference, Toronto, Canada. Presentation: Formative research on promoting car-free youth transportation Summer 2019
- Special OPPS Travel and Research Award**, University of Oregon. Award to support research of Native American representation in South African commodities (\$1,000). Winter 2018
- Margaret J. Wiese Graduate Research Award**, University of Oregon Award to support research of preservation of northwestern Native American culture, language and artifacts (\$1,000). Spring 2018
- Nicholl Fellowship Quarterfinalist** Feature-length screenplay “Beyond the Zone” 1 of 372 selected from 7,251 total entries in Academy of Motion Picture Arts and Sciences competition. Aug. 2013  
Los Angeles, CA.

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CERTIFICATES

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- Advanced Graduate Teaching Initiative**, University of Oregon Completed the Teaching Engagement Program’s advanced certificate to enhance course development and management knowledge and abilities as well as student interpersonal skills. Jun. 2019
- Digital Marketing**, Georgetown University Completed School of Continuing Studies certificate. Coursework included digital marketing strategy, web and mobile design and usability, business storytelling and brand development for marketing. Dec. 2014  
Washington, DC.
- Marketing**, Georgetown University Completed School of Continuing Studies certificate. Coursework included creating effective marketing plans, building strong brands, content marketing and writing advertising copy. Mar. 2013  
Washington, DC.
- Project Management**, Georgetown University Completed School of Continuing Studies certificate. Coursework included project management fundamentals, leading project teams, risk management and capstone course in project management. Nov. 2012  
Washington, DC.
- Cross-Cultural Media Production**, FAMU Coursework included audiovisual writing and production and Czech cinema history. Jul. - Aug. 2009  
Prague CZ.

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PROFESSIONAL & INTERNATIONAL EXPERIENCE

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- Forestry Technician: Fire**, U.S. Department of Agriculture, Forest Service, Middle Fork Ranger District Jun. - Sept. 2020  
Westfir, OR.

- Provided initial attack support in wildfire suppression on a Type 4 engine; dug handline and laid hose while communicating with team members and incident commanders.
- Performed wet and dry mop up, searching for heats and smokes, excavating and wetting areas to mitigate concern.
- Used radios and verbal protocol to communicate with team members, dispatch, and incident commanders.
- Measured, mixed, and tagged fuels for pumps, saws, and drip torches.

**Health Communication Specialist**, U.S. Food and Drug Administration Sept. 2010 -  
Jun. 2016  
Silver Spring,  
MD.

- Assisted national, regulatory tobacco product outreach and health science communication to industry, public health partners and the general public.
- Wrote and edited communications plans, key messages and collateral.
- Wrote and revised technical direction and project plans.
- Led the development of an iPhone/Android mobile application.

**Creative Content Consultant**, Chemonics International Jun. 2010 -  
Aug. 2010  
Ulaanbaatar, MN.

- Managed development of 5 multimedia projects in 90 days to communicate contractor success in USAID economic policy reform. Projects produced include:
  - 5-minute video on policy reform impact to Mongolian citizens.
  - Animated video educating rural citizens on the expanding mining sector.
- In-person training of local media producers to package strategic messaging through storytelling.

**Technical Media Consultant**, Academy for Educational Development (now FHI 360) Jun. 2009 &  
Mar. 2010  
N'djamena, TD.

- Completed two, short-term technical consultancies teaching 36 Chadian youth (ages 15-30) to produce radio and photographic journalism on selected civil society themes. Funded by the U.S. Department of State Bureau of Democracy, Human Rights, and Labor.
- Increased the technical capacity of 4 adult educators from a local radio station.
- Developed training materials and modules in collaboration with project officers.

**Social Marketing Media Specialist**, Population Services International Nov. 2006 -  
Jul. 2007  
Lomé, TG.

- Assessed 4 health education programs and proposed 6 multimedia projects to address gaps in communication efforts. Projects produced include:
  - 10-minute video debunking myths and assuaging audience fears associated with HIV testing centers; distributed to all 11 national testing centers serving 5.5 million Togolese.

- 6 videos promoting youth and adult role models and their positive life choices; distributed to a network of peer educator clubs with a membership of 120,000 teens.
- Instructed 20 youth sex workers on photography use to illustrate personal narratives. Images aided confidential psycho-social counseling.

**Girls' Education and Empowerment Volunteer, U.S. Peace Corps**

Sept. 2004 -  
Nov. 2006  
Lomé, TG.

- Collaborated with Togolese counterparts to lead health prevention and gender equity education.
- Developed experiential education modules targeting over 300 youth in rural and urban settings.
- Co-led a 3-week youth leadership training generating 140 peer educators. Wrote pedagogical materials.
- Produced 9-part multimedia toolkit to communicate peer-led education modules to over 100 volunteers.

**Post Production Assistant Manager, Interim Manager, Avid Editor, Maine Media Workshops**

Jun. – Dec. 2001  
Rockport, ME.

- Edited audiovisual projects for weekly campus screenings.
- Assisted industry professionals in accomplishing lesson plans.
- Taught students how to use of computer editing software and provided technical support to nine workstations.
- Managed department budget and procured materials.

MENTORING EXPERIENCE

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**Wilderness Educator & Guide, Summit Achievement**  
Planned, led and managed student-client risk during multi-day expeditions. Prepared and led National Outdoor Leadership School coursework.

Nov. 2007 -  
May 2008  
Stow, ME.

LANGUAGE

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**French**  
**English**

Spoken proficiently  
Spoken natively

Written proficiently  
Written natively

PERSONAL ACHIEVEMENT

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**Pacific Crest Trail, Mexico to Canada**  
Completed entire 2,650-mile solo trek unsupported over two seasons.

May – Sept. 2016,  
Sept. 2017

**Appalachian Trail, Georgia to Maine**  
Completed entire 2,178-mile solo trek unsupported in one season.

Mar. – Oct. 2003

**Wilderness First Responder & CPR/AED Certified**  
Maintain wilderness medical certification.

Nov. 2008 – Present