

## 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, and  
edited narrative short film  
May 2001  
Boston, MA

### TEACHING EXPERIENCE

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- Instructor of Record**, University of Oregon, Communication and  
Media Studies. J201 Media and Society  
Summer 2019  
Eugene, OR
- Instructor of Record**, University of Oregon, Communication and  
Media Studies. J352 Strategic Writing and Media Relations  
Summer 2018  
Eugene, OR
- Lab Instructor**, University of Oregon, Communication and Media  
Studies. J211 Gateway to Media (Journalism Production)  
Summer 2017,  
Fall 2018  
Eugene, OR
- Teaching Assistant**, University of Oregon, Communication and Media  
Studies. Courses and terms assisted include:  
J342 Creative Strategist, Winter 2018, Spring 2018 & Fall 2021  
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  
J397 Media Ethics, Winter 2020  
Jan. 2016 - Present  
Eugene, OR

### PEER-REVIEWED PUBLICATIONS

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- 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>.

**Macary, J.T.** & Kwame Aday, E. (Anticipated publication: Fall 2021). 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 & 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 GLBT Family Studies*.

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#### RESEARCH 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>

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#### ACADEMIC CONFERENCES DEVELOPED & HOSTED

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**The Symposium for Environmental Teaching.** April 25, 2019. *University of Oregon*. Developed symposium topic and program, recruited faculty and staff presenters, created materials to publicize and promote the event to students and the public. Fulfilled the practicum requirement of the Advanced Graduate Teaching Initiative (see Certificates). Sponsored by the School of Journalism and Communication. <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, Communication and Media Studies. Various positions held assisting tenured and tenure-track professors. Faculty and terms assisted include:  
 Dr. Autumn Shafer, Spring 2017, Spring & Fall 2019  
 Dr. Janet Wasko, Winter 2019  
 Dr. Peter Laufer, Fall 2018

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** Aug. 2013  
Sole author of original feature-length screenplay “Beyond the Zone.” My script was 1 of 372 selected from 7,251 total entries in the Academy of Motion Picture Arts and Sciences competition. Los Angeles, CA

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CERTIFICATES

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

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

Nov. 2008 –  
 Present

PROFESSIONAL & INTERNATIONAL EXPERIENCE

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**Forestry Technician (Wildland Firefighter)**, U.S. Department of  
 Agriculture, Forest Service, Middle Fork Ranger District

Jun. - Sept.  
 2020 & 2021  
 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/modules in collaboration with project leads.

**Social Marketing Media Specialist**, Population Services International

Nov. 2006 -

- 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.

Jul. 2007  
Lomé, TG

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

- 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.

Sept. 2004 -  
Nov. 2006  
Lomé, TG

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

- 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.

Jun. – Dec.  
2001  
Rockport, ME

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

REFERENCES

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Available upon request.