

WASHINGTON AND LEE
UNIVERSITY

JARED THOMAS MACARY

Washington and Lee University
Department of Journalism and Mass Communications
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EDUCATION

Ph.D.	Communication and Media Studies School of Journalism and Communication, University of Oregon. Dissertation: “Visualizing Resilience: Informing Visual Reportage of Wildfire Recovery by Comparing Wildland Firefighter Views to Photographs in Local News”	2022
M.A.	Public Communication School of Communication, American University. Thesis: “Storytelling, Myth, and Archetype Enhance Communication of the Cancer Continuum”	2010
B.F.A.	Major: Film Production and Theory Department of Visual and Media Arts, Emerson College.	2001

ACADEMIC APPOINTMENTS

2022-Present	Assistant Professor of Strategic Communication Department of Journalism and Mass Communications, Washington and Lee University.
2022-2016	Instructor of Record, Teaching and Research Assistant School of Journalism and Communication, University of Oregon.

PUBLICATIONS

Peer-Reviewed Journal Articles

- 2022 **Macary, J.T.** & Gillig, T.K. Protected Area Politics in the American West: Framing Bears Ears National Monument in Local News. *Journalism Practice*.
<https://doi.org/10.1080/17512786.2022.2075784>
- 2022 Gillig, T.K., **Macary, J.**, & Price, R. Virtual Camp: LGBTQ Youths’ Collective Coping During the COVID-19 Pandemic. *International Journal of Communication* 16, 981–1005. <https://ijoc.org/index.php/ijoc/article/view/17542/3686>

- 2022 Gillig, T.K., **Macary, J.**, & Gross, L.P. Explain, Label, or Ignore? Exploring LGBTQ-Parent Families' Communication About Family Identity. *Communication Studies*, 73(3), 314-330. <https://doi.org/10.1080/10510974.2022.2064532>
- 2021 **Macary, J.T.** & Adae, Eric Kwame. Strategically Communicating Climate Crisis: How Ecovillages and Cohousing Pursue Structural Change in the Built Environment. *Journal of Alternative & Community Media*, 6(2), 143-160. https://doi.org/10.1386/joacm_00089_1
- 2020 Shafer, A., & **Macary, J.** 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>

Book Chapters

- 2023 Adae, E.K., Gondwe, G., & **Macary, J.T.** (2023). The CEO Activism Playbook: An Empirical African Perspective from Ghana. In A. Anani-Bossman, T.E. Mudzanani, C. Pratt, & I.A. Blankson (Eds.), *Public Relations Management in Africa Volume 1: Exploring Organizational Impact*. Hampshire, U.K.: Palgrave-Macmillan.

Manuscripts in Progress

Macary, J.T. (conference submission). "Interpreting Visual Meaning: Analyzing Photo-Elicitation Interviews Through the Levels of Visual Framing."

Macary, J.T. (conference submission). "Visualizing Resilience: Understanding the Visual Communication of Resilience Through News Photographs in Elicitation Interviews with Wildland Firefighters."

Web-Based Publications

Blog Contributor and Wildfire Series Originator, Environmental Communication Division, National Communication Association

- 2022 **Macary, J.** The Heat of the Moment: Twitter, Confirmation Bias, and Making Sense of Wildfires. <https://sites.google.com/view/ecdnca/blog#h.h3juhsq3g74>
- 2021 **Macary, J.** The Importance of Fire Management. <https://sites.google.com/view/ecdnca/blog#h.nrh30qzb63gg>

Technical Research Reports

- 2018 Shafer, A. & **Macary, J.** Engaging Youth to Increase Their Transportation System Support, Understanding, and Use. NITC-SS-1077. Portland, Oregon: Transportation Research and Education Center (TREC). <https://doi.org/10.15760/trec.211>

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GRANTS, AWARDS & HONORS

- 2023 **Lenfest Summer Research Grant, \$4500**
Washington and Lee University
- 2021 **Center for Science Communication Small Grants Funding, \$1080**
School of Journalism and Communication, University of Oregon.
- 2020-2016 **Columbia Scholarship \$12,000**
School of Journalism and Communication, University of Oregon.
- 2020 **Transportation Research Group Spring Scholarship, \$625**
School of Planning, Public Policy, and Management, University of Oregon.
- 2019 **Top Poster Award, ComSHER Division**
Association for Education in Journalism and Mass Communication Annual Conference. Toronto, Canada.
- 2018 **Special OPPS Travel and Research Award, \$1000**
Division of Graduate Studies, University of Oregon.
- 2018 **Margaret J. Wiese Graduate Research Award, \$1000**
Division of Graduate Studies, University of Oregon.
- 2013 **Nicholl Fellowship Quarterfinalist**
Academy of Motion Picture Arts and Sciences. Los Angeles, California.

FELLOWSHIPS

- 2010-2009 **National Cancer Institute Communications Fellowship**
Office of Communications and Education, Communications Technology Branch, National Cancer Institute. Bethesda, Maryland.

ACADEMIC CONFERENCES

Conference Presentations

- 2021 **Macary, J.** “Visualizing Resilience: Communicating Post-Disaster Recovery in the News.” Visual Communication Conference. Cannon Beach, Oregon.

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- 2020 Gillig, T. K., **Macary, J.** & Gross, L. P. “Label or Ignore? How American LGBTQ Families Communicate About Family Identity.” International Communication Association Annual Conference. Gold Coast, Australia.
- 2019 Shafer, A., & **Macary, J.** “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.
- 2019 Newton, J. H. & **Macary, J.** “Ethics as the Core of Media Ecology,” Media Ecology Association. Toronto, Canada.
- 2018 **Macary, J.** “The Elusive Pursuit of Meaningful Sustainability.” International Association for Media and Communication Research Annual Conference. Eugene, Oregon.
- 2018 **Macary, J.** “Intentional Communities of Ecological Practice as Utopian Universes of Human Agency.” Presented at What is Universe? Conference. Portland, Oregon.

Conferences Developed and Hosted

- 2019 **The Symposium for Environmental Teaching**
School of Journalism and Communication, University of Oregon.

TEACHING EXPERIENCE (UNDERGRADUATE)

Washington and Lee University

Principles of Public Relations	Fall 2023
Introduction to Mass Communications	Winter, Fall 2023
Public Relations Writing	Fall 2022; Winter, Fall 2023
Media, Culture and Society	Fall 2022

University of Oregon

Instructor of Record	
Media and Society	Summer 2019
Strategic Writing and Media Relations	Summer 2018
Lab Instructor	
Gateway to Media Production	Summer 2017; Fall 2018
Teaching Assistant	
Strategic Communication Research	Spring 2020; Winter 2017

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Creative Strategist
Advertising and Culture
Public Relations Principles
Media and Society

Fall 2021, Winter & Spring 2018
Winter & Fall 2019
Winter 2022
Spring 2022, Winter & Spring 2021;
Fall 2016, 2017, 2020

MENTORING EXPERIENCE

2008-2007, 2004 **Wilderness Therapy Guide & Outdoor Educator**
Summit Achievement, Stow, Maine.

SERVICE

2023 **Faculty Liaison, Public Relations Student Society of America**
Department of Journalism and Mass Communications, Washington and Lee University.

2023 **Appointed Faculty Member, Student Health Committee**
Washington and Lee University.

2021 **Member, Anti-Racism Task Force**
Journalism and Communication Graduate Student Association,
School of Journalism and Communication, University of Oregon.

2019 **Member, Professor of Practice Search Committee**
School of Journalism and Communication, University of Oregon.

2006-2004 **Volunteer, Girls' Education and Empowerment**
U.S. Peace Corps. Lomé, Togo.

PROFESSIONAL WORK EXPERIENCE

2021-2020 **Forestry Technician (Wildland Firefighter)**
U.S. Department of Agriculture, Forest Service, Middle Fork Ranger
District. Westfir, Oregon.

2016-2010 **Health Communication Specialist**
U.S. Food and Drug Administration, Center for Tobacco Products, Office of
Health Communication and Education. Silver Spring, Maryland.

2010 **Creative Content Consultant**
Chemonics International, U.S. Agency for International Development-
funded project. Ulaanbaatar, Mongolia.

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- 2010-2009 **Technical Media Consultant**
Academy for Educational Development (now FHI 360), U.S. Department of State Bureau of Democracy, Human Rights, and Labor-funded project. N'djamena, Chad.
- 2009 **Strategic Communications Research Intern**
Luntz/Maslansky Strategic Research (now Maslansky and Partners). Alexandria, Virginia.
- 2007-2006 **Social Marketing Media Specialist**
Population Services International, The Global Fund to Fight AIDS, Tuberculosis and Malaria. Lomé, Togo.
- 2001 **Post-Production Assistant and Interim Manager**
Maine Media Workshops. Rockport, Maine.

CERTIFICATES

- 2019 **Advanced Graduate Teaching Initiative**
Teaching Engagement Program, University of Oregon.
- 2014 **Digital Marketing**
School of Continuing Studies, Georgetown University.
- 2013 **Marketing**
School of Continuing Studies, Georgetown University.
- 2012 **Project Management**
School of Continuing Studies, Georgetown University.
- 2009 **Cross-Cultural Media Production**, FAMU. Prague, Czech Republic.
- 2008-Present **Wilderness First Responder & CPR/AED Certified**, National Outdoor Leadership School.

LANGUAGE

French	Spoken professionally (working)	Written professionally (limited)
English	Spoken natively	Written natively