

EDUCATION

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<b>Ph.D.</b>	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
<b>M.A.</b>	Public Communication School of Communication, American University. Thesis: “Storytelling, Myth, and Archetype Enhance Communication of the Cancer Continuum”	2010
<b>B.F.A.</b>	Major: Film Production and Theory Department of Visual and Media Arts, Emerson College.	2001

ACADEMIC APPOINTMENTS

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

PUBLICATIONS

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**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](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

- 2022 Adae, E.K., Gondwe, G., & **Macary, J.T.** (Forthcoming). The CEO Activism Playbook: An Empirical African Perspective from Ghana. In A. Anani-Bossman, T.E. Mudzanani, & C. Pratt (Eds.). *Public Relations and Communication Management in Africa: Current and Future Practices*. Hampshire, U.K.: Palgrave-Macmillan.

### Manuscripts in Progress

**Macary, J.T.** “Interpreting Visual Meaning: Analyzing Photo-Elicitation Interviews Through the Levels of Visual Framing.”

### 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.nrh30qzbz63gg>

### 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>

### GRANTS, AWARDS & HONORS

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- 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.

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#### FELLOWSHIPS

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

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#### ACADEMIC CONFERENCES

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##### Conference Presentations

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

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**Washington and Lee University**

Media, Culture and Society	Fall 2022
Public Relations Writing	Fall 2022 (& Winter 2023)
Introduction to Mass Communications	(Winter 2023)

**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
Creative Strategist	Fall 2021, Winter & Spring 2018
Advertising and Culture	Winter & Fall 2019
Public Relations Principles	Winter 2022
Media and Society	Spring 2022, Winter & Spring 2021; Fall 2016, 2017, 2020

MENTORING EXPERIENCE

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

SERVICE

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

2022-Present **Member, Active Aggressor Student Orientation Video Committee**  
Department of Journalism and Mass Communications, 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

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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.

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

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- 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

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<b>French</b>	Spoken professionally (working)	Written professionally (limited)
<b>English</b>	Spoken natively	Written natively