

DOREEN MARIE MARCHIONNI

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PERSONAL

Pacific Northwest native. Married to Albert McMurry, computer-systems engineer. No children but one feisty greyhound.

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CONSULTING

June 2009-present

Principal, Sasquatch Media Consulting. Work to date includes speaking engagements at newspapers, book editing and blogging

EDUCATION

2009 (Aug.)	Ph.D.	Journalism and Mass Communication University of Missouri-Columbia
1996	M. A.	Liberal Studies (American studies) Columbia University-New York City
1984–1989	B. A.	Communications (print journalism) University of Washington -Seattle
1980-1984	Diploma	Fort Vancouver High School Vancouver, Wash.

DISSERTATION/RESEARCH FOCUS

Explicated journalism-as-a-conversation with online news experiments, building new theory on a critical audience issue for 18-35-ya demographic. Long-term research program to involve testing concept through multiple methods, both qualitative and quantitative, on issues of perceived credibility and authority.

TEACHING EXPERIENCE

- Teaching at University of Missouri-Columbia
 - Quantitative Research Methods (online seminar for master's students, spring, 2010, 10 students).
 - Introduction to News Writing/Convergence (taught lab section for large-lecture course, 18 students, winter 2008, not including large lecture or tech training).
 - Principles of American Journalism (co-instructor in class of about 200 students, fall 2007).
 - Introduction to News Writing/Convergence (taught course alone, 8 students, summer 2007).
- Co-instructor Pacific Lutheran University in Tacoma, Wash.
 - Intermediate News Writing/Reporting (taught course alongside professor, about 12 students, fall 2005).

SCHOLARLY PAPERS/PUBLICATION

Scholarly papers

Marchionni, D. (2010). Conversational journalism: An experimental test of traditional and "collaborative" online news. Paper to be presented at the Newspaper /Multimedia Practices Division at the Association for Education in Journalism and Mass Communication (AEJMC) conference, August, Denver.

Leshner et al. (2009). The effects of anger and disgust on the effectiveness of anti-smoking public service announcements. Research in progress.

Marchionni, D. (2008). Journalism-as-a-conversation: A concept explication. Paper presented at the Civic and Citizen Journalism Interest Group at the Association for Education in Journalism and Mass Communication (AEJMC) conference, August, Chicago.

Marchionni, D., Meyer, H. K. and Thorson, E. (2008). When newspaper reporters blog: The credibility of news and blogs that match or mismatch people's socio/political leanings. Paper presented at the Newspaper/Multimedia Practices Division at Association for Education in Journalism and Mass Communication (AEJMC) conference, August, Chicago.

Marchionni, D. (2007). Human trafficking and the elite press: Who sets the agenda-setters' agenda? Paper presented at the International Communication Division of the

Association for Education in Journalism and Mass Communication (AEJMC) conference, August, Washington, D.C.

Meyer, H., Marchionni, D. & Thorson, E. (2007). The journalist behind the news: Credibility of straight, collaborative, opinionated and blogged “news.” Paper presented at the Mass Communication and Society Division of the Association for Education in Journalism and Mass Communication (AEJMC) conference, August, Washington, D.C.

Papers in press/under review

Meyer, H., Marchionni, D. & Thorson, E. (2007). The journalist behind the news: Credibility of straight, collaborative, opinionated and blogged “news.” Paper in press for special media credibility issue of *American Behavioral Scientist*.

Other research/presentations

Presented dissertation findings on journalism as a conversation at Associated Press Managing Editors (APME) NewsTrain regional conference, Tacoma, Wash., Feb. 3-4, 2010.

Dissertation results featured on Missouri School of Journalism’s Reynolds Journalism Institute site at <http://bit.ly/14o3cZ>

Presented dissertation findings on journalism as a conversation at Poynter-McCormick Big Ideas/Best Practices conference, mid-July 2009. Summary of talk available at <http://bit.ly/iiU6W>.

Invited to present research on newspaper blogs at special panel on blogging at Association for Education in Journalism and Mass Communication conference, August, 2008, Chicago.

Psycho-physiological health-communications research on anti-smoking public-service announcements at University of Missouri-Columbia PRIME Lab.

Replication of recent *Journalism and Mass Communication Educator* study on doctoral-student publishing trends, this time focusing on strategic communications research in journalism.

Marchionni, D. (1996). Mother tongues and the ability of Americans to speak English: A one-hundred-year portrait of American language behavior from the United States census. *Unpublished master’s thesis at Columbia University*.

ACADEMIC AWARDS/HONORS

“Journalism-as-a-Conversation: A Concept Explication” student paper winner for 2008 Civic and Citizen Journalism Interest Group at the Association for Education in Journalism and Mass Communication (AEJMC) conference, August, Chicago.

TRAINING/ACADEMIC DEVELOPMENT

Comfortable with both PCs and Macs (Vista and Leopard operating systems).

Statistics: SPSS (primarily ANOVA and MANOVA, regression, principle-components analysis); some hierarchical linear modeling (HLM 6 software); some familiarity with basic structural equation modeling and confirmatory factor analysis (Amos).

Basic Dreamweaver, xHTML coding, Flash and Photoshop.

Preparing Future Faculty – Year-long course explored demands of professorships, from service work to teaching to grant acquisition, University of Missouri-Columbia, 2007-08.

Digital Campus Institute @ Missouri. Apple-computer-sponsored conference on research and teaching in the digital age, University of Missouri-Columbia, spring 2007.

Certified to conduct human-subjects research by University of Missouri-Columbia Institutional Review Board (IRB).

Certified to teach under the Family Education Rights and Privacy Act (FERPA) at University of Missouri-Columbia.

PROFESSIONAL EXPERIENCE

THE SEATTLE TIMES (234,000-circ. daily in Seattle, Wash.)

Night Metro Editor, August 2003-May 2006

Help edit stories from various Metro teams, coordinate late news across four editions of newspaper, work closely with copy desk on story content and play and page design and supervise night reporter with an eye on developing short-term enterprise for daily, weekend papers.

Other duties/highlights:

- Manage weekend/holiday reporter schedules for newsroom.
- Co-chair newspaper’s Ethics and Standards Committee.
- Draft periodic reports assessing paper’s fairness/accuracy based on electronic corrections database.
- Coordinated newsroom-wide training in accuracy in 2004 for reporters, assistant metro editors and copy editors.

- Work closely with paper's news partner KING-TV each day on breaking news, cross-promotion of stories.

Assistant Suburban Editor, August 2002-August 2003

Supervised four reporters and two interns in paper's Eastside (Bellevue) bureau in coverage of courts, cops, social services/diversity, rural governments and environment.

Other duties/highlights:

- Filled in for bureau chief, coordinating her reporter team and representing bureau at daily news huddles.
- Drafted paper's mission statement on bias in new fairness/accuracy initiative.
- Coordinated bureau enterprise stories.
- Helped launch newsroom source surveys to track accuracy/fairness.

THE NEWS TRIBUNE (130,000-circ. daily in Tacoma, Wash.)

Central Team Leader, late January 2002-July 2002

Supervise six-person reporting team that covers Tacoma City Hall and neighborhoods, housing authority, libraries and schools and Kitsap Peninsula.

Other duties/highlights:

- Supervise all South Sound education coverage, kindergarten through college. Developed a mission statement and redirected enterprise to focus on schools accountability, funding and classroom life/curriculum.
- Coordinate Census 2000 long-form stories.
- Coordinate two of three weekly Communities zones.
- Oversee outdoor recreation news coverage.
- Oversee major economic development projects in Tacoma.
- Recruit and hire news reporting interns, with emphasis on diversity, and coordinate brown-bag seminars for them. Hired newspaper's first NABJ intern and Chips Quinn scholar.

Co-Team Leader Crime and Breaking News Team (nights), November 1997-December 2001

Helped supervise six-person team that covers breaking news, criminal justice issues and general assignments in the South Sound.

Other duties/highlights:

- Met with The Oregonian crime editor after the paper refocused its criminal justice coverage as part of ASNE credibility project. Conducted informal News Tribune reader survey and content analysis, then redirected criminal justice reporting to focus more on issues, enterprise and crime prevention, less on ambulance chasing.
- Coordinated breaking coverage of Gary Ridgway's arrest in Green River killings.
- Coordinated five-day series on Washington state's parole problems. Series won McClatchy President's Award and national Silver Gavel award for legal reporting.
- Helped secure a Pew grant to pay for a reader poll on what Washington state residents want in their parole system. Coordinated three-day series on poll results working with Seattle PBS affiliate as our Pew partner.

- Coordinated investigation into the suspicious drowning of Lacey boy whose parents took out more than \$600,000 in life insurance on him. Project won Society of Professional Journalists' first-place award for investigations.

Team Leader, January 1997-November 1997

Supervised reporters on several teams – crime, breaking news, entertainment, suburban – while filling in for various editors at different times.

Education reporter, September 1995-January 1996

Covered breaking news and reform efforts under Superintendent Rudy Crew in the Tacoma School District.

Crime reporter, September 1992-September 1995

Covered variety of breaking news, enterprise and trend stories, daily police blotter column and general assignments. Also occasionally filled in for courts reporter on murder trials and other court cases.

Coverage highlights:

- Execution of Charles Rodman Campbell, Washington state's first involuntary execution in 30 years.
- Northwest recovery efforts in Oklahoma City bombing.
- Wenatchee child sex-ring scandal.
- Neo-Nazi plot to bomb minority institutions on West Coast.

Honors:

- SPJ 1995 award for comprehensive news analysis (series on state's inadequate drunken-driving laws).
- SPJ 1995 award for lifestyle-feature coverage (personal journals on Oklahoma City recoveries).
- SPJ 1994 award for breaking news (coverage of the killing of two boys).

Suburban reporter, October 1989-September 1992

Covered schools, politics, crime and urban growth issues in Gig Harbor and the Kitsap Peninsula, including breaking news and enterprise stories. Also worked weekends as general assignment reporter for metro desk.

UNITED PRESS INTERNATIONAL

Bureau reporter, spring 1989

Covered legislative news in the Washington state capital for the wire service's Olympia bureau.

PROFESSIONAL DEVELOPMENT

- Poynter Institute conference for reporters/editors on coverage of sex, sexuality and gender (fall 2005).
- Apha Leadership TNT – six-month intensive training in 2001 for future News Tribune department heads. The cross-department group also created a prototype for a hotel wrap to help boost circulation in 2002.

- Helped coordinate News Tribune's first "Time Out for Diversity Week" in 1999 with brown-bag discussion on language sensitivity.
- Poynter Institute leadership conference for line editors (spring 1998).

REFERENCES (available upon request)