

**ANTHONY C. ADORNATO**  
Ithaca College  
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## **EDUCATION**

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**University of Missouri** – Columbia, Missouri

**The Missouri School of Journalism**

M.A., Journalism-Media Management, May 2012

Thesis: *A Digital Juggling Act: A Case Study of New Media's Impact on the Responsibilities of Local Television Reporters*

**Syracuse University** – Syracuse, New York

**S.I. Newhouse School of Public Communications**

B.S., Broadcast Journalism | Minor: Spanish, December 1999

Dean's Scholarship, 1996-1999

## **TEACHING EXPERIENCE**

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**Ithaca College, Roy H. Park School of Communications**

**Assistant Professor**, Journalism, August 2013-present

*Courses developed and taught:* Mobile and Social Media Journalism; Society 2.0: Social Media (core curriculum course); Advanced Television News Reporting; Television News Reporting and Producing; Media for Social Responsibility: Portrayals of Disability and Chronic Illness in Popular Culture; Media for Social Responsibility: From the Financial Markets to the Twitter Revolution

*Other courses taught:* Journalism Research; Visual Journalism

**Syracuse University, S.I. Newhouse School of Public Communications**

**Part-time Faculty**, Broadcast and Digital Journalism, January 2012-May 2013, Summer 2014

*Courses taught:* Broadcast and Digital News Writing (graduate course); News Reporting II (graduate course); Television and Digital News Reporting

**Utica College (NY), School of Business and Justice Studies**

**Adjunct Lecturer**, Public Relations and Journalism, Spring 2012

*Courses taught:* Broadcast News Writing

**PROFESSIONAL EXPERIENCE**

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**Syracuse University** – Syracuse, New York

**Director of Communications**, Burton Blatt Institute, November 2010-June 2013

**Colgate University** – Hamilton, New York

**Manager of Media Communications**, October 2007-October 2010

**WSTM-TV** – Syracuse, New York

**Anchor/Reporter**, May 2003-September 2007

**General Assignment Reporter**, May 2001-May 2003

**WUTR-TV** – Utica, New York

**Anchor/Multimedia Reporter/Producer**, October 2000-April 2001

**WWNY-TV** – Watertown, New York

**Multimedia Reporter**, July 2000-September 2000

**WTVH-TV** – Syracuse, New York

**Assignment Editor/Writer**, May 1999-May 2000

**Dateline NBC** – New York, New York

**Research Intern**, May 1997-August 1997

**SCHOLARSHIP**

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Research interests include the impact of social media on the responsibilities of journalists, news organizations' use of social media, and how user-generated content influences editorial decisions.

**Book**

**Adornato, A.C.** (August 2017). *Mobile and Social Media Journalism: A Practical Guide*. SAGE Publications/CQ Press.

**Journal Publications**

**Adornato, A.C. & Lysak, S.** (2017). You Can't Post That! Social Media Policies in U.S. Television Newsrooms. *Electronic News*, 11(2), 80-99.

**Adornato, A.C.** (2016). Forces at the Gate: Social Media's Influence on Editorial and Production Decisions in Local Television Newsrooms. *Electronic News*, 10(2), 87-104.

**Adornato, A.C.** (2016). Enhancing Curriculum to Evolve with Industry Practices: Developing a Mobile and Social Media Journalism Course. *Journal of Media Education*, 7(1), 44-50.

**Adornato, A.C.** (2014). A Digital Juggling Act: New Media's Impact on the Responsibilities of Local Television Reporters. *Electronic News*, 8(1), 3-29.

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## Journal Articles in Progress

Zheng P. & **Adornato, A.C.** Partisan Tweeting? Analysis of Political Journalists Social Media Reporting During the 2016 U.S. Presidential Election (tentative title). (Data analysis phase)

## Refereed Conference Papers and Presentations

**Adornato, A.C.** (2017). *Going Mobile in the Classroom: How to Turn a Teaching Distraction into a Teaching Tool*. Panel presentation at the annual conference of the Association for Education in Journalism and Mass Communication, Chicago, Illinois.

**Adornato, A.C.** (2017). *Teaching Entrepreneurship to Media Students*. Panel presentation at the annual convention of the Broadcast Education Association, Las Vegas, NV.

**Adornato, A.C.** (2017). *Going Live Online: How TV Stations Are Rushing to “Live” Social Media to Save the TV Audience*. Panel presentation at the annual convention of the Broadcast Education Association, Las Vegas, NV.

**Adornato, A.C.** (2017). *Grad/New Faculty 101 - What You Need to Know for That First Job*. Panel presentation at the annual convention of the Broadcast Education Association, Las Vegas, NV.

**Adornato, A.C.** (2016). *Back Pocket Journalism: Going Mobile in the Classroom*. Panel presentation at the annual conference of the Association for Education in Journalism and Mass Communication, Minneapolis, Minnesota.

**Adornato, A.C.** (2016). *Digital-First Story Pitches: Developing News Stories for Social Media and Mobile*. Panel presentation, during the Curriculum Swapshop, at the annual convention of the Broadcast Education Association, Las Vegas, NV.

**Adornato, A.C.** (2016). *News and Storytelling: There’s An App for That!* Panel presentation at the annual convention of the Broadcast Education Association, Las Vegas, NV.

**Adornato, A.C.** & Lysak, S. (2015). *A Survey of Social Media Policies in U.S. Television Newsrooms*. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication, San Francisco, CA.

**Adornato, A.C.** (2015). *10 Things You Should Teach About Mobile*. Organized and also presented on panel at the annual convention of the Broadcast Education Association, Las Vegas, NV.

**Adornato, A.C.** (2014). *Forces at the Gate: Social Media’s Influence on Editorial and Production Decisions in Local Television Newsrooms*. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication, Montreal, Canada.

**Adornato, A.C.** (2014). *Out and On-Air: Openly Gay TV News Professionals with Real World Advice*. Panel presentation at the annual convention of the Broadcast Education Association, Las Vegas, NV.

**Adornato, A.C.** (2014). *Twitter's Staying Power and How to Teach Students to be Responsible Using It*. Panel presentation at the annual convention of the Broadcast Education Association, Las Vegas, NV.

**Adornato, A.C.** (2014). *Using Vine to Teach Video Sequencing*. Teaching presentation at the annual convention of the Broadcast Education Association, Las Vegas, NV.

**Adornato, A.C.** (2013). *Too Good to Be True? Verifying Information on Social Media*. Presented at the annual convention of the Broadcast Education Association, Las Vegas, NV.

**Adornato, A.C.** (2012). *A Digital Juggling Act: New Media's Impact on the Responsibilities of Local Television Reporters*. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication, Chicago, IL.

### Editor-Reviewed Articles

**Adornato, A.C.** (2015, June). Teaching Students to Verify Social Media Content. PBS MediaShift. URL: <http://www.pbs.org/mediashift/2015/06/remix-teaching-students-to-verify-social-media-content>

**Adornato, A.C.** (2015, June). Social Media & Analytics To-Do Lists for Teaching Mobile Journalism. PBS MediaShift. URL: <http://www.pbs.org/mediashift/2015/06/remix-social-media-analytics-to-do-lists-for-teaching>

### INVITED PRESENTATIONS

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#### 2016

Presenter, "Building Your Journalistic Brand," Ithaca College Chapter of the Society of Professional Journalists

Guest Lecturer, "Society 2.0: Social Media," Skype session with Social Media Management class, University of Queensland

Presenter, Mobile and social media journalism training, *The Ithacan* editorial staff

#### 2015

Guest, "The Growing Importance of Metrics, Analytics" Twitter chat session for journalists and educators, PBS MediaShift

#### 2014

Host, "Cultivating a Vibrant Media Environment" session for Moldova journalists, Sponsored by Open World Leadership Center, Ithaca College

Presenter and Workshop Facilitator, "Interviewing 101," Ithaca College Chapter of the Society of Professional Journalists

Presenter and Workshop Facilitator, "Social Media Strategies for Reporters and News Outlets," *The Ithacan* editorial staff

Presenter, "Using Social Media and Mobile Devices to Create an Online Community for Your Class," Ithaca College Center for Faculty Excellence and Center for Education Technology

Presenter, "Google Glass and Journalism," Dean's Roundtable in Media Innovation, New York City

### **2013**

Presenter, "Journalism as a Process," *The Ithacan* editorial staff

Roundtable Participant, "Journalism Reinvented!", 40th Anniversary of the Park School of Communications, Ithaca College

Presenter and Workshop Facilitator, "Social Media and Audience Engagement," *The Ithacan* editorial staff

Panelist, "Challenges in the Current Media Climate" session for Tajikistani journalists, Sponsored by U.S. Department of State, Syracuse University

Panelist, "Mass Media in the United States" session for Turkmenistani journalists, Sponsored by U.S. Department of State, Syracuse University

Workshop Organizer and Presenter, "News Coverage and Disability," Your News Now

Panelist, "Accountable Governance-Investigative Journalism" session for Kyrgyzstani journalists, Sponsored by U.S. Department of State, Syracuse University

### **2012**

Fill-in News Anchor, CNY Central-TV (NBC, Syracuse)

### **2010**

Presenter, "Multimedia News Writing" tutorial (available online), Colgate University

Guest Lecturer, "Reporting in a Multimedia Environment," Morrisville State College (NY)

### **2009**

Media Relations Trainer, Colgate University President and cabinet members

Media Relations Trainer, Community Action Partnership management and staff

Group Leader, "Effective Communications for Alumni Events," Colgate University Institutional Advancement department

### **2003**

Moderator, Drug Enforcement Administration community forum on predatory drugs

**HONORS AND AWARDS**

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**2016**

Ithaca College Office of Provost Academic Mini-Grant, \$1,000 grant to cover costs associated with data collection/analysis for research project on journalists' use of Twitter in 2016 presidential debates

**2015**

Ithaca College Pendleton Faculty/Staff-Student Collaborative Research and Production Grant, \$1,000 grant to cover travel costs associated with covering South Carolina Primary for NBC News

**2014**

40 Under 40: Professors Who Inspire, Nerd Scholar

**2013**

Ava Digital Award, Gold Award for Burton Blatt Institute website redesign

**2012**

MarCom Award, Platinum Award for *Snapshots of Impact* annual magazine

MarCom Award, Honorable Mention for Burton Blatt Institute website redesign

Hermes Creative Award, Platinum Award for *Snapshots of Impact* annual magazine

**2005**

Syracuse Press Club, Best TV Newscast

*The Syracuse New Times*, Best of Syracuse Award

**2004**

Syracuse Press Club, Best TV Newscast

Syracuse Press Club, Special Mention TV Spot News Story

**1998**

The Hearst Foundation Journalism Awards Program, Special Merit, Television Broadcast News

**1996-1999**

Dean's Scholarship, S.I. Newhouse School of Public Communications, Syracuse University

**IN THE MEDIA**

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Quotes in "Fake News Fooling Millions!" *The New York Times* Upfront (2017)

Live interview about fake news and the U.S presidential election, BBC World Service (2016)

Live interview about fake news and the U.S presidential election, BBC Radio 4 (2016)

Quoted in "The Rise and Rise of Fake News," BBC News (2016)

Live interview about the role of social media and fake news in the U.S. presidential election, Deutsche Welle News, Germany (2016)

Interviewed for segment about the role of social media in the U.S. presidential election, WKTV-TV (2016)

Mobile and social media course included in the “Guide to Digital Publishing,” produced by the Tow Center for Digital Journalism at Columbia University (2016)

Mobile and social media course included in “Seven Innovative Journalism Courses You Should Take This Fall,” Storybench (2016)

Research featured in “Sourcing Social Media Ups Risk of Getting It Wrong,” *Broadcasting & Cable* (2016)

Research featured in “TV News Stations Are Doing A Poor Job of Vetting Social Media Sources,” *Vocativ* (2016)

Social media verification exercise highlighted in “11 Ways to Integrate Social Media into J-School Classes,” *MediaShift* (2016)

Interviewed for story about “How Journalism Schools Can Train a New Generation of Fierce Fact Checkers,” *First Draft* (2015)

Interviewed for video report “Social Media Urges Restraint Over Shooting Video,” *Associated Press* (2015)

Featured as an expert in a story about the sharing of fake news on social media, FOX New York City, WNYW-TV (2015)

Featured as an expert in a segment about social media, FOX Philadelphia, WTXF-TV (2014)

Research featured in “What’s New in Digital and Social Media Research,” *Nieman Journalism Lab* (2014)

Featured in “Campus Watch: IC professor on ‘Nerd Scholar’s’ List,” *Ithaca Journal* (2014)

Quoted in “Nonprofit takes a ‘wait and see’ approach to Facebook’s promoted posts,” *Nonprofit Business Advisor* (2013).

Quoted in “Advance Digital Push is Smoother in Syracuse,” *NetNewsCheck* (2013).

Quoted in “Your Professor, Your Computer, and You,” *U.S. News & World Report* (2011). Discussed online education and the use of emerging technologies.

Quoted in “All Inclusive: The Burton Blatt Institute advocates for the under-represented disabled,” *The Student Voice* (2011). Spotlighted media portrayal of disability.

Quoted in “Making learning technologies accessible to all,” *Examiner* (2011).

Video profiles featured in “Google Maps Mashup + Colgate University = Yearbook 2.0,” *Mashable* (2010).

**SERVICE**

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**To the Discipline**

Member, Society of Professional Journalists Journalism Education Committee, 2015-present

Guest, “The Growing Importance of Metrics, Analytics” Twitter chat session for journalists and educators, PBS MediaShift, 2015

Host, “Cultivating a Vibrant Media Environment” session for Moldova journalists, Sponsored by Open World Leadership Center, Ithaca College, 2014

Manuscript Reviewer, *Electronic News* journal, 2013-present

Manuscript Reviewer, Electronic News Division of the Association for Education in Journalism and Mass Communication Southeast Colloquium, 2013

Manuscript Reviewer, Communication Law and Policy Division of the International Communication Association Annual Conference, 2012

Judge, Council for the Advancement and Support of Education Accolade Awards for Best Magazine, 2012

**To the College**

Faculty Volunteer, Ithaca Today, 2017

Presenter, Corning-Painted Post School District Career Day visit, 2016

Presenter, Mobile and social media journalism training, *The Ithacan* editorial staff, 2016

Presenter, “Building Your Journalistic Brand,” Ithaca College Chapter of the Society of Professional Journalists, 2016

Faculty Volunteer, Admissions Fall Open House, 2016

Faculty Volunteer, Ithaca Today, 2016

Member, Academic Calendar Committee, 2015-present

Instructor, College for A Day course for Trustees and guests, 2015

Faculty Volunteer, Admissions Fall Open House, 2015

Faculty Advisor, Exploratory students, 2014-present

Presenter, “Google Glass and Journalism,” Dean’s Roundtable in Media Innovation, New York City, 2014



Presenter, “Using Social Media and Mobile Devices to Create an Online Community for Your Class,” Ithaca College Center for Faculty Excellence and Center for Education Technology, 2014

Presenter and Workshop Facilitator, “Social Media Strategies for Reporters and News Outlets,” *The Ithacan* editorial staff, 2014

Presenter and Workshop Facilitator, “Interviewing 101,” Ithaca College Chapter of the Society of Professional Journalists, 2014

Presenter, “Journalism as a Process,” *The Ithacan* editorial staff, 2013

Presenter and Workshop Facilitator, “Social Media and Audience Engagement,” *The Ithacan* editorial staff, 2013

### **To the School**

Member, Curriculum Committee, 2015-present

Member, Department of Journalism Faculty Search Committee, 2015-2016

Member, Department of Media Arts, Sciences and Studies Faculty Search Committee, 2015-2016

Member, Park Scholar Rising Juniors Committee, 2014

Member, Pendleton Grants Committee, 2013-2015

Member, All School Planning Committee, 2013-2016

Roundtable Participant, “Journalism Reinvented!” 40th Anniversary of the Park School of Communications, 2013

### **To the Community**

ACR Health, Vice President of Board of Directors, 2013-present

Say Yes to Education

40 Below Marketing Task Force

Big Brothers Big Sisters Bowl for Kids’ Sake, 2007 Honorary Chairperson

Catholic Charities Youth Mentor

Book Breaks Literacy Partner

### **PROFESSIONAL MEMBERSHIPS (PAST AND PRESENT)**

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Association for Education in Journalism and Mass Communication

Broadcast Education Association

Council for the Advancement and Support of Education

International Communication Association

Online News Association

Society of Professional Journalists

Syracuse Press Club

## GRANTS

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*Communications management and knowledge translation for:*

Southeast Americans with Disabilities Act (ADA) Center, funded by the National Institute on Disability Research and Rehabilitation of the U.S. Department of Education, 2010-2013

Southeast Technical Assistance and Continuing Education (TACE) Center, funded by the Rehabilitation Services Administration of the U.S. Department of Education, 2010-2013

Center on Effective Rehabilitation Technology (CERT) by Vocational Rehabilitation Agencies, funded by the National Institute on Disability Research and Rehabilitation of the U.S. Department of Education, 2010-2013

Demand-Side Employment Placement Models for Persons with Disabilities, funded by the National Institute on Disability Research and Rehabilitation of the U.S. Department of Education, 2010-2013

Start-Up NY, funded by the Office of Disability Employment Policy of the U.S. Department of Education, 2010-2012

## CONTINUING EDUCATION AND PROFESSIONAL DEVELOPMENT

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### 2017

PBS NewsHour Presidential Inauguration coverage, Washington, D.C.

- Coordinated with PBS NewsHour's digital team to cover the Presidential Inauguration with nine Ithaca College students
- Ithaca College team provided content for PBS NewsHour's website and Twitter feed

### 2016

NBC News Presidential Primary coverage, South Carolina

- Coordinated with NBC News producers to cover the South Carolina Republican Primary with nine Ithaca College students
- Ithaca College team provided content for NBC News broadcasts, social media platforms, and website

Association for Education in Journalism and Mass Communication Annual Conference, Minneapolis, Minnesota

- Presented sessions on story development and mobile newsgathering
- Attended sessions on transitioning from newsrooms to higher education and developing student newscasts

Broadcast Education Association Annual Convention, Las Vegas, NV

- Presented and attended sessions on mobile and social media newsgathering

### 2015

Broadcast Education Association Annual Convention, Las Vegas, NV

- Organized panel on teaching mobile and social media journalism

**2014**

Association for Education in Journalism and Mass Communication Annual Conference, Montreal, Canada

- Attended sessions on video production by online outlets and mobile journalism
- Presented research paper

Participated in “Social Media for Journalists” MOOC, Knight Center for Journalism

Broadcast Education Association Annual Convention, Las Vegas, NV

- Presented at BEA Ignite best practices in teaching session and served as a panelist for two sessions

**2013**

Attended “Classrooms as Newsrooms: Teaching Journalism in the Real World” conference, Columbia University

Attended Integrative Core Curriculum workshop, Ithaca College

Broadcast Education Association Annual Convention, Las Vegas, NV

- Attended one-day Research Methods Boot Camp
- Presented at BEA Ignite best practices in teaching session

Attended “A Journal Publication: What First-Time Authors Need to Know” seminar, Syracuse University

**2012**

Association for Education in Journalism and Mass Communication Annual Conference, Chicago, IL

- Attended sessions on social media in the classroom and innovative teaching ideas
- Presented research paper

Fill-in news anchor, CNY Central-TV (NBC, Syracuse)

**2011**

Attended “Nonprofit Internet Management Strategies, Tool, and Trade Secrets” seminar, Syracuse, NY

Participated in LGBTQ Ally Development Train the Trainer seminar, Syracuse University

**2009**

Attended Council for Advancement and Support of Education Annual Conference for Media Relations Professionals, Atlanta, GA

**2008**

Attended “How Colleges Can Obtain National and Regional Publicity” Annual Conference, Baltimore, MD