

CURRICULUM VITAE

University of Idaho

NAME: Caitlin Cieslik-Miskimen

DATE: January 4, 2021

RANK OR TITLE: Assistant Professor

DEPARTMENT: Journalism & Mass Media

OFFICE LOCATION AND CAMPUS ZIP: 342B Administration, 3178

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WEB:

DATE OF FIRST EMPLOYMENT AT UI: August 2019

DATE OF TENURE: Untenured

DATE OF PRESENT RANK OR TITLE: August 2019

EDUCATION BEYOND HIGH SCHOOL:

Degrees:

Ph.D., University of Wisconsin-Madison, 2019, Mass Communication and History (minor)

Dissertation: *City of Destiny: Print Culture, Modernity, and the Struggle for a City's Future*

M.A., University of Wisconsin-Madison, 2013, Mass Communication

Thesis: *Hollywood in the Hinterland: Newspaper Reporting of Film Scandals from Wisconsin During the 1920s*

B.A., University of Wisconsin-Madison, 2007, Mass Communication and French, with highest honors

Senior Honors Thesis: *An analysis of the content and placement of celebrity coverage in the Chicago Tribune, 1914 – 1944*

EXPERIENCE:

Teaching, Extension and Research Appointments: (List position titles and locations since receipt of Bachelor's degree)

Assistant Professor, School of Journalism and Mass Media, University of Idaho, August 2019 – present

Graduate Teaching Assistant, School of Journalism and Mass Communication, University of Wisconsin-Madison, August 2011 – May 2017

Research Assistant, Prof. Sue Robinson, University of Wisconsin-Madison, June – August 2015

Non-Academic Employment including Armed Forces:

Account Supervisor, Antenna Group, San Francisco, Calif., June 2011 – September 2011

Developed business-to-business communications campaigns for up to five clients, ranging from early-stage startups to publicly traded companies. Specialized in working with renewable energy companies.

Senior Account Executive, Antenna Group, San Francisco, Calif., September 2010 – June 2011

Spearheaded strategic development of public relations campaigns for a variety of technology companies and services focused in renewable energy sector.

Planned and executed multiple campaigns simultaneously, driving technology validation and education among key audiences including journalists, investors and government agencies.

Account Executive, Antenna Group, San Francisco, Calif., June 2009 – September 2010

Supported media outreach initiatives, including drafting media pitches, building media lists and maintaining relationships with journalists at key trade and regional publications.

Account Associate, Antenna Group, San Francisco, Calif., January 2008 – June 2009

Participated in communications strategy development for a variety of clients in the clean technology industry, including biofuels, solar and energy storage sectors.

Multimedia Content Producer, CSTV.com, New York, N.Y., August 2007 – January 2008

Produced daily video segments and written blogs covering college football and fan culture in the Pac-10, Mountain West and Western Athletic Conferences (www.cstv.com/roadtripcentral/goingwest/). Coverage extended to include bowl games.

Consulting:

Public Relations Consultant, Antenna Group, San Francisco and New York, September 2011 – May 2019

Oversaw account activities for two clients in the solar industry, and managed teams based in San Francisco and New York. Tasks included conducting media analysis reports that evaluated clients' market standing, including the effectiveness of strategic messaging campaigns and competitive positioning. Developed recommendations for revised positioning statements and media relations campaigns.

TEACHING ACCOMPLISHMENTS: (Academic and Extension teaching)

Areas of Specialization: Public relations, communication history, media and society

Courses Taught:

University of Idaho

JAMM 350: Public Relations Writing & Production, Fall 2019, Spring 2020, Spring 2021

JAMM 445: The History of Mass Media, Fall 2019, Fall 2020

JAMM 458: PR Research & Case Studies, Fall 2020

JAMM 466: Media Campaign Strategy, Spring 2020, Fall 2020, Spring 2021

University of Wisconsin-Madison

Journalism 560: History of Mass Media, Fall 2011, Spring 2012, Fall 2012, Spring 2013, Spring 2014, Fall 2014, Fall 2015, Fall 2016

Journalism 561: Mass Media & Society, Fall 2013, Spring 2015, Spring 2016, Spring 2017

Courses Revised:

JAMM 350: Public Relations Writing & Production

JAMM 445: The History of Mass Media

JAMM 458: PR Research & Case Studies

JAMM 466: Media Campaign Strategy

Non-credit Classes, Workshops, Seminars, Invited Lectures, etc.:

Invited Lectures

“Nineteenth Century Journalism and the Midwest,” guest lecture in Dr. Kathryn McGarr’s “Introduction to Mass Communication” class, University of Wisconsin-Madison, 2018

“Introduction to Qualitative Research Methods,” guest lecture in Dr. Sue Robinson’s graduate research methods seminar, University of Wisconsin-Madison, 2018

“Promoting Innovation: Journalism, Science, and the Wisconsin Idea,” invited talk for Wednesday at the Lab, University of Wisconsin-Madison, 2018

“History of Journalism and the Wisconsin Idea,” invited talk for The Wisconsin Idea: Past and Present, University of Wisconsin-Madison, 2017

“Self-Publishing Technologies and Subcultures,” guest lecture in Dr. Lucas Grave’s “Mass Media & Society” class, University of Wisconsin-Madison, 2016

“Settlement and Booster Press,” guest lecture in Dr. James L. Baughman’s “History of Mass Media” class, University of Wisconsin-Madison, 2015

“Subcultures and Media,” guest lecture in Dr. Lucas Graves’ “Mass Media & Society” class, University of Wisconsin-Madison, 2015

“Overview of Media History, 1750 – 1920,” guest lecture in Dr. Lucas Graves’ “Mass Media & Society” class, University of Wisconsin-Madison, 2015

“The Penny Press,” guest lecture in Dr. James L. Baughman’s “History of Mass Media” class, University of Wisconsin-Madison, 2014

“The History of the Telephone,” guest lecture in Dr. Lucas Graves’ “Mass Media & Society” class, University of Wisconsin-Madison, 2013

Honors and Awards:

- Alumni Award for Excellence, Faculty Mentor (University of Idaho), 2020
- Honored Instructor (University Housing, University of Wisconsin-Madison), 2017
- Excellence in Teaching Award (School of Journalism & Mass Communication, University of Wisconsin-Madison), 2017
- Finalist, L&S Teaching Fellows Award (University of Wisconsin-Madison), 2015
- Department Nominee, L&S Teaching Fellows Award (University of Wisconsin-Madison), 2014

SCHOLARSHIP ACCOMPLISHMENTS: (Including scholarship of teaching and learning, artistic creativity, discovery, and application/integration)

Publications, Exhibitions, Performances, Recitals:

Refereed/Adjudicated: (i.e. books, book chaps., journals, proc., abstr., etc.; provide citations-author, date, title, publisher)

Conference Papers

- Cieslik-Miskimen, C. Community Divisions and Fractures in Print: Institutional and Student Media Coverage of a 1927 High School Student Strike. Paper presented at the Association for Education in Journalism and Mass Communication, Virtual Conference (2021).
- Cieslik-Miskimen, C. Navigating the Urban-Rural Divide: The Small-City Newspaper in the American Historical Narrative. Paper presented at the International Communication Association, Virtual Conference (2020).
- Cieslik-Miskimen, C. Greetings from the High School Print Shop: High School Newspapers as Alternative News Networks. Paper presented at Networked Histories Pre-Conference, International Communication Association, Prague, Czech Republic (2018).
- Cieslik-Miskimen, C. Heralds of Modernity: Newspaper Coverage of the 1920s American High School. Paper presented at the American Journalism Historians Association, Little Rock, Arkansas (2017).
- Cieslik-Miskimen, C. and Sue Robinson. The History Gap: Collective memory, journalism, and public discourse on racial achievement disparities in progressive communities. Paper presented at the National Communication Association, Philadelphia, Pennsylvania (2016).

Cieslik-Miskimen, C. Ultimate rebranding: The active commodification of a sporting subculture. Paper presented at the International Communication Association, San Juan, Puerto Rico (2015).

Cieslik-Miskimen, C. Seize the Time: How the Black Panthers' Early Media Strategies Shaped the Party's Image. Paper presented at the Association for Education in Journalism and Mass Communication, Chicago, Illinois (2012).

Conference Panels

Cieslik-Miskimen, C. A Window into the World of Students: An Analysis of 1920s High School Student Newspapers. Referred Panel Presentation at the History of Education Society, Virtual Conference (2020).

Cieslik-Miskimen, C. Reclaiming Space in a Networked Society: Local Journalism's Challenge to Rethink Boundaries. Referred Panel Presentation at the International Communication Association, Washington, D.C. (2019).

Cieslik-Miskimen, C. Creating a Sense of Belonging: Media History and Contemporary Trends in Community and Local Journalism. Refereed Panel Presentation at the American Journalism Historians Association, Salt Lake City, Utah (2018).

Cieslik-Miskimen, C. Citizen Engagement With Media From Pre-Broadcast to Digital Eras. Refereed Panel Presentation at the International Communication Association, Prague, Czech Republic. (2018).

Peer Reviewed/Evaluated:

Book chapters

Cieslik-Miskimen, C., 2021. "A Window into the World of Students: An Analysis of 1920s High School Student Newspapers" in *New Perspectives on the History of the Twentieth-Century American High School*, ed. Kyle P. Steele. (London: Palgrave Macmillan).

Cieslik-Miskimen, C., 2020. "Accuracy Always: Willard Bleyer and the Push for Better Journalism" in *Renewing the Wisconsin Idea*, ed. Chad Alan Goldberg. (Madison, Wis: University of Wisconsin Press).

Journal Articles

Cieslik-Miskimen, C. and Robinson, S (ahead of press), 2022. "The history gap: public discourse and the achievement gap." *Memory Studies*. DOI: 10.1177/1750698019849696.

Cieslik-Miskimen, C., 2019. "Hollywood in the Hinterland: Newspapers, itinerant films, and community identity in the 1920s," *Communication, Culture & Critique*. DOI: [10.1093/ccc/tcz016](https://doi.org/10.1093/ccc/tcz016)

Cieslik-Miskimen, C., 2019. "When East Met West, and High School Football Ruled Green Bay." *Wisconsin Magazine of History*, p. 4 - 15.

Other: (reports, proceedings, papers, citations and references, performances)

Book Reviews

Cieslik-Miskimen, C., 2021. Review of *Promoting Monopoly: AT&T and the Politics of Public Relations, 1876–194*, by Karen Miller Russell, *American Journalism* 38(2). DOI: 10.1080/08821127.2021.1912462.

Conference Discussant/Moderator:

Excavating Race, Journalism, and Technological Innovation (Works in Progress), Communication History Division, International Communication Association, Virtual Conference (2020).

Ideology, Ontology, and Matters of Memory in Journalism Studies, Journalism Studies Division, International Communication Association, Virtual Conference (2020).

Who and What Make News: Cultures and Controversies, Communication History Division, International Communication Association, Washington, D.C. (2019).

Encyclopedia Entries

Cieslik-Miskimen, C. "John Werner Kluge (1914-2010)." *Immigrant Entrepreneurship: German-American Business Biographies*, <http://immigrantentrepreneurship.org/entry.php?rec=78> (2011).

Other Publications

Cieslik-Miskimen, C. "Graduate Student Testimonial: UW Doctoral Student Widely Advised to Seek Out AJHA." *Intelligencer* (online newsletter for the American Journalism Historians Association). <https://ajha.wildapricot.org/Intelligencer/6368044>. (2018).

Cieslik-Miskimen, C. "Wisconsin Researchers Find Newspaper Staff Cuts Affect Communities' Collective Memory." *The Intelligencer* (2017). <https://ajha.wildapricot.org/Intelligencer/4562463> (2017).

Other Speaking

Cieslik-Miskimen, C. "Heralds of Settlement: Newspapers on the Western Frontier," Malcolm Renfrew Interdisciplinary Colloquium, University of Idaho, Dec., 8, 2020.

Refereed/Adjudicated (currently scheduled or submitted):

Honors and Awards:

Finalist, Margaret Blanchard Dissertation Prize, awarded by the American Journalism Historians Association (2020)

Graduate Conference Travel Grant, awarded by University of Wisconsin-Madison (2019)

Louise Elizabeth George Scholarship, awarded by University of Wisconsin-Madison (2018)

Mellon-Wisconsin Summer Fellowship, awarded by University of Wisconsin-Madison (2018)

School of Journalism & Mass Communication Graduate Research Award, University of Wisconsin-Madison (2017)

Graduate Research Travel Grant, awarded by University of Wisconsin-Madison (2017)

Helen Firstbook Franklin Wisconsin Distinguished Graduate Fellowship (WDGF), awarded by University of Wisconsin-Madison (2017)

School of Journalism & Mass Communication Graduate Research Award, University of Wisconsin-Madison (2016)

SERVICE:

Major Committee Assignments: (National, State, District, County, University, College, Departmental and dates)

School of Journalism and Mass Media, University of Idaho

Graduate Program Committee, 2019 – present

Strategic Planning Committee, 2019 – present

Professional and Scholarly Organizations (including memberships, committee assignments, editorial services, offices held and dates)

American Journalism Historians Association (AJHA), member, 2017 – present

Association for Education in Journalism and Mass Communication (AEJMC), History Division member, 2012 – 2013, 2017 - 2019

International Communication Association (ICA), Communication History Division and Journalism Studies division member, 2015-2016, 2017 – present

Outreach Service: (Including popular press, interview articles, newspaper articles, workshops-seminars-tours organized, Extension impact statements)

Interview Articles

“Big Ears and Eskimo Pies: Neighborhood Research Unearths Trove of Fun Omaha Stories,” *Omaha World-Herald*, August 30, 2020. https://omaha.com/lifestyles/big-ears-and-eskimo-pies-neighborhood-research-unearts-trove-of-fun-omaha-stories/article_7f79aa5c-fcf5-5d31-ab8e-cb415e7d33d6.html

Speaker/Expert

Prison Education Series, University of Idaho, Speaker (2020)

Delivered lecture on history of American journalism to inmates at Idaho Correctional Institution-Orofino

University of Wisconsin Speakers Bureau, Speaker (2018 – 2019)

Delivered free public lectures based on research interests in communities throughout Wisconsin.

Spoke on current journalism trends and journalism history to civic groups, community organizations, and high school classes.

Speaker coverage: “UW-Madison Shares Knowledge,” *Superior Telegram*, April 17, 2018:

<https://www.superiortelegram.com/news/4432716-uw-madison-shares-knowledge>

Conferences Organized

School of Journalism and Mass Communication Crossroads Graduate Conference, Conference Chair, University of Wisconsin-Madison (2014)

Managed the activities of three committees in preparation for annual multi-disciplinary graduate conference hosted by School of Journalism and Mass Communication.

School of Journalism and Mass Communication Crossroads Graduate Conference, Publicity Chair, University of Wisconsin-Madison (2013)

Led publicity efforts for the annual graduate student conference hosted by the School of Journalism and Mass Communication.

Community Service: (non-academic unrelated to employment)

Daily Cardinal Alumni Association, Communications Committee Chair (2011 – Present)

Compiled and distributed monthly newsletter to 3,000 alumni of university student newspaper, and wrote one historical feature article per month.

Teaching Assistants Association, Publicity Committee Chair (2016 – 2018)

Managed communications for the union representing graduate student workers on the University of Wisconsin-Madison campus.

Girls on the Run of South Central Wisconsin, Coach (2016 – 2017)

Led weekly lessons focused on developing fitness, confidence and self-esteem over a 12-week season for a team of third, fourth, and fifth grade girls.

CIESLIK-MISKIMEN, Caitlin Frances

PROFESSIONAL DEVELOPMENT: (workshops and seminars attended)

Teaching:

Workshops Attended

PRSA Educator's Conference, Public Relations Society of America, 2021.

Active Learning Symposium, Center for Excellence in Teaching and Learning, University of Idaho, 2020.

HyFlex Workshops, Center for Excellence in Teaching and Learning, University of Idaho, 2020.

Race in the PR Classroom, Institute for Public Relations, 2020.

PRSA Educator's Conference, Public Relations Society of America, 2020.