

ERIC T. NEWSOM

Dept. of Communication, Univ. of Central Missouri
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EDUCATION

Rensselaer Polytechnic Institute

Ph.D. in Communication & Rhetoric
June 2013

Advisor: Dr. James Zappen
Dissertation Title:

*Participatory Storytelling and the
New Folklore of the Digital Age*

Western Carolina University

Master of Arts in English
August 2007

Area of Study: Professional Writing

Western Carolina University

Bachelor of Arts in English
May 2004

Major in Professional Writing
Minor in Film Studies

EMPLOYMENT

ASSISTANT PROFESSOR 2013-Present

Dept. of Communication
Univ. of Central Missouri
Warrensburg, M.O.

Taught variety of courses in Digital Media Production and Communication Studies areas: Multimedia, Advanced Multimedia, Intro. to Communication Theory, Mass Media & Society, Film Appreciation, Intro. to Mass Communication. Guided visual branding of **UCM Media Network**. Developed *Renaissance Online* for College of Arts, Humanities, & Social Sciences.

GRADUATE ASSISTANT 2008-2013

Dept. of Lang., Lit. & Comm.
Rensselaer Polytechnic Institute
Troy, N.Y.

Assisted teachers of record in teaching Intro to Visual Communication, Human Computer Interaction Studio Design. Served as Assistant Director for Communication Internships. Developed strategies and guidelines for department use of social media.

VISITING INSTRUCTOR 2007-2008

Dept. of English
Western Carolina University
Cullowhee, N.C.

Taught four sections of English Composition courses per semester. Served on composition program committee to develop digital version of composition manual, streamline electronic collection of student portfolios. Followed university model in implementing service learning based projects into student coursework.

WEB WRITER 2007-2008

Dept. of Web Services
Western Carolina University
Cullowhee, N.C.

Developed information architecture, text and image content, and online identity for school academic departments and programs. Met with department and program heads to identify core needs and desires for web presence. Utilized RedDot content management system to design, write and edit websites based on that information.

TEACHING ASSISTANT 2006-2007

Dept. of English
Western Carolina University
Cullowhee, N.C.

Taught English Composition I and II to undergraduate students. Assigned personal, academic, journalism, and business writing projects. Led students in creation of documents that integrated text, image, and electronic media to more effectively communicate their work. Incorporated methods of library and electronic research into assignments.

GRADUATE ASSISTANT 2005-2006

Office of Career Services
Western Carolina University
Cullowhee, N.C.

Redesigned, edited and wrote research articles for Career Services quarterly publication. Led seminars and one-on-one sessions for students on résumé and job search writing. Researched and wrote internal internal assessment reports as part of the Council for the Advancement of Standards in Higher Education accreditation process.

REPORTER 2005-2006

Gaston Gazette
Gastonia, N.C.

Wrote two to three articles daily for 35,000+ circulation newspaper, working primarily for the "Hometown" section in covering hard news and human interest stories. Articles are available upon request.

UNIVERSITY-LEVEL COURSES TAUGHT

MULTIMEDIA PRODUCTION

Univ. of Central Missouri
Fall 2013, Spring 2014

Taught students foundations of graphic design and typography for effective digital communication, basic web design (HTML & CSS), web rhetoric. Demonstrated proper use of design programs Adobe Photoshop, Illustrator and Dreamweaver.

ADVANCED MULTIMEDIA

Univ. of Central Missouri
Spring 2014

Instructed students in advanced graphic design techniques using Adobe Photoshop, and beginning techniques of 2D animation, kinetic type, and motion graphics for film and video, using Adobe After Effects.

INTRO. to COMMUNICATION THEORY

Univ. of Central Missouri
Fall 2013, Spring 2014

Led students through a survey of communication theories ranging from Aristotle's *Rhetoric* to contemporary research on social media. Covered areas of interpersonal, small group, public, and media communication with a focus on practicing application of theory to texts.

INTRO. to MASS COMMUNICATION

Univ. of Central Missouri
Spring 2014

Guided students through a history of mass media technologies: newspapers, magazines, radio, television, film, video games, internet, mobile social media. Stressed infrastructure, ownership, regulation, media effects, major impacts to society.

MASS MEDIA & SOCIETY

Univ. of Central Missouri
Fall 2013, Spring 2014

Conducted discussion with students on relationship of media and society that consumes them. Topics included: Objectivity, bias, media ownership. Gender, race, class, & disability representation. "Reality" television. Effects of social media on contemporary reporting.

FILM APPRECIATION

Univ. of Central Missouri
Fall 2013, Summer 2014

Revealed to students the technical and artistic processes that go into the making of film in order to foster active viewership. Curated viewings of historically important, canonical, representative, and critically-acclaimed films.

ENGLISH COMPOSITION I

Western Carolina University
Fall 2006, Fall 2007, Spring 2007

Utilized Peter Elbow's theories on composition, introducing students to process through personal writing before expanding focus to research and academic writing. Honed student skills through regular drafting and peer review sessions.

ENGLISH COMPOSITION II

Western Carolina University
Spring 2007, Fall 2007, Spring 2007

Led students in advanced writing processes through interdisciplinary research, business writing assignments, and web-based projects. Exposed students to practical experience through service learning projects / writing for charity organizations.

PUBLICATIONS

"A game about killing: Role-playing in the liminal spaces of social network games" in *Immersion: Breaching Reality Through Play*. Eds. Evan Torner & William J. White. Jefferson, NC: McFarland Press. 2012.

CONFERENCE PRESENTATIONS

Midwest Pop Culture Assoc.

October 2013 St. Louis, Miss.

A new old kind of storytelling: Performance and community in Lady Sabre

American Culture / Pop Culture Assoc.

April 2010, San Antonio, Tex.

Pirate or folk preservationist?: Clarifying the role of the comic scanning community

Eastern Communication Assoc.

April 2010, Arlington, Va.

Mod Squad: Examining a hive production model in a video game modding community

Northeast Modern Language Assoc.

March 2010, New Brunswick, N.J.

A Game About Killing: Role-Playing in the Liminal Spaces of Social Network Games

Midwest Pop Culture Assoc.

November 2009, Detroit, Mich.

Rethinking the Author/Fan Relationship in the Wake of the Scans Daily Affair

COMMITTEES & ADMINISTRATIVE ROLES

UCM Media Network Branding

Dept. of Communication
Univ. of Central Missouri, 2014

Developed visual branding and graphic templates for student-run media network, including logos for network and programming, broadcast news graphics, and sports graphic package.

Renaissance Online Designer

College of Arts, Humanities & Soc. Sciences
Univ. of Central Missouri 2014

Created digital presence for College of Arts, Humanities & Social Sciences through web hub and magazine *Renaissance Online*, social media, and video archive.

Asst. Dir. for Communication Internships

Dept. of Lang., Lit. & Comm.
Rensselaer Polytechnic Institute, 2009-10

Arranged connections between senior undergraduate students and local businesses, and monitored their progress. Led workshops on professional writing and oral presentations.

Social Media Outreach Consultant

Dept. of Lang., Lit. & Comm.
Rensselaer Polytechnic Institute, 2008

Created department strategy for using social media to target potential graduate students. Wrote and designed internal documents to guide faculty use of social media.

Program Assessment Researcher

Office of Career Services
Western Carolina University, 2006

Developed internal assessment, delivered presentations to university administration for Council for the Advancement of Standards in Higher Education accreditation process.

SELECTED WEB DESIGN

Greg Rucka (<http://www.gregrucka.com>) - New York Times bestselling author

Jen Van Meter (<http://www.jenvanmeter.com>) - Eisner-nominated comic writer

Jamie Ousley (<http://www.jamieousley.com>) - Grammy-nominated Miami jazz bassist

Lady Sabre & The Pirates of the Ineffable Aether (<http://www.lady-sabre.com>) - Steampunk/western webcomic

TRANSMEDIA MARKETING AND STORYTELLING

STUMPTOWN

Oni Press
Forthcoming, Fall 2014

Designing interactive website, social media experience and alternate reality marketing campaign for forthcoming private detective story **Stumptown**, from Oni Press.

LADY SABRE & PIRATES OF ETC.

Greg Rucka, Rick Burchett
Ongoing

Created website and cultivated user participation for webcomic with 20,000 weekly readership. Designed diegetic material to expand storyworld across site, social networks. Developed crowdfunding campaign for and designed printed hardback book collection.

GMAIL ADVENTURES

Independent research
Ongoing

Assisted in conceptual development, art, sound and animation for video game that reconfigured email into RPG-style video game narrative in collaborative study of gamifying archived memories / communications.

ASK THE QUESTION

Greg Rucka / DC Comics
2009

Worked with writer Greg Rucka to create alternate reality marketing campaign where readers would gain access to and interact with supplemental online content, via URL hidden in the background of DC Comics' **Detective Comics**. Planned but not implemented.

GIDEON II

Greg Rucka, Eric Trautmann / DC Comics
2008

Hosted and maintained Wikipedia-style diegetic tie-in website for DC Comics' **Checkmate** and writers Greg Rucka and Eric Trautmann. Facilitated increased reader participation in site after series ended.

RENEE MONTOYA JOURNAL

Greg Rucka, Eric Trautmann / DC Comics
2007

Developed material for alternate reality marketing campaign, including creation of social network sites, development of music, and distribution of ephemeral materials to support DC Comics' **Crime Bible: Five Books of Blood**.

AWARDS

2010-2012, **Rensselaer Humanities, Arts, and Social Sciences Fellowship** (merit based)

2007, **Dennis J. McKeivin Memorial Graduate Scholarship** (merit based)

2004, **Nomad Literary Award in Fiction**, Nomad literary magazine

2000-2004, **National Merit Scholarship**

PROFESSIONAL MEMBERSHIPS

National Communication Association

Modern Language Association

Society for Technical Communication

American Culture Association / Popular Culture Association

Missouri Broadcast Education Association

RESEARCH / TEACHING INTERESTS

MEDIA / DIGITAL MEDIA STUDIES

Media and television studies, New Media studies, participatory cultures, Alternate Reality narratives and games, film studies, comics/graphic novels

WRITING AND STORYTELLING

Professional writing, technical writing, digital rhetoric, design for web and mobile devices, transmedia storytelling in practice

REFERENCES

Joe Moore

Associate Professor
Dept. of Communication
Univ. of Central Missouri
Phone: 660-543-4923
Email: jhmoore@ucmo.edu

Stephen Price

Assistant Professor
Dept. of Communication
Univ. of Central Missouri
Phone: 660-543-4922
Email: price@ucmo.edu

James Zappen

Professor
Dept. of Communication and Media
Rensselaer Polytechnic Institute
Phone: 518-276-6467
Email: zappenj@rpi.edu