

# MEGAN E. MALLICOAT

*College of Journalism & Communications  
University of Florida  
P.O. Box 118400 | Gainesville, FL 32611*

*170 W. Dogwood Road  
Florahome, FL 32140  
mmallicoat@ufl.edu*

## EDUCATION

### **Ph.D. Mass Communication**

*University of Florida, expected 2015*

### **M.A. Mass Communication — Journalism**

*University of Florida, 2012*

*Chair: Amy Zerba, Ph.D.*

*Thesis: Give the People What They Won't Say They Want: The Challenge of Interactive News for a Public Caught in an Online Identity Crisis*

### **B.S. Journalism — Online Media**

*University of Florida, 2003*

## TEACHING EXPERIENCE

### **Instructor of Record**

- Design / JOU 3411  
*Fall 2014, Fall 2013*
- Visual Journalism / JOU 3220C  
*Summer 2014, Spring 2014, Summer 2013*
- Public Relations Research / PUR 3500  
*Spring 2013*

### **Lab Instructor**

- Writing for Mass Communication / MMC 2100  
*Spring 2008, Fall 2007*

### **Lab Assistant**

- Reporting / JOU 3101  
*2002-2003*

## PUBLICATIONS

Mallicoat, M.E. (2014) *Like Me: How Facebook Users Engage in Self-Presentation*. Manuscript in preparation.

Mallicoat, M.E. (2014) *Picture-Perfect President: A Content Analysis of the White House's Use of Instagram*. Manuscript in preparation.

- Newport, E., Mallicoat, M.E. (2014) *Poor Minorities in the News: A Content Analysis of Poverty and Race in Florida Newspaper Coverage*. Manuscript in preparation.
- Mallicoat, M.E. (2013) *Second-Level Agenda-Setting in 140 Characters: How Journalists Used Twitter to Report the Newtown Shooting*. Manuscript in revision.
- Mallicoat, M.E., De Maio, M., Newport, E. (2013) *President 2.0: A Content Analysis of Barack Obama's Use of Twitter During his Reelection Campaign*. Manuscript in preparation.
- Mallicoat, M.E. (2012) *The Challenge of Interactive News for a Public Caught in an Online Identity Crisis*. Manuscript submitted for publication.

## REFEREED CONFERENCE PRESENTATIONS

- Mallicoat, M.E., De Maio, M., Newport, E. (2014, August) *President 2.0: A Content Analysis of Barack Obama's Use of Twitter During his Reelection Campaign*, to be presented to the annual meeting of the Association for Education in Journalism & Mass Communication, Montréal, Canada.
- Mallicoat, M.E., De Maio, M., Newport, E. (2014, March) *President 2.0: A Content Analysis of Barack Obama's Use of Twitter During the Campaign for his Reelection*, presented to the annual meeting of the Association for Education in Journalism & Mass Communication Southeast Colloquium, Gainesville, Florida.
- Mallicoat, M.E. (2013, August) *The Challenge of Interactive News for a Public Caught in an Online Identity Crisis*, presented to the annual meeting of the Association for Education in Journalism & Mass Communication, Washington, D.C.
- Mallicoat, M.E. (2013, August) *Second-Level Agenda-Setting in 140 Characters: How Journalists Used Twitter to Report the Newtown Shooting*, presented to the annual meeting of the Association for Education in Journalism & Mass Communication, Washington, D.C.
- Mallicoat, M.E. (2013, March) *Understanding the Peanut Gallery: A Typology of News Website Comments*, presented to the annual meeting of the Association for Education in Journalism & Mass Communication Southeast Colloquium, Tampa, Florida.

## SERVICE

- Graduate Student Representative on Faculty Research Committee  
*College of Journalism & Communications, University of Florida / Fall 2014 - Present*
- Served as a session moderator for the AEJMC Southeast Colloquium Conference  
*March 2014*
- Member of the Dean's Advisory Council of Graduate Students  
*College of Journalism & Communications, University of Florida / Fall 2013 - Present*
- Assisted with the UF College of Journalism & Communications Graduate Orientation  
*August 2013*
- Guest Lecture on Blogging Strategy  
*MMC 4302 / World Communication Systems / Spring 2013*

## TECHNICAL SKILLS

- 10+ years of experience designing and implementing websites
  - Highly proficient in HTML / CSS; working knowledge of PHP and MySQL
  - Extensive experience using Wordpress to manage websites
  - Proficient with Dreamweaver, but prefer to code using a text-editor program like BBEdit
- 15+ years of experience using the Adobe Creative Cloud (including Photoshop, Illustrator and InDesign) virtually every day
  - Began using Photoshop with version 4; began using InDesign with version 1
- 10+ years of experience shooting and editing video
  - Proficient in Final Cut Pro and related products
  - Working knowledge of Adobe Premiere.
- 20+ years of experience using Mac operating systems and hardware
- Superior writing and editing ability

## PROFESSIONAL EXPERIENCE

*July 2007 - December 2012*

**Director of Communications** / University of Florida College of Engineering

Managed the college's marketing and communications efforts. Duties included managing a staff of professionals and student assistants; overseeing the college's web presence; publishing the college's award-winning alumni magazine; assisting various departments and centers with newsletters, advertisements, etc.; monitoring website and social media analytics; and more. As part of a major web-presence overhaul, I implemented a Wordpress-based system for our primary and subsidiary sites, then trained numerous support staff and student assistants to use Wordpress.

*October 2005 - July 2007*

**Assistant Director of Communications** / University of Florida College of Engineering

Revamped college's web presence; designed and implemented a new primary website and several subsidiary websites for the college; assisted with publication of the college's alumni magazine and department newsletters; monitored website analytics; and more.

*August 2003 - October 2005*

**Web Developer** / University of Florida Pruitt Family Department of Biomedical Engineering

Created a new website for the department and several subsidiary websites; edited promotional videos for graduate recruitment; designed promotional print pieces; monitored website analytics; and more. To maintain the department's website, I coded a proprietary content management system using PHP and MySQL.

*Fall 2003*

**Associate Producer** / WCJB-TV Gainesville, Fla.

Assisted in the production of morning news segments; edited b-roll; operated teleprompter and cameras for morning news broadcast.

*Summer 2003*

**Intern** / WESH-TV Orlando, Fla.

Helped to maintain the station's website; wrote and edited copy for website; uploaded video from news broadcasts to website; helped create b-roll for evening news.