

Marcus J. Funk, Ph.D.

Employment

Assistant Professor of Mass Communication / Sam Houston State University / Huntsville and The Woodlands, Texas / August 2014 -

- Taught undergraduate and graduate courses in digital journalism and multimedia skills
- Aided launch of new Master's of Digital Media program at The Woodlands Center
- Served as faculty adviser for *The Houstonian* student newspaper

Education

Ph.D. / The University of Texas at Austin / Austin, Texas / Journalism / December 2013

- Dissertation Title: "Analyzing Content Deviance in American Community Journalism Websites and Social Media"

M.A. / The University of Texas at Austin / Austin, Texas / Journalism / May 2010

- Thesis Title: "Buried in the Backyard: A Study of Locally Generated Content in Small U.S. Newspapers"

B.A. / Trinity University / San Antonio, Texas / Communication, Political Science & International Studies / May 2007

- Capstone Title: "From Shanghai to Suburbia: An Analysis of Contemporary U.S.-based Perceptions of Chinese Gamers"

Journal Publications

Funk, M. (In Press) Community Journalism: Relentlessly Deviant? CATA of Normative Deviance and Localness in American Community Newspaper Websites. *Community Journalism*.

Funk, M. & McCombs, M. (2017) Strangers on a Theoretical Train: Inter-Media Agenda Setting, Community Structure, and Local News Coverage. *Journalism Studies*, 18(7)
10.1080/1461670X.2015.1099460

Funk, M. (2017). Decoding the Podaissance: Identifying Community Journalism Practices in Newsroom and Avocational Podcasts. *#ISOJ: The International Symposium on Online Journalism Journal*. 7(1)

Funk, M. (2016). The CxP Typology: A New Understanding of Normative Deviance, Gatekeeping, and Community Journalism. *Journalism Studies*, 17(1)

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- Funk, M. (2015). A Scout is Frame-Ful: Framing, Community Newspapers, and the Boy Scouts of America. *Community Journalism*, 4(2).
- Funk, M. (2014). The Pews are Not in Print: Religion News and American Community Newspapers. *Grassroots Editor*, 55(4).
- Chen, W., Funk, M., Straubhaar, J., & Spence, J. (2013). Still Relevant? An Audience Analysis of Public and Government Access Channels. *Journal of Broadcasting & Electronic Media*, 57(3), 263-281. doi: 10.1080/08838151.2013.816707
- Funk, M. (2013). The Next President is at the Front Door Again: An Analysis of Local Media Coverage of the 2012 Republican Iowa Caucus, New Hampshire Primary and South Carolina Primary. *Community Journalism* 2(1), 26-48.
- Funk, M. & McElroy, K. (2013). Rube Goldberg, College Football Pollster: An Agenda Setting Analysis of College Football Ranking Systems. *Journal of Sports Media* 8(1), 189-205.
- Funk, M. (2013). Imagined commodities? Analyzing local identity and place in American community newspaper website banners. *New Media & Society*, 15(4), 574-595, first published on September 23, 2012, doi: 10.1177/1461444812458433
- McCombs, M., & Funk, M. (2011). Shaping the Agenda of Local Daily Newspapers: A Methodology Merging the Agenda Setting and Community Structure Perspectives. *Mass Communication & Society*, 14, 905-919.
- Funk, M. (2010). The 30-50-60 curve: Locally generated news content in small and medium-sized American dailies. *Grassroots Editor*, 51(4), 12-15.

Book Chapters

- McCombs, M., & Funk, M. (2013). Setting the Agenda of Local Newspapers: A Methodology Merging the Agenda Setting and Community Structure Perspectives. In J. C. Pollock (Ed.), *Media and Social Inequality: Innovations in Community Structure Research* (1 ed.): Routledge.

Academic Conference Papers

- Funk, M. (2017, April). Decoding the Podaissance: Identifying Community Journalism Practices in Newsroom and Avocational Podcasts. Paper presented to the International Symposium on Online Journalism in Austin, Texas.

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- Funk, M. (2016, August) *Localness and Orientalism in the New York Times*. Paper presented to the International Communication Division of the Association for Education in Journalism and Mass Communication annual convention in Minneapolis, Minnesota.
- *Funk, M. (2015, August) *Community Journalism: Relentlessly Deviant? CATA of Normative Deviance and Localness in American Community Newspaper Websites*. Paper presented to the Community Journalism Interest Group of the Association for Education in Journalism and Mass Communication annual convention in San Francisco, California.
*Top faculty paper award.
- Funk, M. and McCombs, M. (2015, August) *Strangers on a Theoretical Train: Inter-Media Agenda Setting, Community Structure, and Local News Coverage*. Paper presented to the Newspapers and Online News Division of the Association for Education in Journalism and Mass Communication annual convention in San Francisco, California.
- McGregor, S., Sylvie, G., Saldaña, M., and Funk, M. (2014) *Considering Ethics and Business: Predicting High-Level Moral Reasoning in Swedish Newsrooms*. Paper presented at the Annual Conference of the International Media Management Academic Association, Pamplona, Spain.
- Funk, M. (2014, October) *A Scout is Frame-Ful: Framing, Community Newspapers, and the Boy Scouts of America*. Paper presented at the 20th Newspapers and Community Building Symposium during the 128th annual National Newspaper Association Convention and Trade Show, San Antonio, Texas.
- Funk, M. (2014, August) *The CxP Typology: A New Understanding of Normative Deviance, Gatekeeping, and American Community Journalism*. Presented to the Community Journalism Interest Group at the Association for Education in Journalism and Mass Communication annual convention in Montréal, Canada.
- Chen, W., Funk, M., Straubhaar, J., & Spence, J. (2012, November). *Forum or Ghetto? An Audience Analysis of American Public Television*. Paper presented at the National Communication Association, Orlando, Florida.
- Funk, M. (2012, October) *The Next President is at the Front Door Again: An Analysis of Local Media Coverage of the 2012 Republican Iowa Caucus, New Hampshire Primary and South Carolina Primary*. Paper presented at the 18th Newspapers and Community Building Symposium during the 126th annual National Newspaper Association Convention and Trade Show, Charleston, South Carolina.
- Funk, M. (2011, May) *The Climatological Model of Gatekeeping Theory: Local and Wire News Decisions Among American Newspaper Editors*. Paper presented at the 9th International Symposium of Communication in the Millennium, San Diego, California.

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*Funk, M. (2011, March) *The Pews are Not in Print: A Study of Religion News in American Community Journalism*. Paper presented at the AEJMC Midwinter Convention, Norman, Oklahoma.

*Top paper award.

Funk, M. (2010, October) *Buried in the Back Yard: A study of locally generated content in small American newspapers*. Paper presented at the Newspapers and Community Building Symposium XVI during the 124th Annual National Newspaper Association Convention and Trade Show, Omaha, Nebraska.

Funk, M. (2010, March) *The Reviews Are In: A Qualitative Analysis of Gender Portrayals in Mainstream Film Criticism*. Paper presented at the AEJMC Midwinter Convention, Norman, Oklahoma.

Funk, M. (2010, March) *Words of ... Well, uhm, Words: A Qualitative Analysis of America's Last Local Humor Columnist*. Paper presented at the AEJMC Midwinter Convention, Norman, Oklahoma.

Academic Conference Panels

Funk, M., Groves, J, Walck, P. and Mourao, R. (2017, August) In Pearson, G. (Moderator), *Surviving the Job Market*. Panel conducted at the Association for Education in Journalism and Mass Communication annual convention, Chicago, Illinois.

Thornton, L.J., Holton, A., Poepsel, M. and Reader, B. (2017, August) In Funk, M. (Moderator), *Defining Community and Participatory Journalism in the Social Media Era*. Panel conducted at the Association for Education in Journalism and Mass Communication annual convention, Chicago, Illinois.

Funk, M., Albertson, T., Castaneda, L., Hunter, A. and Motta, B.H. (2017, August) In Johnson, R. (Moderator), *Helping Students Build Community Outside and Inside Campus Newsrooms*. Panel conducted at the Association for Education in Journalism and Mass Communication annual convention, Chicago, Illinois.

Kasko, J., Reed, S. and Smith, C. (2016, August) In Funk, M. (Moderator), *Community Journalism Interest Group Refereed Paper Research Session: The Social and Professional Roles of Community Journalists*. Panel conducted at the Association for Education in Journalism and Mass Communication annual convention, Minneapolis, Minnesota.

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Rand, M., Reed, S, Kian, T. and Johnson, R. (2016, August) In Funk, M. (Moderator), *E-Crowding the Gridiron: Balancing Journalism Practices and Online Community Building in Local Sports Journalism*. Panel conducted at the Association for Education in Journalism and Mass Communication annual convention, Minneapolis, Minnesota.

Putz, A., Helmberger, M., Sylvie, G. and Schmitz Weiss, A. (2016, August) In Funk, M. (Moderator), *Imagining Digital Community: The Importance of Geography and Niche Focus to Entrepreneurial and Community Journalists*. Panel conducted at the Association for Education in Journalism and Mass Communication annual convention, Minneapolis, Minnesota.

Kim, S. Pederson, J., Yoon, D., Bentley, J., and Wertz, R. (2016, March) In Funk, M. (Discussant/Moderator), *New Media Funding and Education Models*. Panel conducted at the AEJMC Midwinter Convention, Norman, Oklahoma.

Hill, D., Dastgeer, S., and Keib, K. (2016, March) In Funk, M. (Discussant/Moderator), *Newsroom Management 2.0: Trends in Modern Employment and Information Distribution*. Panel conducted at the AEJMC Midwinter Convention, Norman, Oklahoma.

Invited Talks

Conference on legal, moral and professional support for female Egyptian journalists / Global Center for Journalism and Democracy & Egyptian Media Women's Union / Sam Houston State University / Huntsville, Texas & Cairo, Egypt / November 14 – 18, 2016

- Invited seminar on multi-platform and social media news delivery
- Focus on evolving media formats and practical skills training

Communication Merit Badge Instructor / Scouts@Sam / Sam Houston State University / Huntsville, Texas / 2016 -

- Taught Eagle-required Communication merit badge during annual campus-wide event
- Instructed 27 energized Boy Scouts from Huntsville and East Texas
- Led encouraging discussion on political communication, news media coverage, personal perspective and bipartisan collegiality
- Also covered social media safety, Joseph Campbell and communication careers

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Election Central 2016: Make Your Newspaper the Go-To Source for Election News / Texas Center for Community Journalism / Texas Christian University / Fort Worth, Texas / March 3 – 4, 2016

- Led seminar titled “Texas Lege 101: Covering Local Elections with Big Consequences”
- Offered strategies and recommendations for community journalists covering upcoming legislative elections

GCJD Journalism Teacher Workshop / Global Center for Journalism and Democracy / Sam Houston State University / Huntsville, Texas / February 23, 2015

- Led seminar on “the future of journalism” for east Texas high school newspaper and yearbook advisers
- Provided theoretical and practical insight on teaching ledes, headlines, and social media

Works in Progress

Funk, M. (2017) r/Agenda_Rejection: Intermedia Attribute agenda Setting Resistance Between Christian-Oriented Reddit Pages and Mainstream News Coverage of Christianity (Paper completed, pending conference and journal submission)

Funk, M. (2017) Localness, Orientalism, and Deviance in New York Times Coverage of the Middle East, American South, and Tri-State Area (Under journal review)

McGregor, S., Sylvie, G., Saldaña, M., and Funk, M. *Considering Ethics and Business: Predicting High-Level Moral Reasoning in Swedish Newsrooms*. (Pending journal submission)

Funk, M. and Speakman, B. (2017) The calm after the storm: Gatekeeping and Local Newspaper Coverage in Swing Counties Following the 2016 Presidential Election (Planning underway)

Speakman, B. and Funk, M. (2017) Taking the Rust Belt Seriously: A Qualitative Analysis of Local Election Coverage in Ohio (Planning underway)

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Teaching Positions

**Assistant Professor of Mass Communication / Sam Houston State University /
Huntsville and The Woodlands, Texas / August 2014 –**

MCOM 4383 / Audience Research & Analysis / Undergraduates

- Taught broad research methods course on quantitative and qualitative methodologies
- Sparked detailed class discussions on semiotics, opinion polls and social experiments
- Translated dense academic jargon into modern, student-friendly ideas and terminology

MCOM 4635 / Online Journalism / Undergraduates

- Taught multimedia-centric journalism course on online and social media platforms
- Students designed and developed WordPress websites for self-publication
- Focused on writing, interviewing, podcasting, social media, and professional networking

MCOM 5330 / Advanced Digital Writing / Graduate Students

- Engaged first-semester graduate students in professionally-oriented course
- Concentrated on writing, social media, podcasting, video editing, and WordPress
- Required WordPress blog on a personal interest with comprehensive multimedia

**Teaching Assistant / The University of Texas / Austin, Texas / August 2008 – December
2013**

J335F / Magazine Writing and Production / Undergraduates / Fall 2013

- Production course centered on students launching new online magazines

J332F / News Editing and Production / Undergraduates / Spring 2013

- Copy editing and design course focused on traditional and new media production

J302F / Digital Storytelling Basics / Undergraduates / Fall 2012

- Digital news production course anchored around online reporting skills

J320D / Intermediate Reporting / Undergraduates / Fall 2008 – Spring 2012

- Exposed students to wide range of reporting beats and subjects, including law enforcement, courts and business reporting

J380W / Writing and Reporting / Graduate Students / Fall 2010

- Introductory reporting course for professionally-oriented graduate students

J395W / Advanced Writing & Public Affairs Reporting / Graduate Students / Spring 2010

- Advanced skills course devoted to long-form and narrative journalism

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Teaching & University Service Positions

Adviser / The Houstonian / Sam Houston State University / Huntsville, Texas / 2014 -

- Advised and taught student editors of prominent campus newspaper
- Coached new multimedia and social media strategies to expand online brand
- Supervised transition to 24/7 online publication with weekly print publication
- Celebrated numerous student awards at 2015 and 2016 Texas Intercollegiate Press Association conventions
- Coordinated incorporation and involvement of Huntsville High School journalism students

Chair / College of Fine Arts and Mass Communication Undergraduate Curriculum Committee / Sam Houston State University / Huntsville, Texas / 2016 -

- Processed new courses and programs through college and university committees
- Coordinated with department-level curriculum committee and university officials
- Worked extensively with diverse departments and university officials

Chair / Mass Communication Undergraduate Curriculum Committee / Sam Houston State University / Huntsville, Texas / 2015 -

- Supervised new coursework and program suggestions and proposals
- Coordinated with college-level curriculum committee and university officials
- Shepherded curriculum into new CourseLeaf database

Member / Mass Communication Graduate Studies Committee / Sam Houston State University / Huntsville, Texas / 2015 -

- Assisted deployment and growth of new Masters' of Digital Media program
- Aided admissions decisions and decisions
- Offered course flexibility to facilitate new program

Member / Mass Communication Website Committee / Sam Houston State University / Huntsville, Texas / 2015 -

- Supported updates and maintenance to department website and faculty pages
- Coordinated with committee and department to include fresh research and creative works

Member / Mass Communication Scholarship Committee / Sam Houston State University / Huntsville, Texas / 2015 -

- Contributed to scholarship selection processes for diverse undergraduate financial aid programs
- Advertised positions widely and encouraged interested and unaware students

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Selection Panel Committee Member / Dan Rather Internship Program / Sam Houston State University / Huntsville, Texas / 2015 -

- Contributed to the selection of motivated student journalist for coveted internship with Sam Houston State alumnus Dan Rather
- Reviewed applications and co-conducted interviews for selection process

Adviser / The Orange Magazine Club / The University of Texas / Austin, Texas / 2013 - 2014

- Provided advice and support to student-produced magazine
- Served as mentor, teacher, and motivator to avid and enthusiastic journalism students

Member & Copy Editor / Center for Journalism and Communication Research / The University of Texas / Austin, Texas / 2008 – 2013

- Research group focused on political participation and new media
- Avid proofreader as a “native” (American) member of international student research panel

Graduate Assistant / UT ASNE Reynolds High School Journalism Institute / The University of Texas at Austin / Austin, Texas / June 2013

- Provided assistance for major annual conference for high school journalism teachers
- Coordinated and co-coordinated pre-arrival materials, student evaluations, and logistical matters
- Led pair of sessions on WordPress and blogging

Teaching Assistant & Photographer / TESOL Program / Dhahran, Saudi Arabia / Summers 2004 & 2005

- Taught English as a second language to more than 250 Saudi Arabian elementary school students for two consecutive summers
- Worked full-time teaching basic language skills to diverse and co-educational students
- Led lessons on Western culture in conjunction with language, including movies, sporting events and a popular puppet show
- Took over 500 photos of engaged, active and in-motion students; utilized Adobe Photoshop and Microsoft PowerPoint to design extensive end-of-the-year slide shows

Representative / Graduate Student Assembly / The University of Texas at Austin / Austin, Texas / 2009 – 2011

- Served as the School of Journalism’s elected delegate to university-wide assembly of graduate students for two consecutive years

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Academic Service Positions

Chair / Community Journalism Interest Group / Association for Education in Journalism & Mass Communication / 2016 - 2017

- Supervised interest group dedicated to study of community and community journalism
- Continued evolving focus on digital, online, social and imagined communities
- Reconvened COMJ panel and presence at AEJMC Midwinter Conference

Vice Chair / Community Journalism Interest Group / Association for Education in Journalism & Mass Communication / 2015 - 2016

- Planned seminars and presentations for interest group at annual convention
- Coordinated programming with COMJIG members, other divisions and interest groups

Midwinter Conference Chair / Media Management, Economics & Entrepreneurship Interest Group / Association for Education in Journalism & Mass Communication / 2015 - 2016

- Coordinated paper submissions and reviews to AEJMC Midwinter conference
- Assisted planning and production of popular, graduate student-friendly conference

Journal Reviewer / Agenda Setting Journal / 2016 -

- Reviewed academic article submissions to rapidly growing journal

Journal Reviewer / Community Journalism / 2015 -

- Reviewed academic article submissions to young, open-access journal
- Journal tied to COMJIG and AEJMC

Journal Reviewer / Journalism Practice / 2015 -

- Reviewed academic article submissions to prominent academic journal

Journal Reviewer / Journalism & Mass Communication Quarterly / 2015 -

- Reviewed academic article submissions to prominent academic journal
- Flagship journal affiliated with the Association for Journalism and Mass Communication

Journal Reviewer / Journalism Studies / 2014 -

- Reviewed academic article submissions to prominent academic journal
- Journal tied to Journalism Studies Division of the International Communication Association

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Thesis & Dissertation Committee Service Positions

Chair / MA Thesis Project Committee / Sam Houston State University / Mia Parker / 2017 -

- Supervised professional thesis report on digital photography, online branding and business development newspapers and social media comments

Chair / MA Thesis Committee / Sam Houston State University / Elizabeth Kuhles-Heiney / 2015 - 2016

- Supervised qualitative research thesis on local newspapers and social media comments
- Coordinated thesis in first cohort in the Digital Media Masters program

Member / MA Thesis Committee / Sam Houston State University / Jake Smith / 2014 - 2015

- Provided guidance and insight for research thesis
- Assisted thesis in first cohort in the Digital Media Masters program

Professional Positions

Capitol Reporter & Freelancer / Community Impact Newspaper / Austin, Texas / January 2011 – Present

- Covered Texas Legislature for nine hyper-local publications with more than 600,000 total circulation
- Focused exclusively on local lawmakers, legislation and issues in Austin, Georgetown and Tomball areas

Editor / The Elgin Courier / Elgin, Texas / May 2010 – August 2010

- Edited, designed, wrote and managed editorial content of 3,100 circulation weekly in Central Texas
- Wrote and coordinated wide range of stories on local politics, race relations and “El-Hi” sports

Legislative Reporter / The Dallas Morning News – Austin Bureau / Austin, Texas / January 2009 – June 2009

- Analyzed and reported on state politics during the “Seinfeld Session” of the Texas Legislature during competitive internship program
- Chronicled daily legislative activity and offbeat commentary for “Trail Blazers,” the DMN’s up-to-the-minute political blog

Government Reporter / The Terrell Tribune & Rockwall County News / Terrell and Rockwall, Texas / October 2007 – July 2008

- Provided exclusive local coverage in the first- and fourth-fastest growing counties in Texas
- Broke stories on political scandals, violent crime and heated elections that circulated throughout Dallas / Fort Worth Metroplex

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**Government Reporter / The Kerrville Daily Times / Kerrville, Texas /
May 2007 – August 2007**

- Covered general assignment, transportation, municipal government and health beats at a major rural newspaper
- Investigated and reported on urban development, economic growth and municipal budgets

**Managing Editor / Trinitonian / Trinity University / San Antonio, Texas /
August 2006 – May 2007**

- Coordinated and designed the Opinion section, including dueling columns, staff editorials and Letters to the Editor
- Wrote front-page news stories, opinion columns and occasional features and sports stories; served as News Editor and Reporter in previous years

**Intern / United States Department of State / American Embassy, Manama, Bahrain /
May – August 2006**

- Assisted Ambassador and Economic Officers at remote overseas embassy in the Middle East
- Analyzed and reported on local media coverage of international events; screened Fulbright scholarship applicants in conjunction with Public Affairs Office

Additional Reporting / Diverse Locations and Years

- Summer Reporter, Public Media Texas, pilot radio program affiliated with National Public Radio, Austin, Texas, June 2009 – August 2009
- Writer for Newswave, Trinity University's student-led television news show, San Antonio, Texas, August 2006 – May 2007
- Writer for the Arabian Sun, Saudi Aramco's weekly international newsletter in Dhahran, Saudi Arabia, July, 2004

Awards and Honors

Top Paper:

Funk, M. (2015) *Community Journalism: Relentlessly Deviant? CATA of Normative Deviance and Localness in American Community Newspaper Websites*. Paper presented to the Community Journalism Interest Group of the Association for Education in Journalism and Mass Communication annual convention in San Francisco, California.
Top faculty paper award.

Funk, M. (2011) *The Pews are Not in Print: A Study of Religion News in American Community Journalism*. Paper presented at the AEJMC Midwinter Convention, Norman, Oklahoma.
Top paper award.

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Kappa Tau Alpha National Journalism Honor Society / May 2013

- Invited and inducted into prestigious national Journalism Honor Society
- Recognized as member of top 10 percent of graduate and undergraduate journalism students at the University of Texas at Austin

Maxwell McCombs Graduate Student Award for Research Publishing / April 2013

- Won \$50 honorarium for prolific research as part of department-wide presentation

Travel Scholarship from Dr. Max McCombs / April 2011

- Received recognition and \$800 scholarship for travel to 9th International Symposium of Communication in the Millennium

Research Scholarship from Dr. Max McCombs / April 2011

- Received recognition and \$1500 scholarship for research conducted with Dr. Max McCombs and Dr. Talia Stroud

Travel Scholarship from Dr. Max McCombs / September 2010

- Received recognition and \$150 scholarship for travel to 2009 AEJMC Midwinter Convention

Honorarium from Newspapers and Community Building Symposium XVI / October 2010

- Received recognition and \$250 for travel to 2010 Community Building Symposium XVI and National Newspaper Association Convention in Omaha, Nebraska

Pic Wagner Endowed Graduate Fellowship in Journalism / June 2009

- Received recognition and \$200 fellowship from the University of Texas School of Journalism

Richard H. and Diane K. Gentry Award / 2006

- Received recognition for “Excellence in Journalism” from Trinity University Department of Communication

Additional Accomplishments

**Eagle Scout / Boy Scouts of America / Troop 253 / Dhahran, Saudi Arabia /
December 2002**

- Earned Scouting’s highest rank as a member of international Scout troop