

MARGARET E. (PEG) ACHTERMAN
Assistant Professor of Communication and Journalism
Achterman.com

I. EDUCATION

- 2012 Ph.D. Communication
University of Washington - Seattle, Washington
- Emphasis: Media and new technologies, mass media organizations and structures, journalism education.
 - Dissertation: [Multimedia in the Mainstream: Analyzing Legacy News Traditions in Online Journalism](#); Chair: Randal Beam
- 1983 M.S. Broadcast Journalism
S. I. Newhouse School of Communication, Syracuse University–Syracuse, NY
- Thesis Documentary: Urban Homesteading; Chair: Vernone Sparkes
- 1982 B.A. History & Journalism
University of Washington - Seattle, Washington

II. ACADEMIC APPOINTMENTS

Autumn 2014–present **SEATTLE PACIFIC UNIVERSITY** Seattle, WA
Associate Professor of Communication and Journalism

Teaching: Fundamentals of Digital and Online Media, Multimedia Journalism, Editing and Design, Media Literacy, Newspaper Production and Editing, Interpersonal Communication, Disciplinary Research and Writing Seminar, Public Speaking.

Advising: *The Falcon* – Seattle Pacific University’s independent student newspaper;
Department advisor for Communication, Journalism & Film Internships.

University Governance: Board of Student Media, Admission, Advising, and Retention Committee, Intercollegiate Athletics Committee (chair), Faculty Diversity Committee (chair).

2009–2014 **NORTHWEST UNIVERSITY** Kirkland, WA
Associate Professor of Communication

Teaching: Introduction to Digital Media, Principles of Multimedia, Mass Communication, Photography, Fundamentals of Speech.

Advising: *Karisma* – Northwest University yearbook, Department advisor for Communication Internships.

University Governance: Identity & Vocation, Community Development Admissions Committee.

2006–2009 **UNIVERSITY OF WASHINGTON** Seattle, WA
Teaching Assistant/Research Assistant

Teaching: Introduction to Digital Media, Principles of Multimedia, Mass Communication, Photography, Fundamentals of Speech.

University Governance: UW Symposium for Teaching & Learning, Executive Board Member - Communication Graduate Student Association.

III. PEER REVIEWED PUBLICATIONS

- Achterman, M.E. (2019) Snap Judgement: How Legacy Media's Use of Snapchat Discover Informs Journalism Education, *Conference Proceedings*, World Journalism Education Congress, Paris, France. <http://www.wjec.paris/conference-proceedings/>
- Achterman, M.E. (2018). Book Review: The principles of multimedia journalism: Packaging digital news. *Electronic News*, Volume: 12 issue: 2, page(s): 145-147.
 - <https://journals.sagepub.com/doi/full/10.1177/1931243118779422>
- Hart, T. and Achterman, M.E. (2017). Qualitative Analysis Software. In *The International Encyclopedia of Communication Research Methods* (eds J. Matthes, C. S. Davis and R. F. Potter). <https://onlinelibrary.wiley.com/doi/abs/10.1002/9781118901731.iecrm0194> (invited book chapter).
- How to Teach Story-finding Skills, *PBS MediaShift* † (September 2016) <http://mediashift.org/2016/09/building-story-finding-skills/>
- Advice for Making the Leap from Newsroom to Classroom (contributor), *PBS MediaShift* (2015) <http://mediashift.org/2015/01/advice-for-making-the-leap-from-newsroom-to-classroom/>
- Do Student Internships Really Work?, *PBS MediaShift* † (2014) <http://www.pbs.org/mediashift/2014/08/do-student-internships-really-work-digital-tools-can-help-evaluate-them>

IV. FILM – PHOTOGRAPHY – VIDEO – ELECTRONIC MEDIA

Producer/Director: [*Blakely Island Field Station*](#) (Website redesign – Seattle Pacific University Biology Department)

- Adjudicated: Broadcast Education Association–Festival of Arts (Las Vegas, 2019).
- Adjudicated: World Journalism Education Congress (Paris, 2019).
- In use by Seattle Pacific University Biology Department.

Photographer: When the biology lab is the whole island (photo essay)

- Award of Excellence — Photojournalism World Journalism Education Congress (Paris, 2019).

Writer/Producer/Director/Editor: [*The View from the Steps*](#) (Multimedia Website)

Co-producer: William Purcell.

- Entered: Broadcast Education Association–Festival of Arts (Las Vegas, 2019).
 - Entered: World Journalism Education Congress (Paris, 2019).
 - Distributed to [*Seattle Diversity, Equity, and Inclusion Community of Practice*](#) (2019).
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Cinematographer/Editor: *The Polson Fire*

- National Press Photographers Association
Region 11 Spot News Award – 1996

Cinematographer/Editor: *Best Sportscast*

- Washington State Associated Press – 1994

V. ACADEMIC PEER-REVIEWED PRESENTATIONS

- Achterman, M.E. (2019, August). Video Virtuosity: Teaching Sequencing with Instagram. [Association for Education in Journalism and Mass Communication](#), Toronto, Ontario, Canada.
- Achterman, M.E. (2019, July). Snap Judgement: How Legacy Media's Use of Snapchat Discover Informs Journalism Education. [World Journalism Education Congress](#), Paris, France. Podium paper.
- Achterman, M.E. (2019, February) Graduate Student Workshop – Professional Track Panel. [Western States Communication Association](#), Seattle Washington. Co-Presenters: Tabitha Hart (San Jose State University); Louisa Edgerly (Microsoft).
- Achterman, M.E. (2018, September). News in a snap: how newsrooms can use Snapchat Discover. Poster session presented at the [Online News Association Conference](#), Austin, TX.
- Achterman, M.E. (2018, June). Stranded on a San Juan isle: find stories. Research presentation at [VisCom 32 Conference](#), La Jolla, CA.
- Achterman, M.E. (2017, June). News in a Snap: A Content Analysis Design for Examining the Use of Snapchat in Journalism. VisCom 31, Coupeville, WA. Podium paper. Co-presenter: SPU Students – Monica Veles & Drew Smith.
- Achterman, M.E. (2016, August). Enlighten Us, But Make it Quick: Ignite Presentations as a Teaching Tool. Association for Education in Journalism and Mass Communication, Minneapolis, MN. Panelist.
- Achterman, M.E. (2016, August). Technical Thoughts: Making Purchase & Teaching Decisions in a Fast-Changing Technological World. Association for Education in Journalism and Mass Communication, Minneapolis, MN. Panelist.
- Achterman, M.E. (2016, August). Basics of Sequential Thinking and Shooting. Association for Education in Journalism and Mass Communication, Minneapolis, MN. Pre-conference special presentation.
- Achterman, M.E. (2016, July). Teaching Journalism for Mobile Platforms. World Journalism Education Congress, Auckland, New Zealand. Syndicate participant.
- Achterman, M.E. (2016, July). Use Smart Phones & Simple Software to Teach the Art of the Interview. World Journalism Education Congress, Auckland, New Zealand. Presentation.
- Achterman, M.E. (2016, June). On-Air or Online: Examining Priorities in Local Television News. VisCom 30, Snowbird, UT. Podium paper. Co-presenter: SPU Junior – Mikayla Puterbaugh.

- Achterman, M.E. (2016, February). Designing and Implementing Communication Studies Internship Programs. Western States Communication Association, San Diego, CA. Co-Presenters: Angie Corbo (Widener University); Tabitha Hart (San Jose State University); Heather J. Hether (University of the Pacific).
- Achterman, M.E. (2015, November). Building, Maintaining, and Evaluating Communication Internships. [National Communication Association](#), Chicago, IL. Co-Presenters: Kathryn Gretsinger (University of British Columbia); Tabitha Hart (San Jose State University)
- Kate Starbird; Jim Maddock; Mania Orand; Robert M. Mason, Achterman, M.E. (2014, March). Rumors, False Flags, and Digital Vigilantes: Misinformation on Twitter after the 2013 Boston Marathon Bombing. [iConference](#), Berlin, Germany.

VI. PEER REVIEW EXPERIENCE

VisCom Division Best of Digital Competition, Chair - Association for Education in Journalism and Mass Communication, 2019-2021

VisCom Division, Conference Session Discussant - Association for Education in Journalism and Mass Communication, 2019

Creative Competition Judge – Broadcast Education Association, “On Location” Super-Regional Conference, 2019

Creative Competition Judge – World Journalism Education Congress, 2019

Journalism & Mass Communication Quarterly – **Journal Reviewer**, 2016, 2017, 2018

Electronic News Division, Conference Paper Reviewer – Association for Education in Journalism and Mass Communication, 2016, 2017, 2018

VisCom Division, Conference Paper Reviewer – Association for Education in Journalism and Mass Communication, 2016, 2017, 2018

Tankard Book Award Judge – Association for Education in Journalism and Mass Communication, 2014

Student Newsroom Mentor – Online News Association
Virtual (2021), New Orleans, LA (2019), Austin, TX 2018, Washington, D.C. 2017, Denver, CO 2016; Los Angeles, CA 2015; Atlanta, GA 2013; San Francisco, CA 2012

VII. AWARDS & HONORS

Fellow – [Poynter Institute Media Innovation](#) (2019).
Academic Serve Grant Recipient (for Poynter selection), Seattle Pacific University

Fellow – [Future Today Institute](#): Summer Teaching Training Program (2018).

Academic Innovation Fund Grant Recipient—exploratory research (2015).
Seattle Pacific University, Digital Literacy Modules

Scholarship Recipient – Mortar Board: Madeline Jones Campbell Scholarship (2008).

Scholarship Recipient – National Association of Broadcasters
H. E. Fellows Scholarship (1982).

Member – [Mortar Board Senior Honor Society](#)
University of Washington Tolo Chapter (1981).

VIII. RELATED WORK EXPERIENCE

2006–present: MEA Productions Owner	Seattle, WA
2001–2006: Grass Valley—Thomson Media Digital News Products Instructor/Training Developer	Nevada City, CA
1991–2001: KING Television & KSTW Television News Photographer—Field Producer	Seattle, WA
1988–1990: English Language Institute Recruiting Representative	San Dimas, CA
English Teacher—Ningxia University	Yinchuan, China
1987–1988: KTUU Television News Photographer-Field Producer	Anchorage, AK

IX. PROFESSIONAL ASSOCIATIONS

2019 - present	College Media Association
2011 - present	Online News Association
2007 - present	Broadcast Education Association
2006 - present	Association for Educators in Journalism & Mass Communication <i>Divisions: Visual Communication, Electronic Journalism</i>
1993 - present	National Academy of Television Arts and Sciences
1985 - present	National Press Photographers Association

X. OTHER

- [KNKX](#) (formerly KPLU); Western Washington public radio—Community Advisory Council, 2013 - 2021
- [New Horizons](#); ministry to street youth in Seattle—Board Member, 2013 – 2019
 - Board Secretary, 2016-19
- [Krista Foundation](#)—Marketing/communication Consultant, 2014
- [University of Washington Board of Rowing Stewards](#)—Board Member, 1991-2016
- [City of Seattle's Citizens' Telecommunications and Technology](#)—Mayoral Appointee to Advisory Board, 2007-2009
- [University Presbyterian Church](#)—Board of elders, Pastor nominating committees, Seminarian care team, Cathedral choir, Committee on LGBTQ denominational issues, Small group leader.
- [National Academy of Television Arts and Sciences](#) - NW Chapter—Board member, 2004-2006
- [National Press Photographers Association](#)—Plenary Session Speaker, National Press Photographers Association Women in Photojournalism Conference, August 2007
- [National Press Photographers Association](#)—Judge, National Television Photography of the Year Competition, 1998
- Inductee—University of Washington – [Husky Hall of Fame](#)

XI. SERVICE

Seattle Pacific University

Long Term

- Board of Student Media; 2019 – present
- Interim President Search Committee; 2021
- Faculty Diversity Committee; 2019 - 2022
- Distinguished Scholars scholarship interviews; 2015 - present
- Innovation Advisory Board; 2017 - present
- Hosted SPU fund raising table; 2015 - present
- New student advising; 2014 – present
- Faculty representative on panel for admitted student days; 2015 – present
- Admissions, Advising, Retention Committee; 2018 – 2019 (one-year)
- Intercollegiate Athletics Committee; 2015 – 2017, Chair; 2017-18
- Department representative for new faculty hire – WSAC and AEJMC; 2016, 2019

Short Term

- Intercollegiate Athletics
 - Interview committee for head [gymnastics coach](#); 2019
 - Interview committee for head [volleyball coach](#); 2017
 - Interview committee for [athletic director](#); 2016
 - Interview committee for head [men's basketball coach](#); 2016
 - Interview committee for head [rowing coach](#); 2016
- Advisor for [The Falcon](#) audio/video/multimedia contributors; 2015 - 2019
- Ad hoc committee for digital citizenship; 2017 – 2018
- Baccalaureate Prayer/Benediction; 2018
- Break-out session lead: Digital Tools for Researchers – Faculty Retreat; 2017
- Hosted academic conference at Camp Casey – VisCom31; June 2017
- Ad hoc review committee for All-Campus Interview; 2017
- All-campus interview committee: 2015 - 2016
- Communication employment panel; 2015
- All-campus Lip-sync contest judge; 2015
- June 5th memorial service choir; 2015
- Lectio participation; 2015, 2016
- General education requirement forums; 2015, 2016
- Day of Common Learning speaker welcome dinner; 2015
- Teaching and learning seminars: Problem of Evil, Flipped Classroom, Splashtop

Communication and Journalism Associations

- Chair — VisCom Division Best of Digital Competition, Association for Education in Journalism and Mass Communication, 2019 - present
- Executive Team – Student Newsroom, Online News Association, 2015 – present

University of Washington

- Presenter – UW “Daily Day” for [The Daily](#) newspaper staff, 2018
- Key-note speaker – UW Women’s Rowing brunch, 2018
- Guest panelist – UW graduate professional seminar; Dr. Lisa Coutu, 2015
- Guest lecturer – UW-CHID, Television History; Dr. Steven Goening, 2015
- Planning Committee Member – [UW Symposium for Teaching & Learning](#), 2009
- Executive Board Member – Communication Graduate Student Assoc., 2008-2009
- Rowing Steward – [University of Washington Rowing Program](#), 1995-2006
 - Continuing activities with planning, officiating, supporting UW Rowing

Northwest University

- Identity & Vocation; UCOR 1052 — *facilitator*, 2013
- [Int’l. Care and Community Development M.A.](#) - *admissions*, 2012 – 2014
- Recruiting, pricing, scholarship — *focus group participant*, 2013
- REACH Uganda Mission — *team coach*, June 2013