

# JODI MCFARLAND FRIEDMAN

PHILIP MERRILL COLLEGE OF JOURNALISM • UNIVERSITY OF MARYLAND, COLLEGE PARK, MD 20472

Phone: +1-989-640-2676

[jfriedm9@umd.edu](mailto:jfriedm9@umd.edu) • [jodimcfriedman@gmail.com](mailto:jodimcfriedman@gmail.com)

## EDUCATION

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### **Ph.D. (ABD) — Philip Merrill College of Journalism, University of Maryland, College Park**

- Dissertation: *"Shift the Gaze and Contest Power: How 'Others' Disrupt Narratives in News & Digital Media"*
- Committee: Dr. Susan Moeller (chair); Associate Dean, Dr. Sarah Oates; Associate Dean, Dr. Linda Steiner; Dr. Krishnan Vasudevan; Dr. Catherine Knight Steele (cognate: Professor, Communication)
- Certificate, Digital Studies in the Arts and Humanities
- Teaching Essentials Certificate and GenAI-Informed Pedagogy Practitioner meta-credential, Teaching & Learning Transformation Center

### **M.A. — Missouri School of Journalism, University of Missouri, Columbia**

- Thesis: *"Uses & Gratifications in Online Commenter Culture,"* Dr. Esther Thorson (adviser)

### **B.A. — Hope College, Holland, Michigan, dual major Communication; Spanish**

- Additional Coursework — Institute of European Studies, Madrid, Spain (functional Spanish)

## PUBLICATIONS

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Jodi McFarland Friedman (pending, 2025). *"Once a Journalist, Always a Journalist: A Digital Ethnography of a Facebook Covid Microsite."* Journalism Practice. Accepted September 2025.

Jodi McFarland Friedman (2023). *"'Mystery People': Tri-Racial Isolate Newspaper Coverage and Conceptions of Race from 1880-1943."* Journalism History 49(3). <https://doi.org/10.1080/00947679.2023.2236524>

Jodi McFarland Friedman (2022). *"Book Review: Radical Hope: A Teaching Manifesto Brings Agency to Aspirational Instruction."* Family Science Review, 26(1). <http://dx.doi.org/10.26536/AMWN3229>

## PUBLICATIONS IN PROGRESS

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Jodi McFarland Friedman, Bobbie J. Foster (2025). *"They Laughed, They Cried, They Died: Reddit's Herman Cain Award Reveals Schadenfreude, Public Service, and Disinformation Resistance."* Social Media + Society. Submitted June 2025.

## REFEREED CONFERENCES, PRESENTATIONS

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1. 107<sup>th</sup> Annual AEJMC Conference, San Francisco, California. August 2025. "*Criminal Justice and Digital Shame: Shifting News Norms Around Police Mug Shots Reflect Journalism's Ethical Reckoning.*" **Jodi Friedman.**
2. 106<sup>th</sup> Annual AEJMC Conference, Philadelphia, Pennsylvania. August 2024. "*Truth Hurts: Lizzo, Fat-Feminism, and the Power of Gaze.*" **Jodi Friedman.**
3. 105<sup>th</sup> Annual AEJMC Conference, Washington, D.C. August 2023. "*Saginaw During the Coronavirus: A Digital Ethnography of a Facebook Microsite.*" **Jodi Friedman.**
4. 105<sup>th</sup> Annual AEJMC Conference, Washington, D.C. August 2023. "*The Gray Book: Digital Ethnography of Counter-Narratives about Women's Hair and Aging on a Facebook Microsite.*" **Jodi Friedman, Lindsey B. Anderson.**
5. 2023 AEJMC Southeast Conference, Murfreesboro, Tennessee. March 2023. "*Saginaw During the Coronavirus: A Digital Ethnography of a Facebook Microsite.*" **Jodi Friedman.**
6. 2023 AEJMC Midwinter Conference, Norman, Oklahoma. February 2023. "*The Gray Book: Digital Ethnography of Counter-Narratives about Women's Hair and Aging on a Facebook Microsite.*" **Jodi Friedman, Lindsey B. Anderson.**
7. 2023 International Society of Autoethnography and Narrative Conference, Virtual, January 2023. "*On Babies Lost and Voices Found: A Miscarriage Autoethnography.*" **Jodi Friedman.**
8. 104<sup>th</sup> Annual AEJMC Conference, Detroit, Michigan, August 2022. "*'Mystery People': Tri-Racial Isolate Newspaper Coverage and Conceptions of Race from 1880-1943.*" **Jodi Friedman.**
9. 2022 Joint Journalism and Communication History Conference, New York, New York, May 2022. "*'Mystery People': Tri-Racial Isolate Newspaper Coverage and Conceptions of Race from 1880-1943.*" **Jodi Friedman.**
10. 2022 AEJMC Midwinter Conference, Norman, Oklahoma. March 2022. "*r/HermanCainAwards: Documenting, Commenting, and Judging Anti-Vaxxers.*" **Jodi Friedman, Bobbie J. Foster.**
11. 2021 AEJMC Midwinter Conference, Virtual, March 2022. "*COVID-19 Media Use Survey: Gender and Digital Communication during a Pandemic.*" Bobbie Foster, Sohana Nasrin, **Jodi Friedman, Weiping Li, & Mahfuzul Haque.**
12. 103<sup>rd</sup> Annual AEJMC Conference, Virtual, August 2021. "*#freebritney, #freekesha, #freemelania: Hashtag Feminism and Notions of Female Liberation.*" **Jodi Friedman.**

13. 103<sup>rd</sup> Annual AEJMC Conference, Virtual, August 2021. “*Capitol Riot: International Coverage of a U.S. Insurrection Attempt*.” Dinfin Mulupi, Keegan Clements-Housser, **Jodi Friedman**, Nataliya Rostova, Gea Ujcic, F.H.C. Wong, Linda Steiner.

## TEACHING

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### University of Maryland, College Park (2020 – present)

JOUR202: Introduction to News Editing

- **Teacher of Record**, (LECTURE, 18 students) — Fall 2022 - Fall 2025

JOUR175: Media Literacy (2020 – present)

- **Teacher of Record** (ONLINE, 21 students) — Winter and Summer 2024, Winter and Summer 2025
- **Lead Teaching Assistant** (ONLINE, 130 students) — Fall 2021 - Spring 2022
- **Teaching Assistant** (ONLINE, 130 students) — Fall 2020 - Spring 2021

### Central Michigan University, Mount Pleasant (2017 – 2020)

**Adjunct Lecturer**, Department of Journalism

- JRN107, Literary Journalism (LECTURE, 17 students)
- JRN202, Writing for the Mass Media (LECTURE, 22 students)
- JRN203, Information Gathering for Mass Media (LECTURE, 22 students)
- JRN205, Shaping the Media (media literacy) (BLENDED, 28 students)
- JRN430, Magazine and Feature Writing (BLENDED, 15 students)

### Saginaw Valley State University, Saginaw, Michigan (2019 – 2020)

- **Adviser**, *The Valley Vanguard*

### Oakland University, Auburn Hills, Michigan (2015 – 2017)

**Adjunct Lecturer**, Department of Communication and Journalism

- JRN313/3130, Freelance and Magazine Writing (LECTURE, 12 students)

Various Journalism, Educational & Industry clients (2014 – present)

**Grammar Boot Camp Facilitator**

## HONORS AND AWARDS

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Lead Fellow, University of Maryland University Honors 2025-28, for “*Democracy’s Last Defense: The Power of Images*,” a thematic course cluster about how visuals shape our national narratives. **Jodi Friedman** and Susan Moeller.

AEJMC-Mass Communication and Society Division Diversity and Inclusion Career Development Fellow, 2024-25. **Jodi Friedman**.

Top Student Paper, 104<sup>th</sup> Annual AEJMC Conference, Community Journalism Interest Group, August 2023. “*Saginaw During the Coronavirus: A Digital Ethnography of a Facebook Microsite*.” **Jodi Friedman**.

Ray Hiebert History of Journalism Conference Paper Presentation Award, University of Maryland Philip Merrill College of Journalism, College Park, Maryland, May 2023. “*Mystery People’: Tri-Racial Isolate Newspaper Coverage and Conceptions of Race from 1880-1943.*” **Jodi Friedman.**

[Scholar Spotlight](#), University of Maryland, College Park, Digital Studies in the Arts and Humanities April Digest, April 2023.

[https://us14.campaign-archive.com/?e=test\\_email&u=800048b345f30fb3e193074ad&id=52188d4ead](https://us14.campaign-archive.com/?e=test_email&u=800048b345f30fb3e193074ad&id=52188d4ead)

Best Paper Abstract, AEJMC Midwinter Conference, Status for the Commission on Women, Norman, Oklahoma, February 2023. “*The Gray Book: Digital Ethnography of Counter-Narratives about Women’s Hair and Aging on a Facebook Microsite.*” **Jodi Friedman**, Lindsey B. Anderson.

Elliot King Award for Outstanding Research, Joint Journalism and Communication History Conference, New York, New York, May 2022. “*Mystery People’: Tri-Racial Isolate Newspaper Coverage and Conceptions of Race from 1880-1943.*” **Jodi Friedman.**

AEJMC Stevenson Open Paper Competition, Second Place, August 2020, “*Capitol Riot: International Coverage of a U.S. Insurrection Attempt.*” Dinfin Mulupi, Keegan Clements-Houser, **Jodi Friedman**, Nataliya Rostova, Gea Ujcic, F.H.C. Wong, Linda Steiner.

RUBY Award (2015) — Recognizing the Upward, Bright and Young, honoring select regional Michigan business leaders younger than 40

Al Neuharth Award for Innovation in Investigative Journalism (2015) — First Place, The Saginaw News, editor of the series “*I Used to Live Here*”

Best Column (2015) — Second Place, Michigan Press Association Better Newspaper Contest

Local Columnist (2014) — Honorable Mention, Michigan Press Association

Best News Column (2014) — Second Place, Local Columnist, Associated Press Media Editors, Michigan

## GRANTS AND FUNDING

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**2025 – 2028** — University of Maryland University Honors 2025-28, “*Democracy’s Last Defense: The Power of Images,*” lead fellow of a thematic course cluster on how visuals shape our national narratives, \$10,000 instructor stipend plus \$20,000 journalism college award

**2025** – Jacob K. Goldhaber Travel Award, \$400

**2025** – AEJMC Commission on Graduate Education Student Travel Grant, \$250

**2024** — AEJMC-Mass Communication and Society Division Diversity and Inclusion Career Development Fellow, \$1,000

**2020 – 2024** — Philip Merrill College of Journalism, University of Maryland, full tuition scholarship and stipend, \$216,325

**Fall 2023** — Dean's Scholarship, digital studies, \$1,770

**Spring 2023** — Dean's Scholarship, digital studies, \$1,770; Jacob K. Goldhaber Travel Award, \$400; Ray Hiebert History of Journalism Conference Paper Presentation Award, \$1,000

**Fall 2022** — Dean's Scholarship, digital studies, \$1,770

#### INVITED LECTURES/WORKSHOPS

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Moderator, August 2025. *"Pro to Prof: Navigating Academia as a Second (or Third) Career."* 107<sup>th</sup> Annual AEJMC Conference, San Francisco, California.

Panelist and Workshop Co-Organizer, May 2025. *"Fearless Teaching with Joy."* 30th Annual Innovations in Teaching & Learning Conference, University of Maryland.

Moderator, May 2025. *"Networking: How to Turn Conference Awkwardness into Research Collaborations."* AEJMC Commission on Graduate Education.

Moderator, April 2025. *"Closing Plenary Session."* Truth Under Siege: Building Information Resilience Conference, University of Maryland.

Poster Presenter, April 2025. *"They Laughed, They Cried, They Died: Reddit's Herman Cain Award Reveals Schadenfreude, Public Service, and Disinformation Resistance."* Truth Under Siege: Building Information Resilience Conference, University of Maryland. **Jodi McFarland Friedman**, Bobbie Foster.

Guest Lecturer, December 2024. *"The Future of Journalism: Professional Panel."* JOUR200, Journalism History, Roles, and Structures, University of Maryland.

Moderator, December 2024. *"The Art of Scholarly Critique."* AEJMC Commission on Graduate Education.

Moderator and Co-Organizer, November 2024. *"Surviving Academia: Should It Be This Hard? Survival Mechanisms, Productivity Hacks, and Managing Mental Health in Academia."* AEJMC Commission on Graduate Education.

Guest Lecturer, October 2023. *"Digital Ethnography, Tools and Methods."* CMJ540, Social Media and Digital Culture, University of Maine.

Guest Lecturer, October 2023. *"The Gray Book."* JOUR452, Women in the Media, University of Maryland.

Guest Lecturer, September 2022. *"Qualitative Research Methods in Digital Ethnography, History, and Auto-Ethnography."* COMM715, Advanced Qualitative Research Methods, University of Maryland.

Guest Speaker, October 2021, March 2023. “*Career Talk: News Reporter and Editor.*” JOUR150, Introduction to Mass Communication, University of Maryland.

Guest Speaker, Fall 2016 — Oakland University journalism courses.

Featured Speaker, Winter 2016 — “*Fake News and Media Literacy.*” Public Relations Society of America White Pine Chapter.

Workshops, 2015 – present — Grammar Boot Camps for Automation Alley public relations copy editors, Michigan Community College Press Association Annual Convention, Alma College and Saginaw Valley State University Colleges of Education, CQ Researcher.

Workshop, January 2013 — Oakland University student newspaper *The Post*, digital-first news training.

Featured Speaker, Fall 2012 — “*Putting the ‘New’ in News.*” Saginaw County Bishop’s Breakfast.

Featured Speaker, Fall 2012 — Frankenmuth Rotary.

## MEDIA AND RESEARCH EMPLOYMENT

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### **Research Coordinator, Philip Merrill College of Journalism, Maryland Democracy Initiative (2024 – present)**

Lead staffer for grant-funded University of Maryland flagship initiative: Coordinator of a statewide board of education interactive voter guide; organizer and moderator of a Spring 2025 media literacy/disinformation conference; lead researcher on a yearlong voter education and media consumption study in Frederick County, Maryland, a so-called purple community.

### **Archival Research Assistant, U.S. Archives and Library of Congress (2023 – present)**

Credentialed researcher for a book in progress about Watergate by best-selling author and investigator R. Scott Armstrong.

### **Regional News Director, MLive Media Group: *The Flint Journal*, *Saginaw News* and *Bay City Times* (2016)**

Manager of three newsrooms, leading staff in each city in reporting, community engagement and regional collaboration. Grew online audience, among other metrics.

### **Editor, MLive.com/*The Saginaw News* (2013 – 2016)**

Leader and public face of MLive Media Group’s Saginaw hub and the award-winning *The Saginaw News*. Duties included hiring, training and mentoring employees, managing freelancers, media contest entries and public speaking. Digital-first practices with weighty journalism helped win Michigan Press Association Newspaper of the Year honors, among numerous individual staff awards from the MPA, Associated Press Media Editors and the State Bar of Michigan’s Wade McCree Award for the Advancement of Justice. In 2015, led staff to seven Associated Press Media Editors awards, including five firsts and first place in the Al Neuharth Award for Innovation in Investigative Journalism from the national APME.

### **Managing Producer, *The Saginaw News* and *The Bay City Times* (2012 – 2013)**

News leader of the Saginaw hub for the digital-first launch of MLive Media Group. Responsible for news and sports for The News and Bay City Times. Duties included editing, story assignment and generation, projects, web display using Movable Type and PageBuilder systems for posting and design. Editorial Board.

**Community Editor, *The Saginaw News* (2009 – 2012)**

Responsible for all news content at The News, a daily that pivoted to digital-first, printing thrice weekly, in June 2009. Public face of the organization; managed crisis communication and led restructuring. Chose new and retained content. Managed daily planning and execution of the print and online products and served on the editorial board. Led paper to win General Excellence from the Michigan Press Association in 2011.

**Metropolitan Editor, *The Saginaw News* (2007 – 2009)**

Managed 45 reporters and editors in story editing, selecting daily A1 content, coordinating reporting, maintaining posts online, overseeing special sections, compiling contest entries. Promoted paper via live and taped televised interviews on CBS affiliate.

**Assistant Metro Editor, Ad-Hoc Opinion Editor, *The Saginaw News* (2001 – 2007)**

Wrote editorials, columns and handled daily editing and special projects. Hired and supervised about 150 interns, cumulatively.

**Reporter, *The Saginaw News* (1997 – 2001)**

Beats included public education, higher education and public safety.

**Intern, freelancer, news aide, *The Grand Rapids Press* (1994 – 1997)**

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SERVICE AND OUTREACH

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Doctoral Representative, (2025 - present) — University of Maryland Merrill College Programs, Courses, and Curricula Committee

Poster Session Judge (2025) — AEJMC Graduate Commission and AEJMC Commission on the Status of Women

Work Group Leader (2023 - present) — Communal writing initiative, AEJMC Commission on the Status of Women

Social Media Director (2024 - present) — AEJMC Graduate Commission

Social Media Director (2022 - 2023) — AEJMC History Division biweekly podcast Instagram

Editor — Sahar Khamis and Delight Agboada (2023). “*The Digital Gap and Maternal Health Information Disparities Amid COVID-19: Comparing Urban and Rural Expectant Mothers in Ghana*”. Media and Communication, 11(1). <https://doi.org/10.17645/mac.v11i1.6092>

Reviewer — AEJMC Graduate Education Commission and Commission for the Status of Women, full conference (2022, 2023, 2024; 2025); International Society of Autoethnography and Narrative Conference (2024); AEJMC Midwinter Conference (2023)

Judge — Michigan Community College Press Association Newspaper Contest (2025), Critical Review and Original Comic (2024); General Excellence (2015-2020; 2022 and 2023), Editorial Division (2021)

Past Board Member — Saginaw Community Foundation, Midland Area Catholic Community Parish Advisory Team, St. Brigid of Kildare Catholic School Marketing Committee, Midland Area Catholic Community

Past Social Media Coordinator — White Pine Pipes and Drums; Great Lakes Bay Notre Dame Alumni Association

#### PROFESSIONAL AFFILIATIONS

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##### **Association for Education in Journalism and Mass Communication (2020 – present)**

Member - Commission on the Status of Women

Executive Board Member, Communication Chair - Graduate Student Interest Group