

Dr. Rich Shumate

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Overview

- Expert educator, researcher, communicator, and innovator with extensive background in journalism and journalism education.
- Experience as university professor, national-level journalist, and corporate content strategist.
- Skilled in both qualitative and quantitative research methods.
- Subject-matter expert in politics, public policy, and media analysis.
- Published book author and contributor to academic journals.

Education

Doctor of Philosophy, Mass Communication

University of Florida
College of Journalism and Communications

Master of Arts, Journalism

University of Arkansas at Little Rock
School of Mass Communication

Bachelor of Arts with Honors, Journalism

University of Wyoming

Experience

University of Central Arkansas School of Communication

Conway AR
Visiting Lecturer, August 2022 to August 2023
Assistant Professor, August 2023 to Present

- Prepare students for dynamic careers as media professionals with student-centric coaching and mentoring.
- Build student success by fostering critical thinking skills that encourage students to go above and beyond classroom instruction.
- Engage with students using innovating pedagogy, focusing on professional media skills.
- Teach journalism skills classes in reporting and newswriting, and online publishing, with emphasis on scaffolded learning to foster student growth.
- Serve as faculty adviser for the UCA Scroll, the university's yearbook, including advising on production and overseeing budget.

Western Kentucky University School of Media

Bowling Green KY
Assistant Professor, 2017 to 2022

- Prepared students for dynamic careers as media professionals with student-centric coaching and mentoring.
- Built student success by fostering critical thinking skills that encouraged students to go above and beyond classroom instruction.
- Engaged with students using innovative pedagogy, focusing on professional media skills.
- Managed classes with up to 140 students a semester, preparing class lectures and teaching materials and providing comprehensive, timely feedback on student work.
- Building reputation as a thought-leader in news media political communication with innovative research projects using qualitative, historical, and quantitative approaches.

ChickenFriedPolitics.com

Founder and Editor, 2013 to 2022

- Engaged readers and followers by providing timely, non-partisan news coverage of Southern politics across 14 Southern states.
- Built reputation as a subject-matter expert in Southern politics through comprehensive surveillance of regional political developments.
- Created compelling content for blog, ChickenFriedPolitics.com, with more than 100 unique posts annually.
- Maintained engaging Twitter feed with average of 3,000 impressions daily.
- Promoted brand and engage new viewers by publishing blog material as op-eds in other publications.

University of Florida College of Journalism and Communications

Gainesville FL

Teaching Assistant/Instructor of Record, 2014-2018

- Prepared undergraduate students for careers as journalists or public relations practitioners through effective, engaging classroom instruction and coaching.
- Built student success by effectively leading engaging classes in newswriting, media studies, and political communication.
- Demonstrated effective organizational skills by managing teaching schedule while also completing graduate school course work and dissertation research.
- Success recognized by being named as the top graduate student teacher in the UF College of Journalism and Communications for 2016-17.

Pulaski Technical College

North Little Rock AR

Adjunct Faculty, 2011-2014

- Supported students in the developmental track in building writing ability needed for success at the community college level.
- Mentored and coached students toward success who arrived with limited writing skills and often faced significant personal challenges.
- Managed up to five classes and 100 students per semester, preparing class lectures and teaching materials and providing comprehensive feedback on student work.

CNN

Atlanta GA

News Editor, 2001-2008

- Key player in CNN's Atlanta-based worldwide newsgathering operation, making decisions on coverage that directly enhanced the network's brand as the world's news leader.
- Collaborated with correspondents and producers across the country and around the globe to gather and deliver timely and accurate information to serve millions of viewers of CNN's six networks and website.
- In breaking news situations, gathered information directly from sources to provide immediate news to viewers, allowing CNN to best its rivals in a highly competitive industry and maintain its lead in profitability.
- Performed under intense deadline pressure requiring decisiveness, rapid-fire analytical skills, and a breadth of knowledge on a wide array of subjects.

Sapient Corp.

Atlanta GA

Content Strategist, 1999-2001

- Conceptualized and executed content solutions for websites of Fortune 1000 companies that served and enhanced their brand and business objectives.
- Strategic partner on multi-disciplinary teams that took projects from client pitch to launch, coordinating content demands with the work of graphic designers, information architects, code writers, and system engineers to create seamless and timely engagements.
- Created and wrote client-facing deliverables to earn new business and keep clients educated throughout their engagements, thus building relationships for future revenue.
- Designed solutions for Nokia, Kodak, Sunglass Hut, Nissan, ING, and Reliant Energy, as well as a business-to-business start-up delivering content in three languages to customers in Latin America.

CNN.com

Atlanta GA

Senior Writer, 1997-1999

- Integral contributor to the formative years of the world's most popular Internet news site, creating compelling content that built a new audience for a new medium and thus broadened CNN's business beyond television.
- Helped craft best practices for translating television content to the Web to maximize the Internet's inherent advantages in delivering information.
- On constant deadline, wrote smart, sharp, and concise copy well-suited to the Web, thus building CNN.com's brand as the world's most comprehensive and up-to-date news site.

Scholarly Publications

Shumate, R. (2021) *Barry Goldwater, Distrust in Media, and Conservative Identity: The Perception of Liberal Bias in the News*. Latham, MD: Lexington Books. To be published Fall 2021.

Shumate, R. (2020). The Thanksgiving Without Cranberries: Anatomy of a News Media Influenced Panic. *Southeastern Review of Journalism History* 2 (2), 1-20.

Shumate, R. (2020). The Washington Star: The Rise and Fall of a Great American Newspaper (book review), *American Journalism* 37 (2), 262.

Shumate, R. (2018). *Elite voices and irritated conservatives: Pathways leading to the perception of liberal media bias arising from elite news media coverage of the emergence of movement conservatism (1960 to 1964)*. [Doctoral dissertation, University of Florida]

Shumate, R. (2017). Riot, Race, and Placing Blame: Press Coverage of the 1885 Rock Springs Chinese Massacre. In *After the War: The Press in a Changing America, 1865-1900*. New Brunswick, NJ: Transaction Publishers.

Shumate, R. (Spring 2015). Onward Christian soldiers: How Arkansas political candidates deploy religious texts to motivate voters. *Southwestern Mass Communication Journal*.

Calvert, C., **Shumate, R.**, McNeff, S., and Waters, S. (February 2017). Speech v. Conduct, Surcharges v. Discounts: Testing the Limits of the First Amendment and Statutory Construction in the Growing Credit Card Quagmire. *New York University Journal of Legislation and Public Policy* 20 (1) 149-189.

Shumate, R. (2022). Wall Street Journal. In *Encyclopedia of Journalism*. SAGE.

Shumate, R. (2022). USA Today. In *Encyclopedia of Journalism*. SAGE.

Academic & Professional Affiliations

American Journalism Historians Association

Association for Education in Journalism and Mass Communication

National Communication Association

National Council of Teachers of English

Recognition

Peabody Award, 2005

Part of CNN team awarded a Peabody for coverage of Hurricane Katrina.

Emmy Award, 2002

Part of CNN team awarded an Emmy for coverage of the 9/11 terrorist attacks.

Margaret A. Blanchard Doctoral Dissertation Prize

American Journalism Historians Association, 2019

Given to recognize the year's best doctoral dissertation in journalism history