

JESSICA PETTENGILL

MEDIA SCHOLAR | JOURNALISM EDUCATOR | DIGITAL CREATIVE

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RESEARCH AREAS

AREA 1: Sociological analysis of alternative journalism on community relationships and journalistic practice

Keywords: communities of practice, news narratives, metajournalistic discourse, public trust, humanizing journalism, community journalism, anti-racist and decolonial journalism, embedded practice

AREA 2: Critical analysis of narratives, storytelling, news, and media

Keywords: narrative theory, communication as culture, collective memory, media and technology, narratology

METHODS: Participatory Action Research, Ethnography and Participant Observation, Qualitative Interviews, Cultural Quantitative Social Science (including Content Analysis, Survey, and Computational Methods), Critical Narrative & Discourse Analysis, Mixed Methods Exploratory Sequential Design

EDUCATION

PH.D. INFORMATION & MEDIA | MICHIGAN STATE UNIVERSITY | SCHOOL OF JOURNALISM | LANSING, MI

Expected Graduation: May 2026

Dissertation: In Praise of the Outliers: How Detroit's Alternative News Outlets Humanize Journalism through the Reparative, Desire-Based Work of Community-Embedded Practice

Dissertation Committee: Dr. Serena Miller [advisor], Dr. Danielle K. Brown, Dr. Diane Doberneck, Dr. Celeste Campos-Castillo, Dr. Vaughn Watson

Certifications: Graduate Certificate in Community Engagement, Mental Health First Aid Certification

M. A. EMERGING MEDIA DESIGN & DEVELOPMENT | BALL STATE UNIVERSITY | SCHOOL OF JOURNALISM AND STRATEGIC COMMUNICATION | MUNCIE, IN

Graduated: 2017

Thesis: *Bear 71*: How interactivity affects user-experience in interactive documentaries

B. A. JOURNALISM, CONCENTRATION: WRITING & MULTIMEDIA STORYTELLING | BALL STATE UNIVERSITY | SCHOOL OF JOURNALISM AND STRATEGIC COMMUNICATION | MUNCIE, IN

Graduated: 2015

Honors: Honors College Graduate, Honors in Writing Finalist

PUBLICATIONS

PEER-REVIEWED JOURNAL ARTICLES

Pettengill, J. (2025). "I remember, I saw, I knew": Journalists' use of first-person storytelling in award-winning podcasts. *Media, Culture & Society*. <https://journals.sagepub.com/doi/10.1177/01634437251338765>

Pettengill, J. (2020). Social media and digital storytelling for social good. *The Journal of Social Media in Society*, 9(1), 275-281. <https://www.thejsms.org/index.php/JSMS/article/view/293>

Pettengill, J. (Under review). Bridging feminist and quantitative approaches in U.S. film sex scenes: Reimagining sexual objectification, agency, and reciprocation. *Feminist Media Studies*.



CONFERENCE PAPERS, PANELS, & PRESENTATIONS

CONFERENCE PAPER PRESENTATIONS

Pettengill, J. (2025, August 8). *A Collaborative Storytelling Ethos: A grounded analysis of D&D metadiscourse in Adventuring Academy*. [Conference paper presentation]. AEJMC 2025, San Francisco, CA, United States.

Pettengill, J. (2024, August 9). *"I remember... I saw... I knew": Journalists' use of first-person storytelling in award-winning podcasts* [Conference paper presentation]. AEJMC 2024, Philadelphia, PA, United States.

Top Student Paper Award | Broadcast and Mobile Journalism Division | AEJMC

Top Student Paper Award | Kappa Tau Alpha Honor Society | AEJMC

Pettengill, J. (2024, August 9). *Bridging feminist and quantitative concepts in U.S. film sex scenes: Reimagining sexual objectification, agency, and reciprocity* [Conference paper presentation]. AEJMC 2024, Philadelphia, PA, United States.

Top Division Paper Award | Entertainment Studies Interest Group | AEJMC

Top Student Paper Award | Entertainment Studies Interest Group | AEJMC

Pettengill, J. (2024, July 21). *Lived experiences of former journalists: A cooperative inquiry toward institutional solutions* [Conference paper presentations]. Aspen Engaged Communications Scholarship Conference 2024, Fort Collins, CO, United States.

INVITED PRESENTATIONS

Jang, D., & **Pettengill, J.** (2024, November 1). *AI tools and ethics for journalists* [Workshop presentation]. Knight Center for Environmental Journalism Innovations Conference 2024, Lansing, MI, United States.

Pettengill, J. (2024, October 22). *Humanizing Journalism* [Conference presentation]. Michigan Interscholastic Press Association Conference 2024, Lansing, MI, United States.

Pettengill, J. (2024, October 18). *Successful Mentorship for Ph.D. Programs* [Workshop presentation]. AEJMC Community Journalism Interest Group Brown Bag Lunch Series 2024, Online.

Pettengill, J. (2023, October 25). *How to do journalism differently for high school newsrooms* [Conference presentation]. Michigan Interscholastic Press Association Conference 2023, Lansing, MI, United States.

Pettengill, J. (2023, August 15). *Tips for Community-Engaged Projects for Graduate Students* [Conference presentation panel]. Broader Impacts Conference 2023, East Lansing, MI, United States.

Eikenberry, B., Jansen, S., Manfredini, A., **Pettengill, J.** (2017, March 25). *Design Thinking Tools for a productive research team* [Workshop presentation]. Women Working in Technology Conference 2017, Muncie, IN, United States.

Eikenberry, B., Jansen, S., Manfredini, A., & **Pettengill, J.** (2017, February 17). *Designing a digital media "mosaic" using user-generated content* [Conference presentation]. Midwest Interdisciplinary Graduate Conference 2017, Madison, WI, United States.



IN-PROGRESS RESEARCH

Pettengill, J., Snow, J., Antolini, M., & Muhammad, H. Lived experiences of former journalists: A cooperative inquiry toward institutional solutions | Role: Principle Investigator, Co-author | Targeted Journal: *Journalism Studies*

Pettengill, J., & Miller, S. Explicating storytelling communities of practice: Differences in identity, support, and learning | Role: Co-author | Targeted Journal: *Journalism*

RESEARCH LAB EXPERIENCE

Research Assistant | School of Journalism | Michigan State University | PI: Dr. Serena Miller | Funding: School of Journalism | Project: Storytelling in Journalism | Fall 2024–Present

Research Fellow | Lab for the Education and Advancement of Digital Research | Department of Anthropology | Michigan State University | PI: Dr. Ethan Watrall | Funding: College of Social Science | Project: Cultural Heritage Informatics Initiative | Fall 2023–Spring 2024

Lab Manager | The Journalism Writing Center | School of Journalism and Strategic Communication | Ball State University | PI: Dr. Mark Massé | Funding: College of Communications, Information & Media | Fall 2015–Spring 2017

TEACHING EXPERIENCE

INSTRUCTOR OF RECORD

Visual Communications (JRN 203)

Michigan State University | School of Journalism | Summer 2025

Online, asynchronous course

Introductory visual journalism course with a focus on multimedia production skills.

Multimedia Reporting & Writing (JRN 300)

Michigan State University | School of Journalism | Fall 2023–Spring 2025

In-person lab/lecture course & Online, asynchronous course

Public affairs reporting class with a focus on multimedia and writing skills; Tier-two university writing requirement.

World of Media (JRN 108, Co-Instructor of Record)

Michigan State University | School of Journalism | Summer 2023

Online, asynchronous course,

Media literacy & American media history course with a focus on social and digital media.

TEACHING ASSISTANT

Multimedia Reporting & Writing (JRN 300)

Michigan State University | School of Journalism | Spring 2023

Online, asynchronous course

Public affairs reporting class with a focus on multimedia and writing skills; Tier-two university writing requirement course.

Visual Communications (JRN 203)

Michigan State University | School of Journalism | Fall 2022

Large lecture course

Introductory visual journalism course with a focus on multimedia production skills.

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GRANTS & AWARDS (AWARDED)

EXTERNAL AWARDS

Travel Grant | \$300 | 2024

Association for Education in Journalism and Mass Communications, Broadcast and Mobile Journalism Interest Group

Top Student Paper Award | \$124 | 2024

Kappa Tau Alpha Honors Society

INTERNAL AWARDS

Ellen L. and Clyde L. Burton Endowed Scholarship in Journalism | \$7,700 | 2023-2026

School of Journalism Michigan State University

Summer Research Fellowship | \$13,700 | 2023-2025

School of Journalism, Michigan State University

Dissertation Completion Fellowship | \$4,500 | 2025

College of Communication Arts and Science, Michigan State University

Travel Grant | \$500 | 2024

The Graduate School, Michigan State University

Academic Achievement Graduate Assistantship | \$25,000 | 2023-2024

The Graduate School, Michigan State University

Cultural Heritage Informatics Fellowship | \$5,000 | 2023-2024

Department of Anthropology, Michigan State University

Brandt Fellowship | \$5,000 | 2022-2023

School of Journalism, Michigan State University

Presidential Scholarship | \$64,000 | 2010-2015

The Honors College, Ball State University

Larry J. Horney Memorial Magazine Scholarship | \$1,500 | 2011-2012

School of Journalism and Strategic Communications, Ball State University.

Shirley J. Shepherd Memorial Scholarship | \$3,000 | 2010-2011

School of Journalism and Strategic Communications, Ball State University

GRANTS & AWARDS (APPLIED)

EXTERNAL AWARDS

Mellon/ACLS Dissertation Completion Fellowship | \$45,000 | 2025

American Council of Learned Societies & The Mellon Foundation

James W. Carey Urban Communication Grant | \$2,500 | 2025

Urban Communication Foundation

Publicly Active Graduate Education (PAGE) Fellowship | \$1,000 | 2025-2026

Imagining America



GRANTS & AWARDS (APPLIED)

EXTERNAL AWARDS-CONT.

Promising Professor Award | \$250 | 2025

Association for Education in Journalism and Mass Communications, Mass Communications and Society Division

Teaching Ideas Competition | \$250 | 2025

Association for Education in Journalism and Mass Communications, Mass Communications and Society Division

INTERNAL AWARDS

Excellence in Teaching Citation | 2025

Michigan State University

SELECTED PROFESSIONAL EXPERIENCE

Digital Media Manager | Health Story Collaborative | Boston, MA | 2023–Present

Roles: Website management, social media management, graphic design, livestream event management

Digital Media Manager | P.S. Arts | Los Angeles, CA | 2022

Roles: Project management, audience engagement, social media management, technical expertise, website maintenance, event & fundraising promotion

Digital Media Producer | The Huntington | Los Angeles, CA | 2019–2022

Roles: Multimedia production, website & digital platform maintenance, project management, analytics reporting, interdepartmental collaboration & training

Social Desk & Assignment Editor | ABC10 KXTV | Sacramento, CA | 2017–2019

Roles: Digital media production, news writing, social listening, news gathering, content development, assignment coordination, breaking news management, audience engagement

SERVICE POSITIONS

Graduate Student Officer | 2025–Present | American Sociological Association | Communication, Information, Technologies, and Media Sociology Division

Award Reviewer | 2025–Present | Public Sociology Award | American Sociological Association | Communication, Information, Technologies, and Media Sociology Division

Graduate Student Officer | 2024–Present | Association for Education in Journalism and Mass Communications | Entertainment Studies Interest Group

Graduate Student Officer | 2024–Present | Undergraduate Curriculum Committee | School of Journalism

Conference Paper Reviewer | 2023–Present | Association for Education in Journalism and Mass Communications

Graduate Student Officer | 2023–2024 | Association for Education in Journalism and Mass Communications | Participatory Journalism Interest Group

President | 2023–2024 | Association for Doctoral Students in Information and Media | Michigan State University

Graduate Student Representative | 2023–2025 | School of Journalism | Michigan State University

Competition Judge | 2024 | Michigan Interscholastic Press Association

Creative Writing Mentor | 2019–2022 | WriteGirl LA

Publications Editor | 2017–2019 | 916 Ink