

MICHAEL STONE

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EXPERIENCE

Freelance writer and photographer based in Gainesville, Florida

Aug. 2013-Present

Magazines: TIME, Discover, Military Officer, Wave, Senior Times, CrossLink, Our Town, Gainesville Magazine

Newspaper: Gainesville Sun

Online: Physician Leadership Library (formerly LeadDoc), iboss cybersecurity blog, Go Practice Blog, The Marjorie (guest editing)

Video: WUFT-TV (PBS), Trek Dig Media (my YouTube channel, about 700,000 views), Animalogic

Aspiring novelist: Have completed two: "Bursting the Bubble" (political thriller, 79,000 words) and "In the Red Wake" (international crime thriller, 85,000 words)

- Specialties: wildlife/environment, health care, general science, government/politics, business/employment, history (especially World War II).
- Additional areas: technology, crime, courts, education, fitness/nutrition, military, sports, travel, weather.
- Notable projects:
 - Documentary-style TV special for 75th anniversary of attack on Pearl Harbor that I directed, wrote, and edited, but that also involved University of Florida students who assisted with filming, narration, and closed captioning (WUFT-TV/PBS, 26 minutes).
 - Semi-long feature on efforts to mass collect specimens from wild amid current extinction rates, ensuring that at least dead representatives of certain species will remain — even if they're not yet identified and must sit in museum collections for many years before being so (Discover magazine, 1,150 words)
 - Long feature on living with Parkinson's disease/silent aspiration and the steps researchers are taking to improve quality of life (Wave magazine, 3,800 words).
 - Christmas Day feature coinciding with the 70th anniversary of 1944 Christmas during World War II and the Battle of the Bulge (Gainesville Sun, 4,500 words).
 - Monthly series highlighting World War II veterans (Senior Times, 2,000 words each plus photos).

University of Florida

Instructor: departments of journalism and advertising

Dec. 2012-Present

As of the spring 2019, have taught 46 class sections among these courses:

JOU4201 News Center Practicum (explained in more detail in WUFT section below)

- Teach in person; about 10 to 15 students per section.
- Students work full shifts as reporters covering 13 North Central Florida counties in professional newsroom setting.

JOU4700 Problems and Ethics in Journalism / MMC3203 Ethics and Problems in Mass Communications

- Teach in person; up to 45 students per section.
- Course explores vast range of contemporary ethical cases, themes, and theories within journalism, telecommunications, and advertising, and uses successes and failures — especially those stemming from gray-area ethical decisions — as a base to launch into in-class discussions and presentations and out-of-class projects.

JOU3346 Multimedia Reporting

- Teach online (Canvas); up to 150 students per section.
- Students learn to produce multimedia elements — photo, audio, and video — to complement the text stories they're doing in JOU3101 Reporting.
- Grade up to 900 multimedia pieces per semester.
- Help students get their multimedia projects published.

JOU3109 Multimedia Writing

- Teach in person and online (Canvas); up to 20 students per section; also assist/guest speak in separate lecture of 200-plus students.
- Students learn basics of media writing, public relations, social media, blogging, photo, professional development, and more.
- Grade several hundred media pieces per semester, including blogs, photos with captions, breaking news stories, profile features, and original reporting.
- Help many students get their original reporting published, with the many of them doing so for the first time.

JOU2040 Writing Mechanics

- Teach online (Canvas/ProctorU); up to 230 students per section.
- Students learn to perfect the minutiae of writing: parts of speech, punctuation, agreements, common mistakes in word choice, etc.

Miscellaneous

- Guest lecturer/speaker and substitute teacher in other classes
- Participate in college/university meetings and trainings
- Served as faculty marshal for the summer 2015 commencement
- Hosted a German radio journalist in the college for a week in 2017 as part of the RIAS Berlin Commission's international journalist exchange fellowship program

WUFT.org, WUFT-TV, and WUFT-FM (PBS/NPR), Gainesville Florida

Web Editor/News Manage (expounds on JOU4201 from above)

- Serve as web editor/news manager for journalism/telecommunication students working as editors and reporters in the University of Florida's Digital Innovation Center, which houses the PBS/NPR affiliate WUFT's TV, radio, and web assets.
- Outlet covers 13 North Central Florida counties and, occasionally, beyond.
- Coach students in pitching stories, researching, source locating, interviewing, story structuring and writing, multimedia, and social media, including live-tweeting and Facebook Live.
- Ensure website has fresh and relevant content, from students as well as in-house professionals, wire services, and other sources.
- Work with other professional news managers/editors for cross-platform collaboration.

White Oak Conservation (White Oak Conservation Holdings), Yulee, Florida

Visiting Media Specialist

May-Aug. 2013

- Selected as White Oak's first-ever visiting media specialist.
- Lived on-site at center, a premiere conservation and breeding facility for rare and endangered wildlife, including black, Indian and white rhino; Florida panther; okapi; giraffe; cheetah; and several other ungulates and birds.
- With center having no full-time media employees, analyzed media presence and developed own project list.
- Projects included writing and constructing Wikipedia page; development and content production for White Oak website; improving overall web presence; social media; contest organization; video presentations; extensive photography; research and writing in White Oak history, individual species, and property's native species; newsletter articles; press releases; and graphic design for clothing.
- Also worked in direct animal care: assisting in medical procedures, transporting animals, attending staff meetings and presentations, observing and documenting animal behavior, feeding, and other various tasks.

Patch Media (AOL), metro Atlanta, Georgia

Editor/Website Manager

Dec. 2010-Nov. 2012

- Launched and directed news website covering Cobb and Douglas counties in metro Atlanta.
- Gained attention of communities served as go-to news source.
- Aside from news-based content, site included comprehensive business directory and rating system, live traffic map, best fuel prices, events calendar, homes for sale, and user-generated comments and blogs.
- Recruited and managed region's largest team of unpaid community bloggers.

- Recruited and managed team of paid freelance writers, photographers, and videographers.
- Gained and interacted with large social media following.
- Organized and participated in marketing events to promote the site.
- Held weekly office hours for readers at area restaurants.
- Had work picked up by CNN, the Huffington Post, and Publishers Weekly.

Chattanooga Times Free Press (WEHCO Media), Chattanooga, Tennessee

Reporting Intern

July-Dec. 2010

- One of two selected for six-month paid internship.
- Received large amount of A1 placement for breaking and hard news, feature stories, and enterprise and investigative reporting.
- Coverage included local, state, and federal politics; environment; crime; courts; business; education; health; fitness; military; travel; and more.
- Piece on rare hellbender salamanders picked up by Associated Press.

The Daily News Journal (Gannett), Murfreesboro, Tennessee

Reporting Intern/Freelance Writer

May 2008-June 2010

- Completed two three-month internships
- Had several in-depth enterprise and investigative articles published as freelance pieces in between internships.
- Produced up to two news stories and two videos per workday.
- Gained experience and clips that would lead to being selected for Chattanooga internship.

Sidelines (Middle Tennessee State University's student newspaper)

Editor in Chief, Opinions Editor, Features Editor, Staff Writer/Photographer

Nov. 2007-June 2010

- Wrote news articles, feature stories and opinion columns; edited others' work; coached beginning writers; designed pages; photographed people and events; produced videos and Soundslides presentations; conducted user polls; and performed many other tasks.
- Created new features in the hard copy and on the website.
- Represented newspaper in TV and other media, especially when it was threatened by budget cuts.

FELLOWSHIPS

International fellow, journalist exchange program, RIAS Berlin Commission

Germany: Berlin, Cologne, and Erfurt; Belgium: Brussels (2017)

- Fellowship took a dozen journalists from around the U.S. to Germany and Belgium for workshops with diplomats, other government officials, journalists and media managers, and conflict refugees, mostly from Syria.
- Workshops fostered the exchange of ideas and educated the U.S. journalists on the pressing issues facing Germany, Belgium, their media institutions, Europe overall, NATO, and the European Union.
- Notable workshops took place at NATO; European Commission headquarters; the U.S.'s German embassy; the international public broadcaster Deutsche Welle; and Bild, the most-read publication outside Asia.

Academic fellow, annual conference, Association of Health Care Journalists

Selected twice: Phoenix, Arizona (2018) and Orlando, Florida (2017)

- Awarded fellowship to participate in AHJC's annual conference, which explores a variety of contemporary issues facing health care and the news coverage of it.

Biomedical fellow, Logan Science Journalism Program, Marine Biological Laboratory

Woods Hole, Massachusetts (2016)

- Fellowship at historic research center provides hands-on training to science journalists on the scientific process, from accumulating samples (mutant and control yeast cells, and fertilized sea-urchin eggs) to microscopy to presenting findings to peers.
- Laboratory skills learned include: pipetting, vortexer use, slide making, chemical distribution, and digital microscopy.

- Fellowship also included talks and demonstrations from various marine researchers and wild-sample collecting in Vineyard Sound.

Sustainability fellow, Prairie Project Workshop, University of Florida
Gainesville, Florida (2014)

- UF graduate students gathered with faculty researchers and members of the university's Office of Sustainability to examine politics, economics, and other aspects of society from a sustainability perspective.

AWARDS & SCHOLARSHIPS

- Best of division, magazines, Society of Professional Journalists' Green Eyeshade Awards, for "The Last of World War II" (2017)
- Best of division, television, Society of Professional Journalists' Green Eyeshade Awards, for "Pearl Harbor: 75 Years Later" (2017)
- First place, magazine feature writing, Society of Professional Journalists' Green Eyeshade Awards, for "The Last of World War II" (2017)
- First place, television documentaries, Society of Professional Journalists' Green Eyeshade Awards, for "Pearl Harbor: 75 Years Later" (2017)
- First place, feature and arts writing, Florida Society of News Editors Journalism Contest, for "A Christmas at War" (2015)
- Graduate of distinction, University of Florida (2014)
- Berlin study abroad graduate student scholarship, University of Florida College of Journalism and Communications (2014)
- Third place, Global Culture Photo Competition, University of Florida International Center, for "Color Cruisin'" (2014)
- Photo of the day (twice), Let's Be Wild nature and photo blog, for "Gone Chompin'" and "Pretty Before Pink" (2013)
- Nature photography finalist (twice), Florida State Parks Photo Contest (2013)
- Company-wide recognition for elections coverage, Patch/AOL (2011)
- Award of merit, continuing coverage online, Golden Press Card Awards, for "Triple Shooting" (2010)
- Winner, Christopher Nathan Bell Memorial Scholarship, Middle Tennessee State University, for "Looking for Employment in 'a Tight Industry,'" (2010)
- Recipient, John Seigenthaler Scholarship, Middle Tennessee State University, for overall journalism (2010)
- First-place team, Quiz Bowl competition, Middle Tennessee State University (2010)
- Recipient, Douglas E. Stults Memorial Scholarship, Middle Tennessee State University, for overall journalism (2009)
- Tennessee Hope Scholarship, for overall academics (2005-10)

ACADEMIC PUBLICATIONS

Buta, N., Stein, T. V., Linhart, J. B., & Stone, M. U.S. Department of Agriculture, U.S. Forest Service. (2014). *El Yunque National Forest, Puerto Rico: Visitor carrying capacity study*. Retrieved from website: <http://tinyurl.com/kveescf>

EDUCATION

University of Florida (Gainesville, Florida)

Master's in science/health communications (emphasis: environmental communications)

Jan. 2013-Dec. 2014

3.9 GPA

Thesis (mixed method, 200 pages): "Investigating News on a Nuisance: Media Framing and Stakeholder Perceptions of Invasive Pythons in Florida"

- Quantitative: Analyzed all coverage (past to present) of Florida's invasive Burmese pythons in three major Florida newspapers and the New York Times using framing theory while also looking for inaccuracies and inconsistencies in the coverage.
- Qualitative: With IRB approval, interviewed four stakeholder groups — three who were sourced in the articles (scientists, pet-trade workers, and politicians) as well as the journalists themselves — to provide insider's perspective of the coverage: favorable or unfavorable, quote/fact/opinion selection, accuracy, etc.

Middle Tennessee State University (Murfreesboro, Tennessee)

Bachelor's in journalism

3.5 GPA (3.8 in major)

Minors: American culture, business administration

Activities: Student newspaper (editor in chief, features editor, opinions editor), Society of Professional Journalists re-chartering president, journalism conferences

Aug. 2005-May 2010

RELEVANT COLLEGE COURSES

University of Florida

Mass Communication Teaching

Mass Communication Theory

Documentary and Social Change

Research Methods in Mass Communication

Photojournalism in Berlin (study abroad)

Journalism as Literature

Environmental Education Program Development

Science/Health Communications

Ecology of Ecotourism

Climate Change Ecology

Public Policy

Mass Communication Statistics

Middle Tennessee State University

American Media and Social Institutions

Interactive Reporting

Advanced Political Reporting

Editing

Feature Writing

Free Expression Mass Media

Mass Media and American Culture

Tennessee Government

Media Design and Visual Language (Honors)

Visual Journalism Production

Reporting

Media Writing

Ethics and Mass Communication

Specialized Journalism: Immersion Journalism

Mass Communication and Society

OTHER EXPERIENCE

- Compiling a wildlife catalog of my photographs of mammals, birds, reptiles, amphibians, fish, and arthropods from around the world (ongoing, available at MichaelStoneOnline.com)
- Regular volunteer for trash and invasive plant species clean-ups
- Judge for three categories (Best Multimedia Coverage, Best Environmental Coverage, and Best Arts & Entertainment Writing), Local Media Association's Editorial Contest (2015)
- Journal article reviewer, Environmental Education Research (2014)
- Photo of Florida panther used as chalk model for Sarasota Chalk Festival (2014)
- Public relations intern, CMA Music Fest (2009)
- Campus promoter for the band Widespread Panic's MTSU show (2007)
- Jobs/volunteer positions held from middle school through undergraduate school (1999-2009)—Fazoli's Italian restaurant; four grocery stores: JR's Foodland, Kroger, Bi-Lo, Food Lion; MTSU Campus Recreation Center; Nashville Zoo (volunteer); Chattanooga Zoo (volunteer and camp counselor); MTSU Housing and Residential Life; Elite Turnkey

MEMBERSHIPS

Present:

Society of Environmental Journalists

Association of Health Care Journalists

Past:

Galapagos Conservancy

National Association of Black Journalists

Society of American Business Editors and Writers

Graduate Assistants United

Atlanta Writers Club (videographer)

West Cobb Business Association (representing AOL)

Society of Professional Journalists (MTSU's re-chartering president)

Chess Club of Middle Tennessee (founding president)

TRAVEL

Australia, Belgium, Czech Republic, Ecuador (including Galapagos Islands), England, France, Germany, Ireland, Italy, Malta, Wales

REFERENCES

Available upon request