

# MICHAEL STONE

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## EXPERIENCE

### **Independent journalist, editor, and photographer**

**Aug. 2013–Present**

**Editing:** The Marjorie, a Florida-based environmental news outlet (primary ongoing journalism work)

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

**Newspaper:** Gainesville Sun (business correspondent)

**Online:** Physician Leadership Library (formerly LeadDoc), iboss cybersecurity blog, Go Practice Blog

**Video:** WUFT-TV (PBS), YouTube (1.2M views, 1,250 subscribers), Animalogic

**Aspiring novelist:** Untitled 1950s Appalachian novel (ongoing, 60,000 words); completed two others: “Bursting the Bubble” (political thriller, 79,000 words) and “The Crimson Horn” (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.

University of Florida

### **Instructor: advertising and journalism departments**

**Dec. 2012–Present**

As of the summer 2023 semester, have taught 90 class sections among these courses:

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

- In person (generally 10 to 15 students per section).
- Students work 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

- In person and online (up to 45 students per section).
- Course explores contemporary ethical cases, themes, and theories within journalism, telecommunications, and advertising, and uses these to launch into in-class discussions and presentations and out-of-class projects.

JOU3346 Multimedia Reporting

- Online (up to 150 students per section).
- Students learn to produce multimedia elements — photo, audio, and video — to complement the text stories they’re completing in JOU3101 Reporting.
- Grade up to 900 multimedia pieces per semester.
- Help students publish their multimedia projects.

JOU3109 Multimedia Writing

- In person and online (up to 20 students per section)
- Focuses include media writing, public relations, social media, blogging, photo, and professional development.
- Help students with publishing their original reporting, with the many of them doing so for the first time.
- Also occasionally serve as assistant/guest speaker in separate lecture of 200-plus students.

JOU2040 Writing Mechanics

- Online (up to 230 students per section).
- Students work to improve grammar and style, including parts of speech, punctuation, agreements, and common mistakes in word choice.

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 (part of JOU4201 from above)**

- Served 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 and its TV, radio, and web assets.
- Outlet covers 13 North Central Florida counties and occasionally beyond.
- Coached students in pitching stories, researching, source locating, interviewing, story structuring and writing, multimedia, and social media, including live-tweeting and Facebook Live.
- Ensured 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 rhinos; Florida panthers; okapi; giraffes; cheetahs; and several other ungulates and birds.
- Analyzed existing 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 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 team of unpaid community bloggers.
- Recruited and managed team of paid freelance writers, photographers, and videographers.
- Gained and interacted with 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**

- Received 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; and travel.
- One piece picked up by Associated Press.

The Daily News Journal (Gannett), Murfreesboro, Tennessee

**Reporting Intern/Freelance Writer****May 2008–June 2010**

- Completed two internships, with work including general-assignment reporting, video, and photo.
- Had in-depth enterprise and investigative articles published as freelance pieces in between internships.

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 other students; designed pages; photographed people and events; produced videos and Soundslides presentations; and conducted user polls.
- Created new features in the hard copy and on the website.

#### 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, public broadcaster Deutsche Welle, and the tabloid Bild.

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 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, slide making, chemical distribution, and digital microscopy.
- Fellowship also included talks and demonstrations from 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

- Third place, magazine feature writing, Society of Professional Journalists' Green Eyeshade Awards, for "Veteran Russell Pickett (The Last of Company A)" (2020)
- 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)

## 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): "Investigating News on a Nuisance: Media Framing and Stakeholder Perceptions of Invasive Pythons in Florida"

- Quantitative: Analyzed 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, including on accuracy and generally favorable or unfavorable.

Middle Tennessee State University (Murfreesboro, Tennessee)

**Bachelor's in journalism**

Aug. 2005–May 2010

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

## RELEVANT COLLEGE COURSES

**University of Florida**

Mass Communication Teaching

Environmental Education Program Development

Mass Communication Theory

Science/Health Communications

Documentary and Social Change

Ecology of Ecotourism

Research Methods in Mass Communication

Climate Change Ecology

Photojournalism in Berlin (study abroad)

Public Policy

Journalism as Literature

Mass Communication Statistics

**Middle Tennessee State University**

American Media and Social Institutions

Media Design and Visual Language (Honors)

Interactive Reporting

Visual Journalism Production

Advanced Political Reporting

Reporting

Editing

Media Writing

Feature Writing

Ethics and Mass Communication

Free Expression Mass Media

Specialized Journalism: Immersion Journalism

Mass Media and American Culture

Mass Communication and Society

Tennessee Government

## OTHER EXPERIENCE

- E-commerce, including Airbnb and eBay
- 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)

**PRESENT MEMBERSHIPS**

Society of Environmental Journalists  
Association of Health Care Journalists

**TRAVEL**

- Belgium and Germany: RTDNA German/American Journalist Exchange Program
- Germany: University of Florida study abroad (graduate school)
- Australia, England, France, Ireland, Italy, Malta, and Wales: People to People Student Ambassador Program (high school)
- England: Cambridge Scholars' Program (high school)
- Czech Republic and Ecuador (including Galapagos Islands): travel

**REFERENCES**

Available upon request