
MARGARET E. (PEG) ACHTERMAN

EDUCATION

2012 PhD. Communication
University of Washington
Seattle, Washington

Emphasis: Media and new technologies, mass media organizations and structures, journalism education.

Dissertation Topic: [Multimedia in the Mainstream: Analyzing Legacy News Traditions in Online Journalism](#)

Advisor & Committee

Chair: Randal Beam

Committee Members: Richard Kielbowicz, Nancy Rivenburgh, Gina Neff, Jennifer Stuber (School of Social Work).

1983 M.S. Broadcast Journalism
S. I. Newhouse School of Communication, Syracuse University
Syracuse, NY

Thesis Documentary: Urban Homesteading

Advisor: Vernone Sparkes

1982 B.A. History & Journalism
University of Washington
Seattle, Washington

AWARDS & HONORS

Academic Innovation Fund Grant Recipient — Digital Literacy Modules (exploratory research).
2015

Scholarship Recipient — Mortar Board: Madeline Jones Campbell Scholarship
2007-2008

Inductee — University of Washington – Husky Hall of Fame
1989 & 2001 (Rowing — Varsity Eight 1981 & Varsity Eight 1982)

Region 11 Spot News Award — National Press Photographers Association
1996

Best Sportscast — Washington State Associated Press
1994

Scholarship Recipient — National Association of Broadcasters H. E. Fellows Scholarship
1982

Member - Mortar Board Senior Honor Society — University of Washington Tolo Chapter
1981-1982

EMPLOYMENT

Autumn 2014–present: Seattle Pacific University Seattle, WA

Assistant Professor of Communication

- Courses include: Fundamentals of Digital & Online Journalism, Multimedia, Media Literacy, Convergence Journalism, Editing/Design, Interpersonal Communication, Public Speaking.

2009–2014: Northwest University Kirkland, WA

Associate Professor of Communication

- Courses include: Introduction to Digital Media, Principles of Multimedia, Mass Communication, Photography, Fundamentals of Speech.

2006–2009: University of Washington Seattle, WA

Teaching Assistant/Research Assistant

- Teaching in undergraduate-level courses, either as an assistant to a department professor or as the sole instructor for smaller courses. Research assistance provided for specific projects and centers.
- Courses included: Interpersonal Communication, American Politics & Mass Media, Interviewing, Navigating Networks, Mass Communication.

2006–present: MEA Productions Seattle, WA

Owner

- Consulting business specializing in software training, non-linear editing, and photography

2001–2006: Grass Valley—Thomson Media Seattle, WA

Digital News Products Instructor/Training Developer

- Taught computer-based editing, media management and asset management to newsroom personnel in network and local broadcasting
- Developed and implemented new training materials for news products
- Sales representative for demonstrations and trade shows
- Recruitment and coordination of contract trainers

1991–2001: KING Television & KSTW Television Seattle, WA

News Photographer—Field Producer

- Daily production of television news stories and live broadcasts
- Producer-photographer of various news and sports specials
- National political campaigns '96 and '00, WTO-Seattle '99, Boeing, Washington apple trade to Japan, UW basketball, NCAA tournaments, NBA and MLB All-Star games

1988–1990: English Language Institute San Dimas, CA
Recruiting Representative

- Developer and nationwide presenter for overseas teaching program.
- Expanded recruitment efforts to several new areas and increased new teacher commitments by 30%

English Teacher

- Curriculum developer and teacher of university students—Ningxia University
Yinchuan, Ningxia, Peoples' Republic of China

1987–1988: KTUU Television Anchorage, AK
News Photographer-Field Producer

- Daily production of television news stories and live broadcasts
- Producer-photographer for various news and sports specials

1985–1987: KING Television Seattle, WA
News Photographer Assistant

- Coordinator and assistant on news live shots
- Audio technician

1983–1985: KOMO Television Seattle, WA
Television Traffic Assistant

- Scheduler of daily advertising materials
- Constant connection with sales force and clients to assure schedules and content

PROFESSIONAL AFFILIATIONS

2011 - present	Online News Association
2007 - present	Broadcast Education Association
2006 - present	Association for Educators in Journalism & Mass Communication <ul style="list-style-type: none">• Divisions: Visual Communication, Electronic Journalism, Newspaper
1993 - present	National Academy of Television Arts and Sciences
1985 - present	National Press Photographers Association
1981-1984	American Women in Radio & Television
1978-1985	Women in Communication

PUBLICATIONS

How to Teach Story-finding Skills, *MediaShift* (September 2016)

<http://mediashift.org/2016/09/building-story-finding-skills/>

Advise for Making the Leap from Newsroom to Classroom (contributor), *PBS MediaShift* (2015)

<http://mediashift.org/2015/01/advice-for-making-the-leap-from-newsroom-to-classroom/>

Do Student Internships Really Work?, *PBS MediaShift* (2014)

<http://www.pbs.org/mediashift/2014/08/do-student-internships-really-work-digital-tools-can-help-evaluate-them>

[How to let go of your child going to college](#), *The Seattle Times*, August 30, 2013

The Good Life, *News Photographer*, September (2007); 62(9), 49-50.

CONFERENCE PRESENTATIONS

Enlighten Us, But Make it Quick: Ignite Presentations as a Teaching Tool. Association for Education in Journalism and Mass Communication, Minneapolis, MN (2016). Panelist.

Technical Thoughts: Making Purchase & Teaching Decisions in a Fast-Changing Technological World. Association for Education in Journalism and Mass Communication, Minneapolis, MN (2016). Panelist.

Basics of Sequential Thinking and Shooting, Association for Education in Journalism and Mass Communication, Minneapolis, MN (2016). Pre-conference special presentation.

Teaching Journalism for Mobile Platforms, World Journalism Education Congress, Auckland, New Zealand (2016). Syndicate participant.

Use Smart Phones & Simple Software to Teach the Art of the Interview, World Journalism Education Congress, Auckland, New Zealand (2016). Presentation.

On-Air or Online: Examining Priorities in Local Television News, VisComm 30, Snowbird, UT (2016). Co-presenter: SPU Junior – Mikayla Puterbaugh.

Designing and Implementing Communication Studies Internship Programs, Western States Communication Association, San Diego, CA (2016). Co-Presenters: Angie Corbo (Widener University); Tabitha Hart (San Jose State University); Heather J. Hether (University of the Pacific).

Building, Maintaining, and Evaluating Communication Internships, National Communication Association, Chicago, IL (2014) Co-Presenters: Kathryn Gretsinger (University of British Columbia); Tabitha Hart (San Jose State University)

Rumors, False Flags, and Digital Vigilantes: Misinformation on Twitter after the 2013 Boston Marathon Bombing, iConference, Berlin, Germany; (March 2014) Co-Authors: Kate Starbird; Jim Maddock; Mania Orand; Robert M. Mason)

Is the Television Package Dead? Broadcast Educators Association, Las Vegas, NV 2010. Panelist.

Multimedia in the Mainstream. Convergence and Society, Reno, NV; October 2009. Presentation.

Recorders & Cameras & Phones, Oh My: Using ubiquitous technology to teach great interviewing skills. Convergence and Society: The Participatory Web, Columbia, SC; October 2008. Presentation

Improving Interviewing Skills with New Technologies. Symposium of Teaching & Learning, Seattle, WA, 2008. Presentation.

Should We Teach ‘Big Cameras?’ Broadcast Educators Association, Las Vegas, NV 2012. Panelist.

LEADERSHIP & REVIEWS

- *Journalism & Mass Communication Quarterly* – Journal Reviewer, 2016
- *Electronic News Division*, Conference Paper Reviewer – Association for Education in Journalism and Mass Communication, 2016
- *VisCom Division*, Conference Paper Reviewer – Association for Education in Journalism and Mass Communication, 2016
- *Tankard Book Award Judge* – Association for Education in Journalism and Mass Communication, 2014
- *Student Newsroom Mentor* – Online News Association
Denver, CO 2016; Los Angeles, CA 2015; Atlanta, GA 2013; San Francisco, CA 2012
- *Moderator* – Teaching Multimedia: Three approaches. Convergence and Society, Reno, NV 2009
- *Plenary Session Speaker* – University of Washington Teaching Assistant’s Conference, 2008
- *Workshop Leader* – University of Washington Teaching Assistant’s Conference, 2007 & 2008
 - Social Science Sections
 - Graduate School After 40

RESEARCH ACTIVITIES

Content Analysis in Multimedia Journalism – I continue to work on new tools to aid in the study of multimedia used in journalism and by legacy-media outlets. The goals in this work include constructing methods by which to capture and analyze data from legacy-media apps on mobile devices.

Social Media (SoMe) Lab - "Social Media: Learning from the Boston Marathon Bombing." Research with Robert Mason (University of Washington Information School) and Kate Starbird (University of Washington Human Centered Design & Engineering).

Dart Center for Journalism & Trauma - Expanding the Dart Center's presence in journalism education (during BEA, RTNDA & AEJMC). Continuing research into mental health stigmatization in the press.

Mental Health Transformation Project – Research Assistant for Jennifer Stuber (Principal Investigator, University of Washington School of Social Work). Conducted content analysis of Washington State newspapers (10 year sample) to determine the use of stigmatizing language surrounding the coverage of mental health. This research is being used as a basis for producing printed guidelines and workshops in order to improve reporting and writing about mental health concerns.

SERVICE

Seattle Pacific University

- Hosting academic conference at Camp Casey – VisCom31 (June 2017)
- Department representative for new faculty hire – WSAC and AEJMC (2016)
- Hosted SPU business breakfast table (2015 and 2016)
- All-campus interview committee (Psych, Nutrition, Theater) 2015, (SOT, SOE) 2016
- Intercollegiate Athletics Committee
 - Interview committee for athletic director (2016)
 - Interview committee for head basketball coach (2016)
- Moderator: Communication employment panel (2015)
- Presidential Scholars scholarship interviews 2015 and 2016
- Advisor for Falcon audio/video/multimedia contributors (2015 and 2016)
- Faculty representative on panel for admitted student days (2015 and 2016)
- Judge: all-campus Lip-sync contest (2015)
- June 5th memorial service choir (2015)
- New student advising (2014 and 2015)
- Lectio participation (2015-16)
- General education requirement forums (2015-16)
- Day of Common Learning speaker welcome dinner (2015)
- Teaching and learning days seminars: Problem of Evil, Flipped Classroom, Splashtop

Community

- KNKX (formerly KPLU); Western Washington public radio – *Community Advisory Council*
2013 - present
- New Horizons; ministry to street youth in Seattle – *Board Member*
2013 – present
 - Board Recruitment Committee
 - Liaison to University Presbyterian Church Urban Task Force
 - Public speaking training with New Horizons staff.
 - Representative at Liberty Foundation Golf Tournament.
- Krista Foundation – *Marketing/communication Consultant*
2014
- Boy & Girls Club of Seattle – *Reading Buddy*
2014
- University of Washington Board of Rowing Stewards – *Opening Day Volunteer*.
1991-present.
- City of Seattle's Citizens' Telecommunications and Technology – *Mayoral Appointee to Advisory Board*.
2007-2009
 - Review decisions concerning cable and technology for Seattle.
- University Presbyterian Church
 - *Committee on LGBTQ denominational issues*
 - *Small group leader*
 - *Board of elders*
 - *Pastor nominating committees*
 - *Seminarian care team*
 - *Cathedral choir*
 - *Katrina housing relief team*
 - *Habitat for Humanity team*
- National Academy of Television Arts and Sciences - NW Chapter – *Board member*
2004-2006
- National Press Photographers Association
 - *Plenary Session Speaker - Still & Video: Speaking One Language*, National Press Photographers Association Women in Photojournalism Conference.
August 2007
 - *Conference presenter* — National Press Photographers Association's Women in Photojournalism.
August 2004 & 2005
 - *Judge* — National Television Photography of the Year Competition.
1998
- Institute for Educational Inquiry: Journalists & Educators Summit – *Fellow*
2000 & October 2006
 - Execute educational programs for journalists and educators to foster greater understanding and relationships.

Northwest University

- Identity & Vocation (UCOR 1052) – *facilitator*, 2013
- International Care and Community Development M.A. – *admissions committee*
2012 – 2014
- Recruiting, pricing, scholarship – *focus group participant*
2013
- REACH Uganda Mission – *team coach*
June 2013

University of Washington

- *Guest panelist* – UW graduate professional seminar (Dr. Lisa Coutu)
2015
- *Guest lecturer* – UW-CHID, Television History (Dr. Steven Goening)
2015
- *Planning Committee Member* – UW Symposium for Teaching & Learning,
2009
- *Executive Board Member* – Communication Graduate Student Association,
2008-2009
- *Rowing Steward* – University of Washington Rowing Program, 1995-2006