

Caitlin Cieslik-Miskimen

School of Journalism and Mass Communication
University of Wisconsin-Madison
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EDUCATION

Ph.D. Student, University of Wisconsin-Madison
Mass Communication
Minor, History
Advisor: Sue Robinson and William Reese (Department of History)
GPA: 4.0

M.A., University of Wisconsin-Madison
Mass Communication
Thesis: Hollywood in the Hinterland: Newspaper Reporting of Film Scandals from Wisconsin During the 1920s (advisor: James L. Baughman)
GPA: 4.0

B.A., University of Wisconsin-Madison
Mass Communication, French, Highest Honors, June 2007
Senior Honors Thesis: An analysis of the content and placement of celebrity coverage in the *Chicago Tribune*, 1914 – 1944 (advisor: James L. Baughman)

SCHOLARLY RESEARCH

Peer-reviewed Journal Articles

2019 Cieslik-Miskimen, C (ahead of press). "When East Met West, and High School Football Ruled Green Bay." *Wisconsin Magazine of History*.

Manuscripts Under Revision for Peer-Reviewed Journals

2018 Cieslik-Miskimen, C. "Hollywood in the Hinterland: Newspapers, itinerant films, and community identity in the 1920s," *Communication, Culture & Critique*.

2018 Cieslik-Miskimen, C. and Robinson, S. "The history gap: public discourse and the achievement gap." *Memory Studies*.

Other Publications

- 2018 Cieslik-Miskimen, C. "Graduate Student Testimonial: UW Doctoral Student Widely Advised to Seek Out AJHA." *Intelligencer* (online newsletter for the American Journalism Historians Association). <https://ajha.wildapricot.org/Intelligencer/6368044>
- 2017 Cieslik-Miskimen, C. "Wisconsin Researchers Find Newspaper Staff Cuts Affect Communities' Collective Memory." *The Intelligencer* (2017). <https://ajha.wildapricot.org/Intelligencer/4562463>
- 2011 Cieslik-Miskimen, C. "John Werner Kluge (1914-2010)." *Immigrant Entrepreneurship: German-American Business Biographies*, <http://immigrantentrepreneurship.org/entry.php?rec=78>. June 2011.

CONFERENCE PANEL PRESENTATIONS

- Cieslik-Miskimen, C. (2018, October). Creating a Sense of Belonging: Media History and Contemporary Trends in Community and Local Journalism. Refereed Panel Presentation at the American Journalism Historians Association, Salt Lake City, Utah.
- Cieslik-Miskimen, C. (2018, May). Citizen Engagement With Media From Pre-Broadcast to Digital Eras. Refereed Panel Presentation at the International Communication Association, Prague, Czech Republic.

CONFERENCE PAPER PRESENTATIONS

- Cieslik-Miskimen, C. (2018, May). Greetings from the High School Print Shop: High School Newspapers as Alternative News Networks. Paper presented at Networked Histories Pre-Conference, International Communication Association, Prague, Czech Republic.
- Cieslik-Miskimen, C. (2017, October). Heralds of Modernity: Newspaper Coverage of the 1920s American High School. Paper presented at the American Journalism Historians Association, Little Rock, Arkansas.
- Cieslik-Miskimen, C. and Sue Robinson (2016, November). The History Gap: Collective memory, journalism, and public discourse on racial achievement disparities in progressive communities. Paper presented at the National Communication Association, Philadelphia, Pennsylvania.
- Cieslik-Miskimen, C. (2015, May). Ultimate rebranding: The active commodification of a sporting subculture. Paper presented at the International Communication Association, San Juan, Puerto Rico.
- Cieslik-Miskimen, C. (2012, August). Seize the Time: How the Black Panthers' Early

Media Strategies Shaped the Party's Image. Paper presented at the Association for Education in Journalism and Mass Communication, Chicago, Illinois.

RESEARCH POSITIONS

- 2015 Project Assistant to Sue Robinson, Associate Professor
- Helped develop code book and performed textual analysis of articles and interviews related to coverage of the achievement gap and education disparities
 - Interviewed journalists, activists and political actors involved in the achievement gap in two Midwestern college towns using a semi-structured interview format
 - Performed initial synthesis of information collected from two college towns

INVITED TALKS AND GUEST LECTURES

- 2018 "Nineteenth Century Journalism and the Midwest," University of Wisconsin-Madison
- 2018 "Introduction to Qualitative Research Methods," University of Wisconsin-Madison
- 2018 "Promoting Innovation: Journalism, Science, and the Wisconsin Idea," University of Wisconsin-Madison
- 2017 "History of Journalism and the Wisconsin Idea," University of Wisconsin-Madison
- 2017 "Whose Facts Matter? Fake News and Contested Reality Over Time," Panel discussion at the Association for Education in Journalism and Mass Communication, Chicago, Illinois
- 2016 "Self-Publishing Technologies and Subcultures," University of Wisconsin-Madison
- 2015 "Settlement and Booster Press," University of Wisconsin-Madison
- 2015 "Subcultures and Media," University of Wisconsin-Madison
- 2015 "Overview of Media History, 1750 – 1920," University of Wisconsin-Madison
- 2014 "The Penny Press," University of Wisconsin-Madison
- 2013 "The History of the Telephone," University of Wisconsin-Madison

AWARDS, HONORS, AND SCHOLARSHIPS

2018	Louise Elizabeth George Scholarship (University of Wisconsin-Madison, \$10,000)
2018	Mellon-Wisconsin Summer Fellowship (University of Wisconsin-Madison, \$6,957)
2018	Nominee, Dana-Allen Dissertation Fellowship in the Humanities (University of Wisconsin-Madison)
2017	School of Journalism & Mass Communication Graduate Research Award (\$1,000)
2017	Graduate Research Travel Grant (University of Wisconsin-Madison, \$600)
2017	Helen Firstbook Franklin Wisconsin Distinguished Graduate Fellowship (WDGF) (University of Wisconsin-Madison, \$21,800)
2017	Honored Instructor (University Housing, University of Wisconsin-Madison)
2017	Excellence in Teaching Award (School of Journalism & Mass Communication, University of Wisconsin-Madison)
2016	School of Journalism & Mass Communication Graduate Research Award (\$1,000)
2015	Finalist, L&S Teaching Fellows Award (University of Wisconsin-Madison)
2014	Nominee, L&S Teaching Fellows Award (School of Journalism & Mass Communication, University of Wisconsin-Madison)
2011 – 2017	Graduate Assistantship Award (School of Journalism & Mass Communication, University of Wisconsin-Madison)

TEACHING EXPERIENCE

Graduate Teaching Assistant, J561: Mass Media and Society
Fall 2013, Spring 2015, Spring 2016, Spring 2017

- Lead four discussion sections per week; developed discussion questions, activities, response paper prompts and lesson plans
- Conducted weekly office hours and met with students to discuss course material
- Assisted with the development of midterm and final exam questions
- Graded term papers, discussion assignments, midterms and final exams

Graduate Teaching Assistant, J560: History of Mass Communication
Fall 2011, Spring 2012, Fall 2012, Spring 2013, Spring 2014, Fall 2014, Fall 2015, Fall 2016

- Lead four discussion sections per week; developed discussion questions, activities and lesson plans
- Assisted with the development of a research paper assignment, including revising paper prompts and student guidelines and compiling research resources
- Conducted weekly office hours and met with students to discuss course material
- Graded research papers, midterms and final exams

PROFESSIONAL EXPERIENCE

Public Relations Consultant, Antenna Group, San Francisco and New York
September 2011 – Present

- Oversaw account activities for two clients in the solar industry, and managed teams based in San Francisco and New York.
- Conducted media analysis reports that evaluated clients' market standing, including the effectiveness of strategic messaging campaigns and competitive positioning. Developed recommendations for revised positioning statements and media relations campaigns.
- Developed social media campaigns targeted at expanding clients' presence on Facebook, Twitter and LinkedIn.

Account Supervisor, Antenna Group, San Francisco
June 2011 – September 2011

- Developed business-to-business communications campaigns for up to five clients, ranging from early stage start-ups to publicly traded companies. Specialized in working with renewable energy companies.
- Managed daily account activity and supervised teams of between three and five.
- Created crisis communications response documents and managed crisis campaigns.

Senior Account Executive, Antenna Group, San Francisco
September 2010 – June 2011

- Spearheaded strategic development of public relations campaigns for a variety of technology companies and services focused in renewable energy sector.
- Planned and executed multiple campaigns simultaneously, driving technology validation and education among key audiences including journalists, investors and government agencies. Results included placements in top-tier business and

mainstream press, such as *The Wall Street Journal*, *New York Times*, *Los Angeles Times* and *San Jose Mercury News*.

- Conducted research and analysis on policy and technological developments, as well as current media coverage in order to effectively develop strategic outreach plans.

Account Executive, Antenna Group, San Francisco
June 2009 – September 2010

- Supported media outreach initiatives, including drafting media pitches, building media lists and maintaining relationships with journalists at key trade and regional publications.
- Completed competitive analysis reports, analyzing the key messages and positions of competing renewable energy companies.
- Drafted press releases and corporate statements.

Account Associate, Antenna Group, San Francisco
January 2008 – June 2009

- Participated in communications strategy development for a variety of clients in the clean technology industry, including biofuels, solar and energy storage sectors.
- Developed media coverage reports, analyzing tone and types of reportage on different industry sectors as well as determining effectiveness of PR campaigns.
- Drafted media pitches, press releases and corporate statements.

Multimedia Content Producer, CSTV.com, New York
August 2007 – January 2008

- Produced daily video segments and written blogs covering college football and fan culture in the Pac-10, Mountain West and Western Athletic Conferences (www.cstv.com/roadtripcentral/goingwest/). Coverage extended to include bowl games.
- Worked as part of a two-person team to develop editorial content with New York-based editorial office.

SERVICE

UW Speakers Bureau, Speaker
January 2018 – Present

- Delivered free public lectures based on research interests in communities throughout Wisconsin.
- Spoke on current journalism trends and journalism history to civic groups, community organizations, and high school classes.

Daily Cardinal Alumni Association, Communications Committee Chair
September 2011 – Present

- Compiled and distributed monthly newsletter to 3,000 alumni association members, and wrote one historical feature article per month.

Teaching Assistants Association, Publicity Committee Chair

September 2016 – May 2018

- Managed communications for the union representing graduate student workers on the University of Wisconsin-Madison campus.
- Coordinated media outreach and secured interviews with local newspapers.
- Drafted and distributed press releases and statements.

Girls on the Run of South Central Wisconsin, Coach

March 2016 – November 2017

- Led weekly lessons focused on developing fitness, confidence and self-esteem over a 12-week season for a team of 15 third, fourth, and fifth grade girls.

Peabody Awards, Graduate Assistant to Lew Friedland

December 2014 – February 2015

- Reviewed submissions in News Category and evaluated based on reporting, subject matter, and production quality.
- Delivered recommendations for nominations.

School of Journalism and Mass Communication Crossroads Graduate Conference,
Conference Coordinator

January 2014 – March 2014

- Managed the activities of three committees in preparation for annual multi-disciplinary graduate conference hosted by School of Journalism and Mass Communication.
- Oversaw the development of five panel sessions featuring 20 paper presentations, and one poster session, and acted as the point of coordination between speakers and moderators.

School of Journalism and Mass Communication Crossroads Graduate Conference,
Publicity Chair

January 2013 – March 2013

- Led publicity efforts for the annual graduate student conference hosted by the School of Journalism and Mass Communication.
- Worked with committee of five graduate students to generate submissions from five departments at UW-Madison and UW-Milwaukee.