

CURRICULUM VITAE

Gregory A. Borchard, Ph.D.
Associate Professor of Mass Communication/Journalism
Hank Greenspun School of Journalism and Media Studies
University of Nevada, Las Vegas
4505 Maryland Parkway, Box 455007
Las Vegas, NV 89154-5007

EDUCATION

Ph.D. Mass Communication, University of Florida, 2003

Concentration: Journalism; Outside Area: History
Research Focus: Antebellum print, Whig and Republican newspapers
Dissertation Title: "The Firm of Greeley, Weed, and Seward: New York
Partisanship and the Press, 1840-1860"

M.A. Mass Communication, University of Minnesota, 1999

Concentration: Journalism History
Master's Thesis: "Civil Rights Consciousness: The Southern Press and
the Fifteenth Amendment"

B.A. History, University of Minnesota, 1995

Concentration: European Civilization
Senior project: Greek Democracy and Slavery, Solon to Pericles

University of Wisconsin, Madison, 1988-1991

Undergraduate History Major; Focus: Greco-Roman Civilization

TEACHING EXPERIENCE

Associate Professor of Mass Communication/Journalism

Hank Greenspun School of Journalism and Media Studies
Associate Professor, University of Nevada, Las Vegas, 2009-present
Graduate Coordinator, 2009-present
Assistant Professor, University of Nevada, Las Vegas, 2003-2009

Instructor, Lecturer, Assistant

College of Journalism and Communications
University of Florida, Fall 1998-Spring 2003

Writing Instructor, Editor

Summer Journalism Institute, Summer Times Online
University of Florida, Summer 2002, 2003

Teaching Assistant

School of Journalism and Mass Communication
University of Minnesota, Fall 1997-Spring 1998

PROFESSIONAL EXPERIENCE

Correspondent: Business, Features, Housing

The Gainesville Sun, Gainesville, Fla., 1999-2000
Contributing writer, business, features, and housing sections
Profiled national and local businesses, personalities for features stories

Circulation: Sales & Customer Service

The Gainesville Sun, Gainesville, Fla., 1998-2000
Maintained subscription accounts; verified payments and delivery

Editorial: Columnist

The Minnesota Daily, Minneapolis, Minn., 1997-1998
Weekly opinion columns for University of Minnesota student newspaper
Featured campus, local, state, national, and international issues

Researcher & Technical Writer

West Publishing, Eagan, Minn., 1995-1998
Contributing Writer: West's Encyclopedia of American Law (c) 1998
Areas of concentration: biographies of legal and historical figures

Research Assistant

Professor Kathleen Hansen, SJMC, University of Minnesota, 1998
Content analysis and coding of television broadcasts
Wrote and verified bibliographic references

Contributing Writer

Murphy Reporter, Minneapolis, Minn., 1998
Contributing writer for SJMC quarterly newsletter
Wrote collaborative work for alumni outreach

Contributing Writer

The Lakeshore Weekly, Deephaven, Minn., 1997
Local business features, profiles
Beat writing: covered suburban city hall and school board meetings

PROFESSIONAL EXPERIENCE (continued)

Staff Writer

The Minnesota Daily, Minneapolis, Minn., 1995-1996
Weekly and daily story writing on deadline, beat news reporter
Interviews with local and national pop- and high-culture personalities

Contributing Writer

The Nightly, Minneapolis, Minn., 1993-1994
Reviews of local and national music acts, drama, and arts
Interviews with authors, musicians, and performers

CURRICULUM EXPERIENCE

Courses Taught - University of Nevada, Las Vegas

- JMS 710: Survey of Journalism and Media Studies, 2009-present.
Introduction to journalism and media studies. Past, present, emerging issues discussed. Research topics, questions, methods, and writing styles examined.
- JMS 711: Qualitative Methods, Spring 2008 & Spring 2009.
Fundamentals of research examined and applied; surveys, content analysis and other methods for the study of journalistic and media messages, processes and effects examined.
- JMS 713: Journalism and Media Studies Historiography, Fall 2006.
Explores use of historical methods in communications research and its relevant use.
- JOUR 102: News Reporting and Writing, 2006-present. Lecture and labs, provides instruction and pre-professional practice in writing as a basis for upper-division courses in JMS. Analysis of news content and how news is obtained and written.
- JOUR 413: History of Journalism, 2006-present. History of mass media from antecedents in medieval Europe to the present.
- COM 250: News Gathering and Writing I, 2003-2006. Provides instruction and pre-professional practice in writing as a basis for upper-division courses in journalism and media studies. Analyzes news content and how news is obtained and written.
- COM 488: Mass Media History, 2004-2006. Features American mass media from antecedents in medieval Europe to present.
- COM 713: Communication Historiography, Fall 2004. Readings, assignments, and discussions help judge the validity of sources, explore historical methods for researching media, and develop an understanding of historiography.

CURRICULUM EXPERIENCE (continued)

Courses Taught - University of Florida

MMC 2100: Writing for Mass Communication, 1998-2003. Pre-professional course provides instruction and practice in writing as a basis for upper-division courses in advertising, journalism, and public relations. Stresses similarities mass media styles.

Summer Journalism Institute: Writing and Reporting, 2002, 2003. Hosted U.S. high school students for intensive journalism training. Instruction of 30-plus students in AP style, reporting, editing, and publishing. Edited Summer Times Online.

Teacher's Assistant - University of Minnesota

JOUR 3004: Information for Mass Communication, 1997-1998. Resources for professional and academic work in mass communication; techniques for locating, retrieving, appraising, and verifying information acquired from public records, libraries, research institutions, databases, observation, and interviews.

ADDITIONAL CURRICULUM EXPERIENCE

Graduate Coordinator – University of Nevada, Las Vegas

School of Journalism and Media Studies, 2009-present. Liaison between graduate students, departmental Graduate Coordinators, Admissions Chairs, and the Graduate College. Coordination with the College of Urban Affairs, assuring policies are consistent with those of the Graduate College and are properly and fairly implemented.

GA/TA Supervision – University of Nevada, Las Vegas

News Gathering and Writing (JOUR 102), 2008-present. Headed multi-section course with assistance from two-to-three graduate students, maintained weekly meetings to review lesson plans, exams, curriculum and provided coaching on teaching assignments.

Entrance & Proficiency Exam – University of Nevada, Las Vegas

JMS-pre-majors, 2005-2008. Developed, administered, and evaluated entry-level exam, beginning with COM 250 instructors, implemented as a pre-requisite for undergraduates who wish to declare a major in JMS, effective spring 2007.

ADDITIONAL CURRICULUM EXPERIENCE (continued)

Guest Lecturer - University of Nevada, Las Vegas

COM 710: Survey of Communication Studies, 2004-2009. Survey of communication disciplines and their interrelationships; past, contemporary, and emerging issues; appropriate research topics, questions, methods, style for graduate-level and conference papers.

Panelist – University of Nevada, Las Vegas

Library Liaisons, November 2007. Part of faculty panel that discussed research skills of students and faculty expectations.

Assessment Workshop – University of Nevada, Las Vegas

Academic Workshop, May 2007. Developed and shared methods for assessment with university faculty in workshops and mini-seminars.

Assessment Symposium – University of Nevada, Las Vegas

Academic Assessment Symposium, October 2006. Developed and assessment tools with faculty in workshops and mini-seminars.

Regent’s Academy – Nevada System of Higher Education

Redesigning and Revitalizing Courses, Lake Tahoe, June 2006. Retreat for top junior faculty throughout Nevada designed to develop innovative and effective teaching practices.

Guest Lecturer – University of Nevada, Las Vegas

HON 400 H (Honors College) Lincoln in American History, Spring 2006. Special Topics Seminars: Horace Greeley and the Lincoln campaign.

Guest Lecturer - University of Florida

MMC 6930: Seminar in Mass Comm Teaching, 2001, 2002. Research and training for teaching and supervision of students of mass media; discussed teaching strategies in graduate-level seminar.

Panelist - University of Florida

MMC 2100: Writing for Mass Communication, 2002. On panel of media professionals who offered perspectives in a lecture setting about working as a print journalist.

BOOKS IN PROGRESS

David W. Bulla and Gregory A. Borchard, “The Press and the Civil War Era” (New York: Peter Lang), forthcoming.

BOOKS IN PROGRESS (continued)

Gregory A. Borchard, "Abraham Lincoln and Horace Greeley" (Carbondale, IL: Southern Illinois University Press), forthcoming.

PUBLISHED BOOK CHAPTERS

Gregory A. Borchard, "Revenge Elects Lincoln: The Political Grudge that Changed History," p. 157, sidebar for *The Media in America*, 7th Edition, Wm David Sloan, ed., 2008.

———. "Taking No Rights for Granted: The Southern Press and the Fifteenth Amendment," in *Words at War: The Civil War and American Journalism*, eds. David B. Sachsman, S. Kittrell Rushing, and Roy Morris Jr., Lafayette, Indiana: Purdue University Press, 2008.

PUBLISHED BOOK REVIEWS

John R. McKivigan, "Forgotten Firebrand: James Redpath and the Making of Nineteenth-Century America," *Journalism History* 34, 4 (Winter 2009): 244, 45.

Richard Stillson, "Spreading the Word: A History of Information in the California Gold Rush," reviewed for *Nevada Historical Society Quarterly* (Fall 2007), 286, 287.

Richard Rosteck, "See It Now Confronts McCarthyism," reviewed for *Journal of Broadcast and Entertainment Media*, 50, 4 (December 2006), 762.

REFEREED JOURNAL ARTICLES PUBLISHED

Gregory A. Borchard, "Revolutions Incomplete: Horace Greeley and the Forty-Eighters at Home and Abroad," *American Journalism*, forthcoming.

Gregory A. Borchard and Anthony Ferri, "When in Las Vegas, Do as the Ancient Romans Did: Bread and Circuses Then and Now," *The Journal of Popular Culture*, forthcoming.

REFEREED JOURNAL ARTICLES PUBLISHED (continued)

Lawrence Mullen, Anthony Ferri, and Gregory A. Borchard, "The Simplification of NFL Team Logos: Television and Graphic Design in the 1950s and '60s," *Popular Culture Review*, forthcoming.

Gregory A. Borchard, "The New York Tribune and the 1844 Election: Horace Greeley, Gangs, and the Wise Men of Gotham," *Journalism History* 33, 1 (Spring 2007): 51-9.

———. "From Pink Lemonade to Salt River: Horace Greeley's Utopia and the Death of the Whig Party," *Journalism History* 32, 1 (Spring 2006): 22-33.

———. "The New York Tribune at Harper's Ferry: Horace Greeley on Trial," *American Journalism* 20, 1 (Winter 2003): 13-31.

ADDITIONAL PUBLICATIONS

Gregory A. Borchard, "Horace Greeley," *Encyclopedia of American Journalism*, ed. Stephen Vaughn, New York: Routledge, 2008.

———. "The New York Tribune," *Ibid.*

———. "Horace Greeley," *Encyclopedia of Political Communication*, ed. Lynda Lee Kaid, Thousand Oaks, Calif.: Sage Publications, 2008.

Julie Dodd and Judy Tipton, "Interviewing Skills," *Writing for Mass Communication (MMC 2100)*, CD-Rom course-related text, contributing writer, Spring 2002-Fall 2003.

REFEREED CONFERENCE PAPERS

Gregory A. Borchard, "The New York Tribune and Republican Revolutions: 1848 Germany and Greeley's 'Year of Hope,'" *American Journalism Historians Association, National Convention, Richmond, Virginia, October 2007.*

Gregory A. Borchard and Anthony Ferri: "Ancient Rome and Las Vegas: Communicating Entertainment as Diversion," *Association for Education in Journalism and Mass Communication, National Convention, San Francisco, California, August 2006.*

REFEREED CONFERENCE PAPERS (continued)

Gregory A. Borchard and Anthony Ferri: "Ancient Rome and Las Vegas: Communicating Diversion as Public Welfare," Far West Popular Culture and American Culture Association's Seventeenth Annual Convention, Las Vegas, Nevada, January 2006.

Theodore Ransaw and Gregory A. Borchard, "Sisters of the Spirit: Women Journalists of the A.M.E. Church," Association for Education in Journalism and Mass Communication, National Convention, Religion and Media Interest Group, San Antonio, Texas, August 2005.

Gregory A. Borchard, "Greeley at Salt River: Whig Radicalism and the Collapse of the Second Party System," Symposium on the 19th Century Press, the Civil War, and Free Expression, University of Tennessee, Chattanooga, November 2004.

———. "New York's Republican Press and the 1860 Campaign: Greeley's Estimate of Lincoln Revisited," Association for Education in Journalism and Mass Communication, Southeast Colloquium, History Division, Tampa, Florida, March 2004.

———. "No History So Unerring as a Bundle of Old Letters: Clay's Alabama Letters Make Mud of the New York Tribune's 1844 Election Predictions," Symposium on the 19th Century Press, the Civil War, and Free Expression, UT, Chattanooga, October 2003.

———. "The Marketing of the Harrison Presidency: The Log Cabin, Hard Times, and Hard Cider, Too," *Ibid.*, November 2001.

———. "Muckraking Reform: 'The Treason of the Senate' and Progressive Amendments," American Journalism Historians Association, Southeast Regional Conference, Panama City, Florida, February 2001.

———. "The New York Tribune and John Brown: The Making of a Martyr," American Journalism Historians Association National Convention, Pittsburgh, Pennsylvania, October 2000.

———. "Taking No Rights for Granted: The Southern Press and the Fifteenth Amendment," Symposium on the 19th Century Press, the Civil War, and Free Expression, UT Chattanooga, November 1999.

CONFERENCE PARTICIPATION

Symposium on the 19th Century Press, the Civil War, and Free Expression, University of Tennessee, Chattanooga, Steering Committee Member; Paper reviewer, promoted symposium among colleagues and graduate students, 2001-present.

American Journalism Historians Association, National Convention, Panelist: "The Press and Lincoln Reconsidered" (in commemoration of Lincoln's 200th birth anniversary), Seattle, Washington, October 2009.

Far West Popular Culture and American Culture Association's Seventeenth Annual Convention, Panelist, "That's Entertainment: What do we mean by entertainment?" Las Vegas, Nevada, January 2008.

Association for Education in Journalism and Mass Communication, National Convention, History Division, Panelist, "Core Knowledge in Journalism History: Does It Exist? If So, What Is It? What Should It Be?" San Antonio, Texas, August 2005.

American Journalism Historians Association, National Convention, Paper Session Moderator, "Media, Democracy, and Revolution on Foreign Shores," Cleveland, Ohio, October 2004.

EDITORIAL/REVIEWER

Florida Magazine Association, Annual Publishing Conference & Exposition, Charlie Awards judge, 2007-present.

Association for Education in Journalism and Mass Communication Scholastic Division, reviewer, 2006-present.

Missouri Group, "News Reporting and Writing," New York: Bedford/St. Martin's, book and supplemental materials, 2006.

"America's Best Newspaper Writing," reviewer, Roy Peter Clark and Christopher Scanlan, eds. New York: Bedford/St. Martin's, 2005.

Journalism and Mass Communication Quarterly, reviewer.

American Journalism, reviewer.

ACADEMIC SERVICE

Graduate Committee, 2009-present

Hank Greenspun School of Journalism and Media Studies; Developed graduate curriculum, chaired meetings.

ACADEMIC SERVICE (continued)

Task Force on History in the Curriculum, 2008

American Journalism Historians Association (AJHA); Developed recommendations to help demonstrate potential of historical research through publicity of the top AJHA research awards and journal articles.

Assessment Committee co-chair 2004-07, member 04-present

Hank Greenspun School of Journalism and Media Studies; Developed Assessment Plan, prepared chart of goals met in JMS classes.

Scholarship Committee, 2004-2008

Hank Greenspun School of Journalism and Media Studies; Worked with faculty members to evaluate scholarship applications, assisted in promotion of scholarship opportunities.

Faculty Senate, PTI Committee, 2007, 2008

University of Nevada, Las Vegas; Developed proposals for potential Part-Time Instructor orientation, content for website with introductory materials for university-wide PTI training.

Faculty Senate, 2005-2008

University of Nevada, Las Vegas; Elected by College of Urban Affairs faculty to represent School of Journalism and Media Studies at University Faculty Senate meetings.

Rebel Yell Advisory Board, 2005-2008

University of Nevada, Las Vegas; Consultant for editors and writers regarding newspaper management.

National History Day, Exhibit Judge, 2005, 2006, 2008

Thurman White Middle School, Henderson, Nevada; Selected Southern Nevada high school finalists for national competition. Worked with team of judges from Nevada high schools and universities.

Bylaws Committee, Chair, 2003-2004

College of Urban Affairs, University of Nevada, Las Vegas; Assisted in developing revisions to College bylaws, communicating and coordinating reports from the committee to dean.

Mass Communication Graduate Student Association, 2002-03

University of Florida, College of Journalism and Communications; Vice President, represented graduate students at open faculty meetings and coordinated social activities.

TRAVEL GRANTS

Historical Sites and Archives Relevant to Studies on Antebellum Press; June 2008; Amount of award: \$900; Source: University of Nevada, Las Vegas Travel Committee; Trip to Cologne, Germany; Visited sites related to 1848 revolution, including Neue Rhenische Zeitung newspaper office.

Historical Sites and Archives Relevant to Studies on Antebellum Press; April 2007; Amount of award: \$700; Source: Travel Committee, Hank Greenspun School of Journalism and Media Studies; Trip to Gettysburg, Pennsylvania; researched locations that made recurring appearances in press coverage of antebellum and Civil War events.

AWARDS, RECOGNITION & SCHOLARSHIPS

UNLV Hank Greenspun School of Journalism and Media Studies

College of Urban Affairs, nominee, Research Award 2006, 2007.

American Journalism Historian's Association (AJHA)

- National Convention, Richmond, Virginia, 2007
- Honorable Mention for The David Sloan Award for Outstanding Faculty Paper: "The New York Tribune and Republican Revolutions: 1848 Germany and Greeley's 'Year of Hope'"

UNLV Alumni Association

School of Journalism and Media Studies, April 2004

"Outstanding Professor" designation, Mitzi Hughes Scholarships

University of Florida

College of Journalism and Communications

- Outstanding Graduate Student Teacher, 2002
- Bateman Fellowship, Claudia Ross Fellowship, Ralph Lowenstein Fellowship, 1999-2002

University of Florida, Anderson Scholars

Outstanding Instructor, 2002; "greatly influenced" top undergrads

International Communications Association (ICA)

Outstanding Graduate Student Teacher, 2002

Instructional and Developmental Division

AWARDS, RECOGNITION & SCHOLARSHIPS (continued)

American Journalism Historian's Association (AJHA)

National Convention, Pittsburgh, Penn, 2000

- Best Convention Paper Award
- Robert Lance Memorial Award for Outstanding Student Paper

SUPERVISOR/COMMITTEE MEMBER

Committee Chair, 2008; Brian O'Hara, master's degree recipient, School of Journalism and Media Studies

Committee Member, 2009; Amanda Laken, master's recipient, JMS

———, 2009; Jennifer Shymansky, master's recipient, JMS

———, 2008; Dan McCue, master's recipient, JMS

———, 2006; Ji Hoon Li, master's recipient, JMS

———, 2005; Christine Janssen, master's recipient, JMS

———, 2005; Theodore Ransaw, master's recipient, Communication

MEMBERSHIP IN PROFESSIONAL & STUDENT ORGANIZATIONS

- American Journalism Historians Association, 2000-present
- Association for Education in Journalism and Mass Communication (AEJMC), 02-present
- Society of Professional Journalists (SPJ), Fall 2003-present
- Popular Culture Association, 2006-present

LANGUAGES

German: Completed proficiency exam for bachelor's degree in the College of Liberal Arts at the University of Minnesota's, 1995