

**Matt Cikovic**

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**EDUCATION:**

**The Pennsylvania State University**

**Donald P. Bellisario College of Communications**

**PhD**, Spring 2023

Major: Mass Communications

Dissertation: "Says who?"

The Ongoing Friction Between Productive Fan Filmmakers and Media Owners.

Committee: Dr. Matt McAllister, Dr. Stephanie Madden, Dr. Anthony Olorunnisola, Dr. Ekaterina Haskins

**The University of Oklahoma,**

**Master of Arts**, *magna cum laude*, May 2018

Major: Creative Media Production

Project: An Influence for Good (Documentary)

Committee: Dr. Ralph Beliveau, Dr. Joe Foote, Prof. Dick Pryor

**The University of Tennessee**

**Bachelor of Sciences**, *magna cum laude*, December 2015

Major: Journalism and Electronic Media

**Pellissippi State Community College**

**Associate of Applied Sciences**, *cum laude*, May 2009

Major: Video Production Technology

**ACADEMIC EXPERIENCE:**

**Pennsylvania State University**

**Instructor of Record**

**August 2019 to Present**

Comm 100 The Mass Media & Society

- A remote, asynchronous, general-education requirement class which introduces students to media systems, college-level essay writing, and content creation.
- Part of the Learning Edge Academic Program (LEAP) designed to help incoming first-semester Penn State students ease into the rigors of academic work.

Comm 150 The Art of the Cinema

- A remote, asynchronous, general-education requirement class designed to introduce students to a critical and analytic mode of viewing film.

Comm 215 Photography

- A remote, asynchronous, major required course introducing students to camera exposure, photographic editing, captioning, and critique.

Comm 280 Telecommunications Technology Lab

- An in-person exploration of the technology of the modern telecommunications age. Includes skill-building, web security, and telecom ethics.

Comm 282 TV/Field Production

- An in-person and remote learning major-required course covering video field production. Emphasizing scriptwriting, budgets, camera work, lighting, sound, and editing.

Comm 283 Studio Production

- An in-person, major-required course covering live television studio production. Emphasizing scriptwriting, studio camera work, live-switching, audio-board operation, and directing.

**University of Oklahoma  
Graduate Teaching Assistant/Instructor of Record  
August 2016 to May 2018**

JMC2644 Intro to Video Production class

- Teaching assistant for nine sections, instructor of record for two sections.
- A four credit hour, in-person, major-required course covering both field and studio video production. Content includes producing, script writing, camera work, lighting, sound, editing, live-switching, directing, and other topics.

**Pellissippi State Community College  
Adjunct Instructor  
January 2013 to December 2015 in Knoxville, TN**

Adjunct instructor teaching courses in:

- Introduction to Editing (Avid Media Composer)
- Alternative Editing Applications (Final Cut Pro)
- Advanced Editing (Final Cut Pro)
- Guerrilla Filmmaking

## **PUBLICATIONS:**

Cikovic, M. (2022). Mister Rogers: The Public Broadcasting Champion. *American Journalism*.

McAllister, M.P., Cikovic, M., Salomone, C. (Forthcoming). "I Keep Hearing the Promo, `You're Fired!": Promotional Culture, Populist Authoritarianism, and The Apprentice. In E. West and M. P. McAllister (Eds.), *The Routledge Companion to Advertising and Promotional Culture* (2nd Ed.). New York: Routledge.

## **CONFERENCE PRESENTATION:**

McAllister, M.P., Salomone, C, Cikovic, M. (2022, August 3-6). "*Promotional Merchandise for The Apprentice as Nascent Trumpian Authority* [Conference Presentation]. To be presented at the Association for Education in Journalism and Mass Communication Conference, 2022. Detroit, United States.

McAllister, M.P., Cikovic, M., Salomone, C. (2022, May 26-30). "*I Keep Hearing the Promo, `You're Fired!": Promotional Culture, Populist Authoritarianism, and The Apprentice* [Conference Presentation]. International Communications Association, 2022. Paris, France.  
<https://drive.google.com/file/d/1VseJc1c7w8mLwuKm1JSHCU-51Xs9smiu/view>

Cikovic, M. (2022, March 4-5). *Blast Off to Breakfast: Space-Washing in Advertising* [Conference presentation]. Midwinter Association for Education in Journalism and Mass Communication, 2022. United States.  
[https://www.ou.edu/gaylord/news-events/events/aejmc-midwinter-conference/\\_jcr\\_content/content/section\\_copy/par/download/file.res/MASTER%20AEJMC%20Midwinter%20conference%20schedule%20final.pdf](https://www.ou.edu/gaylord/news-events/events/aejmc-midwinter-conference/_jcr_content/content/section_copy/par/download/file.res/MASTER%20AEJMC%20Midwinter%20conference%20schedule%20final.pdf)

Cikovic, M. (2020, October 2-3). *Mister Rogers: the public broadcasting champion* [Conference presentation]. American Journalism Historians Association Conference, 2020. Virtual, United States.  
<https://ajha.wildapricot.org/Papers2020#cikovic>

## **AWARDS:**

Davis Ethics Award, April 2022.

Top Paper Abstract, Critical Culture Division, Midwinter AEJMC 2022, March 2022.

Douglas and Claudia Anderson Communications Scholarship Award, April 2020.

Provost Certificate of Distinction in Teaching for Outstanding Graduate Assistants, Spring 2018.

Telly Award for graduating documentary *We Shoot Zombies*, 2009.

### **PROFESSIONAL DEVELOPMENT:**

Broadcast Educators Association/National Association of Broadcasters, Las Vegas, NV April 2017.

Oklahoma Association of Community Colleges Annual Conference Oklahoma City, OK September 2017.

National Press Photographers Association Annual Workshop Norman, OK March 2018.

### **RESEARCH AFFILIATIONS:**

Member, Qualitative Research Group, The Bellisario College of Communications, Spring 2020 to present.

### **UNIVERSITY AND PROFESSIONAL SERVICE:**

Program designated mentor of a Media Studies MA student and Mass Communications PhD student.

Judge, Initial Screening, Public Service Entries, The George Foster Peabody Awards, Spring 2021.

Graduate Student Representative, Technology Purchasing Committee, Gaylord College of Journalism and Mass Communications, University of Oklahoma, January 2017-May 2018.

Graduate Student Representative, OU Library Student Advisory Council, Gaylord College University of Oklahoma, August 2017-May 2018.

Founder and Curator, the PellissippiStateVPT YouTube channel. Content included legacy and current student work on behalf of the Video Production Technology department at Pellissippi State Community College, August 2013.

Initiator and Coordinator, live streaming event by undergraduate students to Missouri for the 2017 total eclipse, Gaylord College, August 2017.

Initiator and Coordinator, campus visit for speaker and guest Filmmaker Elle Schneider to Gaylord College, April 2018.

Judge, High School Media Competitions, Oklahoma Scholastic Media, the University of Oklahoma, August 2017-May 2018.

## **PROFESSIONAL EXPERIENCE:**

### **WBIR TV Channel 10 Promotions Producer January 2013 - July 2013 in Knoxville, TN**

Wrote, produced, shot, and edited video material for station marketing and communications office, collaborated with station employees and on-air talent for franchise promotional purposes, and produced ads for outside clients.

### **Pellissippi State Community College Visual Media Coordinator September 2009 to January 2013 in Knoxville, TN**

External and internal communications videographer and photographer for the entire campus system out of the college Marketing and Communications office. Student mentoring, tutoring, and internship coordinator.

### **Freelance Videographer 2004-2019**

Freelancing videographer producing, shooting, and editing a variety of content all across the southeast. Clients include Loch and Key Productions, Dolly Parton, AC Entertainment, Maxim Magazine, Charter Communications, Newsbreak Networks.