

# ANTHONY CEPAK

VISUAL MEDIA EDUCATOR AND SCHOLAR

## SCHOLARSHIP FOCI

My research focuses on the relationship between agency and the production of photographic images, from the effects of culture on the representation of marginalized communities to how photography shapes and reinforces an individual's visual construction of reality.

## CONTACT

904 Michigan Ave., East Lansing, MI 48823

**T:** (517) 803-6841

**E:** cepak@msu.edu

**www.anthonycepak.com**

## EDUCATION

### PH.D. IN INFORMATION AND MEDIA (ANTICIPATED DEFENSE JUNE 2020)

Michigan State University School of Journalism, East Lansing, MI

### M.A. IN JOURNALISM 2017 (SPECIALIZATION IN INTERNATIONAL JOURNALISM)

Michigan State University School of Journalism, East Lansing, MI

### B.S. IN JOURNALISM AND PHOTOGRAPHY 2009

Central Michigan University, Department of Journalism, Mount Pleasant, MI

## SPECIALIZED TRAINING

### DIGITAL HUMANITIES METHODS AND PEDAGOGY 2019

College of Arts & Letters, Michigan State University

### COLLEGE TEACHING INSTITUTE 2016

Graduate School, Michigan State University

### MULTIMEDIA DESIGN CERTIFICATE 2010

Digital Arts, Media and Technology, Lansing Community College

## TEACHING EXPERIENCE

### CAS 111: INTRODUCTION TO PAGE LAYOUT AND GRAPHIC DESIGN

Fundamentals of design practices and creative thinking for media related projects including principles of design, form, content and meaning, composition, color theory, typography, and the grid.

### JRN 203: VISUAL STORYTELLING

Explorations of visual storytelling techniques and technologies, including photography, audio, video, information graphics, alternative story forms and social media.

### JRN 491: VISUAL COMMUNICATION FROM BARCELONA TO BERLIN

Education Abroad Co-Lead (course development in progress)

### ENRICHMENT SUMMER PROGRAM 2019

College of Veterinary Medicine

## PEER REVIEWED ARTICLES

Miller, S., **Cepak, A.**, & Peng, Z. (In Press). Pedagogical approaches in teaching journalistic interviewing competencies. *Electronic News*.

Chavez, M., **Cepak, A.**, (2019). Border Walls as a Symbol of Security: An Analysis of Borderlands Photography within the Context of Geographical Demarcation. *Journal of Borderland Studies*. (INVITED/UNDER REVIEW)

Carpenter, S., **Cepak, A.**, & Peng, Z. (2017). An exploration of the complexity of journalistic interviewing competencies. *Journalism Studies*, 1-21.

# ANTHONY CEPAK

---

VISUAL MEDIA EDUCATOR AND SCHOLAR

## PEER REVIEWED BOOK CHAPTERS

---

**Cepak, A.**, Mysen, T.J. (2019). Fakes, Forgery, and Facebook: An Examination of Visual Literacy in the Era of Altered Images, Fake News, and Alternative Facts. Handbook of Visual Communication, Vol. 2, Routledge. (Accepted July 5, 2019).

## CONFERENCE PAPERS

---

Carpenter, Peng, Z., S., **Cepak, A.**, (2019) How to Interview Like a Journalist: The Journalistic Interviewing Competencies Scale. World Journalism Education Congress. July 9-11, 2019, Paris, France.

**Cepak, A.**, Mysen, T.J. Fakes, (2019) Forgery, and Facebook: An Examination of Visual Literacy in the Era of Altered Images, Fake News, and Alternative Facts. The Visual Communication Conference, Mammoth, CA, June 20-23, 2019.

**Cepak, A.**, (2018) An American Tune: Immigration photography as reinforcement of a national identity. The Visual Communication Conference, La Jolla, CA, June 20-23, 2018.

**Cepak, A.**, Chavez, M., (2018) Visual Representation and Framing of Frontiers. How the U.S.-Mexico Border Attracted Inaccurate Political and Policy Attention. Western Social Science Association, Association for Borderland Studies annual conference, San Antonio, TX, April 4-7, 2018.

Carpenter, S., **Cepak, A.**, Peng, Z., (2017) The Five Pedagogical Approaches to Teaching Journalistic Interviewing Competencies. Midwest Association of Public Opinion Research annual conference, Chicago, IL, November 17-18, 2017.

Carpenter, Peng, Z., S., **Cepak, A.**, (2017) The Development and Testing of Journalistic Interviewing Competencies Scale. Midwest Association of Public Opinion Research annual conference, Chicago, IL, November 17-18, 2017.

**Cepak, A.** (2017) Longitudinal Affects of Immigration Frames within a Geo-Ethnic Context. International Symposium on Communicating Crisis To The Public, Michigan State University, East Lansing, MI, April 20-21, 2017.

Carpenter, S., **Cepak, A.**, Peng, Z., (2016) An Examination of Journalistic Interviewing Competencies. Midwest Association of Public Opinion Research annual conference, Chicago, IL, November 18-19, 2016.

Duffy, K., **Cepak, A.**, Peng, Z., & Carpenter, S., (2016) Non-scientists' knowledge sharing expectations in citizen science. Broadcast Education Association annual conference, Las Vegas, NV, April 17-20, 2016.

## GRANT WORK

---

2019 Michigan State University Education Abroad Site Visit Grant. \$7,000 (AWARDED) • Co-authored grant application.

2019 Michigan State University College of Communication Arts and Science, Research Excellence Fellow. \$1,900 (AWARDED) • Authored grant application.

2015 Association for Education in Journalism and Mass Communication (AEJMC) newspaper and online news division research grant. \$1,000 (AWARDED) • Co-authored grant application.

# ANTHONY CEPAK

VISUAL MEDIA EDUCATOR AND SCHOLAR

## JOURNAL EXPERIENCE

---

### JOURNAL OF RESEARCH IN SCIENCE TEACHING

Creative Director 48(8) - 50(7)

## PROFESSIONAL EXPERIENCE

---

### Michigan State University School of Journalism

Teaching Assistant (August 2017 – Present)

### Michigan State University College of Communication Arts and Sciences

Creative Director (September 2013 – July 2017)

### Michigan State University College of Education

Art Director / Web and Graphic Designer / Photographer (November 2010 – September 2013)

### Michigan Primary Care Association

Graphic Designer / Web Developer (January 2010 – November 2010)

### The Argus-Press

Digital Art Director / Graphic Designer / Photographer (December 2005 – November 2010)

### The Frankfort Times

Staff Photographer / Graphic Designer (October 2004 – October 2005)

### 20 – 20 Photographic

Photographer / Graphic Designer (September 2003 – October 2004)

### Booth Newspapers

Photographer (May 2002 – September 2003)

### Central Michigan LIFE

Photographer / Assistant Photo Editor / Photo Editor (August 1997 – May 2002)

## ORGANIZATIONAL MEMBERSHIPS

---

### ASSOCIATION FOR EDUCATION IN JOURNALISM AND MASS COMMUNICATION (AEJMC)

Member since 2014

### BROADCAST EDUCATORS ASSOCIATION (BEA)

Member since 2014

### NATIONAL PRESS PHOTOGRAPHERS ASSOCIATION (NPPA)

Member since 2001

## FREELANCE CREDITS

---

- The China Daily
- The Associated Press
- The Chicago Tribune
- The Detroit Free Press
- The Bay City Times
- The Midland Daily News
- Chrysler Group, LLC
- Michigan State University
- Michigan AgriBusiness Association

# ANTHONY CEPAK

VISUAL MEDIA EDUCATOR AND SCHOLAR

## AWARDS AND RECOGNITIONS

- |             |   |             |  |
|-------------|---|-------------|--|
| <b>2019</b> | <b>AEJMC: Mass Communication and Society Division</b><br>Promising Professor Award (2nd place, Graduate Student)  | <b>2011</b> | <b>Mid-Michigan Creative Alliance</b><br>Michigan State University College of Education<br>Silver ADDY (print)                       |
| <b>2018</b> | <b>Michigan State University</b><br>School of Journalism, Rasmussen Scholar   | <b>2011</b> | <b>Public Relations Society of America</b><br>Michigan State University College of Education<br>Annual Report<br>Pinnacle PACE Award |
| <b>2018</b> | <b>Michigan State University</b><br>School of Journalism, Robert Popa Scholar   | <b>2008</b> | <b>Michigan Press Association</b><br>1st Place Feature Photo<br>1st Place Sports Photo<br>3rd Place News Photo                       |
| <b>2017</b> | <b>Michigan State University</b><br>School of Journalism, Outstanding Master's Student  | <b>2007</b> | <b>Michigan Press Association</b><br>1st Place Feature Photo<br>2nd Place News Design<br>3rd Place Picture Story                     |
| <b>2017</b> | <b>Michigan State University</b><br>The Graduate School, Klomparens Fellow  | <b>2007</b> | <b>Associated Press Awards</b><br>1st Place News Graphic<br>3rd Place Picture Story  |
| <b>2016</b> | <b>Michigan State University</b><br>College of Communication Arts and Science, Research<br>Excellence Fellow  | <b>2006</b> | <b>Michigan Press Association</b><br>1st Place Picture Story   |
| <b>2016</b> | <b>Michigan State University</b><br>School of Journalism, Kyle C. Kerbawy Scholar   | <b>2006</b> | <b>Associated Press Awards</b><br>Sweepstakes Award<br>1st Place News Graphic<br>2nd Place News Picture<br>2nd Place News Graphic    |
| <b>2016</b> | <b>Michigan State University</b><br>Ruth Jameson Award  | <b>2003</b> | <b>MSNBC The Year in Pictures</b><br>Editor's Choice   |
| <b>2016</b> | <b>Mid-Michigan Creative Alliance</b><br>Michigan State University ComArtSci Logo<br>Bronze ADDY (print)<br><br>WKAR "STAY _____" billboard campaign<br>Bronze ADDY (out of home) | <b>2003</b> | <b>Michigan Press Photographers Association</b><br>Honorable Mention, College Photographer of the Year                               |
| <b>2015</b> | <b>Michigan State University</b><br>School of Journalism Fellowship Award   | <b>2002</b> | <b>International Adobe Digital Imaging Competition</b><br>1st Place  |
| <b>2014</b> | <b>Best of MSU Journalism Awards</b><br>3rd Place Online News Reporting   |             |  |
| <b>2013</b> | <b>Mid-Michigan Creative Alliance</b><br>Michigan State University College of Education<br>Gold ADDY (web)<br>Merit Award (print)   |             |  |
| <b>2012</b> | <b>Mid-Michigan Creative Alliance</b><br>Michigan State University College of Education<br>Best In Show, (print)<br>Gold ADDY (print)   |             |  |

# ANTHONY CEPAK

---

VISUAL MEDIA EDUCATOR AND SCHOLAR

## SERVICE AND COMMITTEE WORK

---

### KNIGHT CENTER FOR ENVIRONMENTAL JOURNALISM

Technology Director (2016-Present)

### MICHIGAN STATE UNIVERSITY COLLEGE OF COMMUNICATION ARTS AND SCIENCES

Mentor, MIS Ph.D. peer mentorship program (2019-2020)

### ASSOCIATION FOR EDUCATION IN JOURNALISM AND MASS COMMUNICATION (AEJMC)

Newsletter Production Assistant, Visual Communication division (2019)

### ASSOCIATION FOR EDUCATION IN JOURNALISM AND MASS COMMUNICATION (AEJMC)

Conference reviewer, Visual Communication division (2019)

### MICHIGAN STATE UNIVERSITY SCHOOL OF JOURNALISM

Online M.A. Program development workgroup (2018)

### MICHIGAN STATE UNIVERSITY SCHOOL OF JOURNALISM

School of Journalism Ph.D. student social media coordinator (2017)

### MICHIGAN STATE UNIVERSITY

Cultural Engagement Council "Water Moves Us" thematic year planning workgroup (2016)

### MICHIGAN STATE UNIVERSITY ADVANCEMENT

"Empower Extraordinary" capital campaign marketing and communication workgroup (2014)

## COMMUNITY ENGAGEMENT

---

### MICHIGAN INTERSCHOLASTIC PRESS ASSOCIATION

Instructor, Competition Judge (2006 – Present)

### EAST LANSING ART FESTIVAL BOARD OF DIRECTORS

Board Member (August 2013 – 2016)

### CITY OF EAST LANSING

East Lansing Arts Commission: Commissioner and Michigan State University Liaison (March 2013 – June 2015)

### SHIAWASSEE ARTS CENTER

Summer Art Program Instructor, Photography (2007-2009)