

Ellen J. Gerl

Associate Professor Emerita, E. W. Scripps School of Journalism, Ohio University

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EDUCATION

Master of Science in Journalism – E. W. Scripps School of Journalism, Ohio University, Athens, Ohio. Received tuition fee waiver.
December 1975

Bachelor of Arts – Case Western Reserve University, Cleveland, Ohio. Graduated magna cum laude with departmental honors in secondary education/English.
May 1974

TEACHING EXPERIENCE

Associate Professor – E.W. Scripps School of Journalism, Ohio University, Athens, Ohio. Tenured position with teaching responsibilities in the core and News and Information Track. Classes include Magazine Feature Writing, Precision Language, Advertising and Public Relations Writing and News and Information Capstone.
September 2010 to July 2018

Associate Director for Undergraduate Studies – E.W. Scripps School of Journalism, Ohio University, Athens, Ohio. Nine-month administrative appointment.
September 2012 to June 2013

Assistant Professor – E.W. Scripps School of Journalism, Ohio University, Athens, Ohio. Full-time position with teaching responsibilities in the core and magazine sequences. Classes include Magazine Feature Writing, Precision Language, Advanced Magazine Feature Writing and Magazine Editing Practice. *September 2004 to August 2010*

Visiting Assistant Professor – E.W. Scripps School of Journalism, Ohio University, Athens, Ohio. Full-time position. Classes included Magazine Feature Writing, Magazine Editing and Production, News Reporting and Reporting Contemporary Issues. Faculty adviser to *The Ohio Journalist*.
September 2000 to June 2002

Assistant Professor – Department of Journalism, Humboldt State University, Arcata, California. One-year appointment to replace faculty member on sabbatical. Classes included Introduction to Mass Communication, Public Relations, Magazine Feature Writing and Media Ethics.
September 1989 to June 1990

Instructor – E. W. Scripps School of Journalism, Ohio University, Athens, Ohio. Adjunct position. Taught magazine, public relations and news reporting courses. Coordinated 1989 Communication Week; instructor, Governor’s Scholars Program and the High School Journalism Workshop.

September 1981 to June 1997; Winter and Spring quarters 2004

PROFESSIONAL EXPERIENCE

Author and Editor – Athens, Ohio. Authored two books published by the National Business Incubation Association, edited two NBIA *Research Series* books, and wrote numerous feature articles published in national and regional magazines. Editorial clients included the Ohio Valley Summer Theater, Ohio University Innovation Center and Society of Automotive Engineers International, among others.

May 1984 to present

Editorial Consultant – Society of Automotive Engineers International (SAE). Edited annual report and news releases, wrote bios and coached new staff member.

February 2005 to June 2008

Project Team Member, RVC Architects – Athens, Ohio. Business incubation consultant to architect team awarded contract to design Ohio University Innovation Center.

May 2001 to December 2001

Manager, Educational Programming – National Business Incubation Association, Athens, Ohio. Half-time position. (Two months as Acting Director of Education) Planned conferences, prepared marketing materials, presented workshops and supervised student interns.

October 1997 to September 1999

Public Information Officer/Director of Communications – O’Bleness Memorial Hospital, Athens, Ohio.

February 1976 to March 1979 and March 1980 to May 1984

Public Information Officer – Hocking Technical College, Nelsonville, Ohio.

March 1979 to March 1980

PROFESSIONAL ORGANIZATIONS

Member, American Journalism Historians Association

Member, Association for Education in Journalism and Mass Communication

–Member, Magazine Media and History divisions

AWARDS

Honorable Mention Faculty Paper, Maureen Beasley Award for outstanding women’s history research paper, “‘Out of the back rooms:’ Physician-publicist Virginia Apgar makes birth defects a popular cause.” American Journalism Historians Association Annual Conference, Oklahoma City, Oklahoma, October 2015.

Second place faculty paper award, “Survivors and Dreamers: A Rhetorical Vision of *Teen Voices Magazine*,” Magazine Division, AEJMC Annual Conference, San Francisco, California, August 2015.

Ohio University Faculty Sabbatical – Approved sabbatical for research and creative activity. Approved spring 2014 for fall semester 2014.

International Travel Fund Award – \$715 award for travel expenses to AEJMC Annual Conference 2014, Montreal, Canada, August 2014.

Ohio University Scripps College of Communication Faculty Research and Creative Activity Award – \$648 award for travel-related expenses related to archival research, June 2014.

Ohio University Scripps College of Communication Environmental Faculty Learning Community Award – Member of faculty working group that received College Creative Activity and Professional Development funds, \$1,000 annually, 2010-2011 and 2011-2012.

1804 Fund Award – Ohio University \$9,500 award for “Localizing Environmental and Science Journalism in Southeast Ohio.” Co-recipient of grant that funded development of a new course focused on environmental and science journalism, July 2008.

Ohio University Environmental Faculty Learning Community– Participated with 20 faculty members in Kanawha learning community project. Received \$500 stipend, December 2007.

American Press Institute’s Philip S. Weld Fellowship – An award of approximately \$3,000 funded attendance at the week-long API seminar *Compelling Storytelling: Writing and Editing for Readers* in Reston, Virginia, October 2005.

International Rotary Foundation Group Study Exchange Program – A five-week study tour of business, news media and health care organizations in Brazil, October 1987.

Academy of Hospital Public Relations and Ohio Society for Hospital Public Relations – Received awards in writing and photography categories. 1976-1983

CONFERENCES - RESEARCH PAPERS AND PANELS

Gerl, Ellen. Discussant. Scholar to scholar research poster session, AEJMC Magazine Media Division, AEJMC Annual Conference, Chicago, IL, August 2017.

Gerl, Ellen. Discussant. Scholar to scholar refereed paper research session: *The Future is Female: Mediated Protest Movements and Television Portrayals*, Commission on Status of Women, AEJMC Annual Conference, Chicago, IL, August 2017.

Gerl, Ellen. “Operation Eggnog: *Collier’s* 1951 Narrative Issue Takes on the Cold War,” research-in-progress. International Association for Literary Journalism Studies (IALJS) Annual Conference, Halifax, Nova Scotia, Canada, May 2017.

Gerl, Ellen and David Forster. “Journalism and Fast Cars: Denise McCluggage Writes and Drives Her Way Into 'Boys' Club of Autoracing.” Research-in-progress, AJHA Annual Conference, St. Petersburg, FL, October 2016.

Gerl, Ellen. Moderator. "Recovering Women's Voices: Beyond the Pioneer Trope," Organized panel with Utah State colleague Candi Carter Olson, AJHA annual Conference, St. Petersburg, FL., October 2016.

Gerl, Ellen. (2015) "Out of the back rooms: Physician-publicist Virginia Apgar makes birth defects a popular cause." AJHA Annual Conference, Oklahoma City, OK, October 2015.

Gerl, Ellen, (2015). Survivors and Dreamers: A Rhetorical Vision of *Teen Voices Magazine*," Magazine Division, AEJMC Annual Conference, San Francisco, California, August 2015.

Gerl, Ellen. Discussant. Scholar to scholar research poster session. AEJMC Magazine Division, AEJMC Annual Conference, Montreal, Quebec, Canada, August 2014.

Gerl, Ellen. Moderator. "Food Magazines: Strategies for Success." Panel, AEJMC Magazine Division, AEJMC Annual Conference, Montreal, Quebec, Canada, August 2014.

Gerl, Ellen. Panelist. "Highs, Lows and Epiphanies." Magazine Marathon Teaching Tips, Teaching Panel, AEJMC Magazine Division, AEJMC Annual Conference, Montreal, Quebec, Canada, August 2014.

Gerl, Ellen and Craig Davis, "Turning a Public Relations Problem into a Marketing Success," 35th Society for Case Research Annual Summer Case Writer's Conference, Danbury, Connecticut, July 2013.

Gerl, Ellen. "Tooth Fairy's Loss, Nuclear Information Committee's Gain, 1958-63," AJHA/AEJMC Joint Journalism History and Communication Annual Conference, New York, New York, March 2013.

Gerl, Ellen. "Tooth Fairy's Loss, Nuclear Information Committee's Gain, 1958-63," Research-in-progress presented at AJHA Annual Conference, Raleigh, North Carolina, October 2012.

Gerl, Ellen. "Hunting for Resolutions...or Stalking the Feature Idea," Magazine Marathon Teaching Tips Teaching Panel, Magazine Division, AEJMC Annual Conference, Chicago, Illinois, August 2012.

Gerl, Ellen. Moderator. Refereed paper research session: Award-Winning Papers, AEJMC Magazine Division, AEJMC Annual Conference, Chicago, Illinois, August 2012.

Gerl, Ellen and Craig Davis. "Woman at the Wheel Column Challenges Detroit's Notion of the Female Car Buyer, 1965-1982," research poster session, AEJMC History Division, AEJMC Annual Conference, St. Louis, Missouri, August 2011.

Gerl, Ellen. "Woman at the Wheel: Julie Candler's Automotive Column in *Woman's Day* 1965-1982," research-in-progress, AJHA Annual Conference, Tucson, Arizona, October 2010.

Gerl, Ellen. "Magazine Marathon: 10 Quick Teaching Tips," Teaching Panel, AEJMC annual conference, Denver, Colorado, August 2010.

Gerl, Ellen. Panelist "Rewriting a Woman's Life: Biography and Women Journalists," Research Panel, AEJMC Annual Conference, Denver, Colorado, August 2010.

Gerl, Ellen. "Beverly Rae Kimes: Automotive Journalist Under the Hood," Research presentation, AJHA Annual Conference, Birmingham, Alabama, October 2009.

Gerl, Ellen. "Beverly Rae Kimes: Woman Journalist Under the Hood," Research-in-progress presentation, AJHA/AEJMC History Division Joint Spring Conference, New York, New York, March 2009.

Gerl, Ellen. "Hearing Voices: How to help students learn the elements of voice and find their own," Poster presentation: Great Ideas for Teachers, AEJMC Annual Conference, Washington, D.C., August 2007.

Gerl, Ellen. "20 Tips to Improve Your Writing," invited workshop presentation, 19th International Conference on Business Incubation, Baltimore, Maryland, May 2005.

PUBLICATIONS

Peer-reviewed journal articles

Gerl, Ellen. (2016). 'Out of the back rooms:' Physician-publicist Virginia Apgar makes birth defects a popular cause. *Journalism History* 42:3 (Fall 2016), 122-129.

Gerl, Ellen. (2016). Survivors and dreamers: A rhetorical vision of *Teen Voices* magazine. *Journal of Magazine and New Media Research* 17:1 (Summer 2016).

Gerl, Ellen. (2014) Scientist-Citizen advocacy in the Atomic Age: A case study of the Baby Tooth Survey, 1958-1963. *PRISM Journal* 11 (1): <http://www.prismjournal.org/vol11.html>

Davis, Craig L. and Ellen J. Gerl (2014). Vibrators: A mainstream product continues to shed its taboo past. *Case Studies in Strategic Communication*, 3, article 3: <http://cssc.uscannenberg.org/cases/v3/v3art3>

Gerl, Ellen and Craig Davis. (2013) Selling Detroit on women: *Woman's Day* and auto advertising, 1964-82. *Journalism History* 38:4 (Winter 2013), 209-220.

Gerl, Ellen. (2010) Beverly Rae Kimes: Automotive journalist under the hood. *Journalism History* 36:2 (Summer 2010), 62-70.

Davis, Craig, Ellen Gerl and Nakato Hirakubo. (2009) Choosing the best campaign idea for Souldtone Amplification. *Annual Advances in Business Cases*, Society for Case Research (2009) 50-59.

Gerl, Ellen and Molly R. Morris. (2008) The causes and consequences of color vision. *Evolution: Education and Outreach* (October 2008), 1:476-486.

Encyclopedia entries

Gerl, Ellen. "Bill Nye," *The Encyclopedia of Science and Technology Communication*, Susanna Hornig Priest, ed. (Thousand Oaks, CA: Sage, 2010), 1:533-534.

Gerl, Ellen. "Dorothy Nelkin," *The Encyclopedia of Science and Technology Communication*, Susanna Hornig Priest, ed. (Thousand Oaks, CA: Sage, 2010), 1:511-513.

Gerl, Ellen. "Science in Magazines," *The Encyclopedia of Science and Technology Communication*, Susanna Hornig Priest, ed. (Thousand Oaks, CA: Sage, 2010), 2:711-715.

Book reviews

Gerl, Ellen. Review of *Commercializing Childhood, Children's Magazines, Urban Gentility, and the Ideal of the American Child Consumer in the United States, 1823-1918*, by Paul B. Ringel. *Journalism History* (Winter 2017) 239-40.

Gerl, Ellen. Review of *Byline of Hope: Collected Newspaper and Magazine Writing of Helen Keller* by Beth A. Haller, Ed., *Journalism History* (Spring 2016).

Gerl, Ellen. Review of *The Sweet Sixteen, The Journey that Inspired the Canadian Women's Press Club* by Linda Kay, *Journalism & Mass Communication Quarterly* (Winter 2013).

Gerl, Ellen. Review of *The Good Girls Revolt: How the Women of Newsweek Sued Their Bosses and Changed the Workplace* by Lyn Povich, *Journalism & Mass Communication Quarterly* (Fall 2013).

Gerl, Ellen. Review of *Bad Girls Go Everywhere, The Life of Helen Gurley Brown* by Jennifer Scanlon, *The Journal of Magazine and New Media Research*, Carol Schwabe, ed., (Winter 2012).

Gerl, Ellen. Review of *Summoned by Science: Reporting Climate Change at Copenhagen and Beyond* by James Painter, *Journalism & Mass Communication Quarterly* (Winter 2012).

Gerl, Ellen. "The Prophetic Voices of Environmental Journalism," a review of *Outlaw Journalist: The Life and Times of Hunter S. Thompson* by William McKeen, *Journal of Magazine and New Media Research* (Fall 2009).

Professional association articles

Gerl, Ellen. "Gerl on her Research on Collier's Magazine Covering the Cold War," *The Intelligencer*, online newsletter of AJHA, Aug. 16, 2017, <https://ajha.wildapricot.org/Intelligencer/5033301>

Gerl, Ellen. "Heh, Venus, if you will...A Tune of the Heart," *Magazine Matter*, online newsletter of the AEJMC Magazine Division, November 2008.

Gerl, Ellen. "Hearing Voices: How to help students learn the elements of voice and find their own," *The Community College Journalist*, Summer 2007.

Gerl, Ellen. "It's in the Cards," *Magazine Matter*, online newsletter of the AEJMC Magazine Division, November 2006.

Books

Gerl, Ellen, and Meredith Erlewine, eds. *A Comprehensive Guide to Business Incubation*, 2nd ed., National Business Incubation Association: November 2004.

Gerl, Ellen, and Sally Linder, eds. *Incubating Technology Businesses*, Research Series, National Business Incubation Association: June 2003

Gerl, Ellen, ed. *Best Practices in Action: Guidelines for Implementing First-Class Business Incubation Programs*, Research Series, National Business Incubation Association: Spring 2001.

Evarts, Dru Riley, and Ellen Gerl. *Ohio Valley Summer Theater 50th Anniversary Celebration*, Spring 2001.

Gerl, Ellen. *Incubating the Arts*, National Business Incubation Association: October 2000.

Gerl, Ellen. *Bricks and Mortar: Renovating or Building a Business Incubation Facility*, National Business Incubation Association: May 2000.

Gerl, Ellen. Contributing writer/editor, *A Comprehensive Guide to Business Incubation*, National Business Incubation Association: 1996.

Gerl, Ellen, ed. *Living in Ohio: A Handbook for Japanese*, Institute for Japanese Studies, Ohio State University: 1991.

Gerl, Ellen, Dinah Adkins and Lori Erdy. *Public-Private Partnerships: Small Business Incubator Development*, Ohio University's Institute for Local Government and Rural Development: 1985.

Education-related projects

Gerl, Ellen, ed. *Basis of a Successful Start*, created online course for SEO Small Business Development Center, February 2003.

Gerl, Ellen, ed. *Developing a Web Site for Your Small Business*, a half-day workshop curriculum for Appalachian Regional Entrepreneurship Initiative, Ohio University Voinovich Center, February 2002.

Consumer magazine articles (all single author Ellen Gerl)

"Riding West Virginia Rocks," Women's Sports Foundation online, October 2007.

"Recognizing the Potential of Technology," *NBIA Review*, newsletter of National Business Incubation Association, October 2004.

"Singing the Praises of the Paw Paw," Ohio University *Perspectives* magazine, Spring 2004.

"A Grave Diagnosis" and "Shedding Words," *Perspectives*, Autumn/Winter 2003.

"Chance and Choice," Case Western Reserve University's *CWRU Magazine*, Summer 2003.

"Cultivating Great Boards," *Review*, newsletter of NBIA, August 2003.

"Anthology: Reports in Brief," *Perspectives*, Autumn/Winter 2002.

"All Systems Go," *Review*, February 2002.

- "Triaging Companies in Need," *Review*, December 2001.
- "A Healthy Hunt" and "A Bug's life," *Perspectives*, Spring/Summer 2001.
- "Cytomegalovirus," *Perspectives*, Spring/Summer 2000.
- "The Old-Fashioned Coleus Plant," *Midwest Living*, August 2000.
- "Outdoor Getaways," *Midwest Living*, August 2000.
- "Winter Hikes/Hocking Hills," *Midwest Living*, February 2000.
- "Romantic Retreats," *Midwest Living*, February 2000.
- "Self Portrait" and "A Fighting Formula," *Perspectives*, Autumn/Winter 1999
- "Ohio's Holiday Treats," *Ohio*, Dec./Jan. 1999
- "Evolution on Ice," *Perspectives*, Autumn/Winter 1998
- "Undiscovered Lakelands/Seneca Lake," *Midwest Living*, June 1998.
- "Timeless Journeys," *Midwest Living*, April 1998.
- "Relishing the Cranberry," *Ohio*, Dec./Jan. 1998.
- "Ohio River Weekend Trip," *Midwest Living*, May 1997.
- "Postcards from Paradise," *Ohio* travel section, three briefs each issue, November 1995 to May 1997.
- "Helping Hands," *Acoustic Guitar*, March 1997.
- "Snow Rider," *Ohio*, February 1997.
- "A Soulful of Jelly," *Ohio*, February 1996.
- "Tradition," *Ohio*, June/July 1995.
- "Ohio River," in *20 Great Weekend Getaways*, *Midwest Living*, April 1994.
- "A Link to the Past," *Ohio Week*, March 1994.
- "A Greenhouse Grows in Stewart," *Ohio Week*, March 1994.
- "King Midget: The Little Car That Made it Big," *Vista USA*, Fall 1993.
- "A Weekend in Winnipeg," *Midwest Living*, June 1993.
- "Kayaking the Sea of Cortez," *Vista USA*, Winter 1991/92.

- "The Fuss About Clams," *Ohio*, June 1992.
- "Ohio River Reverie," *Midwest Living*, May 1989.
- "Rest in Peas," *Ohio*, June 1989.
- "A Puzzling Pastime," *Vista USA*, Summer 1989.
- "Statewide Restaurant Guide," *Ohio*, March 1989.
- "The Athens of Athens," *Ohio*, October 1988.
- "Ohioguide" and "Statewide Restaurant Guide," *Ohio*, September 1988.
- "Ohioans -- The Athenian Midget," *Ohio*, June 1988.
- "Ohioguide," *Ohio*, May 1988.
- "Tradition," *Ohio*, February 1988.
- "Restaurant Guide," *Ohio*, September 1987.
- "Run? Are You Kidding?" *Ohio Runner*, June 1987.
- "Owning a Piece of the Plant," *Ohio Business*, February 1987.
- "Romance on the Road," *Cyclist*, February 1987.
- "Power from the People," *Beacon* (Akron Beacon Journal), July 1986.
- "Organizing A Masters Swimming Club," *Tri-Athlete*, June 1986.
- "More than a `Wing and a Prayer,'" *Ohio Business*, August 1985.
- "Animal Biotechnology," *OU Today*, Ohio University, Spring 1985.