

David Cassilo

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EDUCATION

Kent State University <i>Ph.D. in Journalism and Mass Communication</i>	Kent, Ohio May 2019
Northwestern University <i>M.S. in Journalism</i>	Evanston, Ill. December 2011
Villanova University <i>B.A. in Communication Studies</i>	Villanova, Pa. May 2010

EMPLOYMENT

Assistant Professor School of Communication & Media Kennesaw State University	Fall 2019-Present
Research and Teaching Assistant School of Journalism and Mass Communication Kent State University	Fall 2015-Spring 2019

RESEARCH

Journal Articles

- Cassilo, D. (in press). Shifting the coverage: Understanding why reporting and attitudes changed about the NFL and player safety. *Journal of Sports Media*.
- Cassilo, D., & Coombs, D. (in press). International media coverage of the Pakistan Super League. *International Journal of Sport Communication*.
- Cassilo, D. (2020). Royce White, DeMar DeRozan and Media Framing of Mental Health in the NBA. *Communication & Sport*, 2167479520933548.
- Cassilo, D. (2019). Privacy violations and mobile streaming video: examining organizational social media policies and Antonio Brown's Facebook live stream. *Sport in Society*, 1-17.
- Coombs, D., Lambert, C., Cassilo, D., & Humphries, Z. (2019). Flag on the play: Colin Kaepernick and the protest paradigm. *Howard Journal of Communication*, 1-20.
- Cranmer, G., Cassilo, D., & Sanderson, J. (2019). Social media discourse about Division-I football players' early exit announcements: The role of expressed fandom. *Communication & Sport*.
- Sanderson, J., & Cassilo, D. (2019). "I'm glad I played when the country still had gonads": Bottom-up framing around Pop Warner's kickoff policy. *Journal of Sports Media*, 14(1), 1-22.
- Sanderson, J., & Cassilo, D. (2019). "Support is what really helped me get through": Investigating athletes' pursuit and receipt of social support during concussion recovery. *Journal of Athlete Development and Experience*, 1(1), 3.

- Shrader, J., & Cassilo, D. (2019). Home field advantage? Exploring credibility of British and American announcers covering United States soccer. *Soccer & Society*, 1-15.
- Cassilo, D., & Sanderson, J. (2018). From social isolation to becoming an advocate: Exploring athletes' grief discourse about lived concussion experiences in online forums. *Communication & Sport*.
- Cassilo, D., & Sanderson, J. (2017). "They hired a baseball guy": Media framing and its influence on the isomorphic tendencies of organizational management in professional football. *International Journal of Sport Communication*, 10(3), 290-306.
- Coombs, D., & Cassilo, D. (2017). Athletes and/or activists: LeBron James and Black Lives Matter. *Journal of Sport and Social Issues*, 41(5), 425-444.
- Cassilo, D., & Sanderson, J. (2016). "I don't think it's worth the risk": Media framing of the Chris Borland retirement in digital and print media. *Communication & Sport*, 6(1), 86-110.

Book Chapters

- Hull, K., Romney, M., & Cassilo, D. (2019). Tune it or stream it? Can millennials and the Internet save ESPN? In G. G. Armfield, J. McGuire, & A. Earnheardt (Eds.), *The ESPN aftereffect and the changing sports media marketplace*. New York: Peter Lang Publishing, Inc.

CONFERENCE PAPER PRESENTATIONS

- Cassilo, D., Hull, K., & Romney, M. (April, 2020). Hulu and Netflix have everything I need: How college students impact the future of fable and streaming subscriptions. Broadcast Education Association Conference, Las Vegas, NV. (Conference canceled)
- Cranmer, G., Cassilo, D., & Sanderson, J. (November, 2019). Social media discourse about Division-I football players' early exit announcements: The role of expressed fandom. Annual Conference of National Communication Association, Baltimore, MD. **Selected as Top Paper in Communication and Sport Division.**
- Coombs, D., & Cassilo, D. Media coverage of the Pakistan Super League (Cricket). (August, 2019). Annual Conference of the Association for Education in Journalism and Mass Communication, Toronto, ON.
- Cassilo, D., & Sanderson, J. From denying it happened to becoming an advocate: Athletes' discussion recovery disclosures and grief management in online forums. (November, 2018). Annual Conference of National Communication Association, Salt Lake City, UT.
- Cassilo, D., & Humphries, Z. Why do you follow? A closer look at sport fan engagement with athletes on Twitter. (August, 2018). Annual Conference of the Association for Education in Journalism and Mass Communication, Washington, DC.
- Cassilo, D. Privacy violations and mobile streaming video: Examining organizational social media policies and Antonio Brown's Facebook Live Stream. (November, 2017). Annual Conference of National Communication Association, Dallas, TX. **Selected for Top Papers in Communication and Sport Division.**

Cassilo, D. Media's impact on the 2016 presidential election: Comparing agenda-setting theory and spiral of silence theory. (October, 2017). Annual Conference of the Ohio Communication Association, Springfield, OH.

Sanderson, J., & Cassilo, D. Contributing to the decline of the American male: Bottom-up framing of Pop Warner safety policies. (August, 2017). Annual Conference of the Association for Education in Journalism and Mass Communication, Chicago, IL.

Coombs, D., Lambert, C., Cassilo, D., & Humphries, Z. "Kap takes a knee": A media framing analysis of Colin Kaepernick's anthem protest. (March, 2017). International Public Relations Research Conference, Orlando, FL.

Cassilo, D., & Sanderson, J. "I don't think it's worth the risk": Media framing of the Chris Borland retirement in digital and print media. (August, 2016). Annual Conference of the Association for Education in Journalism and Mass Communication, Minneapolis, MN. **Second Place Faculty Paper in Sports Communication Interest Group.**

Cassilo, D. Media Framing of Concussions in the NFL: How the Chris Borland retirement was portrayed by digital media. (March, 2016). Ninth Summit on Communication and Sport, Grand Rapids, MI.

PROFESSIONAL MEMBERSHIPS

Association for Education in Journalism and Mass Communication
International Association for Communication and Sport
National Communication Association

INVITED SPEAKING/PRESENTATION

Kennesaw State University
Social Media Education – Men's Basketball

I was invited by the men's basketball coaching staff at Kennesaw State University to give a presentation to the team focusing on social media training and personal branding.

Clemson University
Department of Communication
Spring 2019 Colloquium

I was invited to give a research talk to faculty about the media coverage of health issues within sport, specifically focusing on head injuries in football.

TEACHING EXPERIENCE

Kennesaw State University
JOUR 3300: News Reporting/Writing

Kennesaw, Ga.
Fall 2019-Present

- An introductory course on reporting and writing for digital and broadcast platforms

JOUR 4410: Investigative Reporting

Spring 2020-Present

- This course teaches students how to move beyond basic news reporting and how to develop strong story ideas, report them thoroughly and write them in compelling and impactful ways

JOUR 4420: Advanced Media Writing

Summer 2020-Present

- This course teaches students how to develop feature stories focused on engaging audiences on digital platforms

COM 2135: Writing for Public Communication

Fall 2019-Present

- Course directed to make students effective communicators across writing styles and formats commonly used in journalism and professional communication

Kent State University

Kent, Ohio

JMC 26001: Writing Across Platforms

Fall 2017-Fall 2018

- An introductory course on reporting and writing for multimedia journalism

JMC 46020: Magazine Design

Fall 2016

- An introduction to magazine design principles and Adobe InDesign

John Carroll University

University Heights, Ohio

CO-195: Photoshop

Spring 2017

- An introduction to photo design, editing skills, and Adobe Photoshop

Cleveland State University

Cleveland, Ohio

COM 425: Publication Design

Spring 2015

- An introduction to design skills and principles across various print and online platforms, including Adobe Photoshop, InDesign, Dreamweaver and WordPress

University of Akron

Akron, Ohio

COMM 7600: Sports Reporting in the Digital Age

Spring 2014

- Upper-level course on sports reporting and journalism with an emphasis on digital platforms, including social media, blogging, and digital reporting

Olivet College

Olivet, Mich.

JMC 250: Photoshop

Spring 2013

- An introduction to photo design and editing skills with Adobe Photoshop

PROFESSIONAL SERVICE

Faculty Advisor

Fall 2019-Present

Society of Professional Journalists

Kennesaw State University

Ad Hoc Committee

Fall 2020-Present

School of Communication & Media Student Success Committee

Ad Hoc Reviewer for:

Communication & Sport

The Communication Review

The Howard Journal of Communication

International Review for the Sociology of Sport

Soccer & Society

PROFESSIONAL EXPERIENCE

Bleacher Report/Turner Sports

Freelance writer

Cleveland, Ohio
August 2016-August 2017

- Reported and wrote stories for NBA coverage focused on Cleveland Cavaliers

Advance Ohio, The Cleveland Plain Dealer

Reporter

Cleveland, Ohio
September 2013-July 2015

- Beat reporter for Northeast Ohio high school athletics, while contributing to college and professional athletics coverage
- Wrote stories, shot and edited videos, and maintained social media platforms

Lansing State Journal

Reporter

Lansing, Mich.
May 2012-August 2013

- Beat reporter for Lansing high school sports coverage and contributor to college athletics coverage
- Generated digital and video stories, while maintaining content for blog and website

Men's Health Magazine

Freelance writer

New York, N.Y.
March 2012-February 2014

- Reported and wrote sports health and physical activity stories for magazine

Popular Science Magazine

Freelance writer

New York, N.Y.
March 2012-December 2015

- Reported and wrote stories related to sports product innovation and technology for magazine

USA Today

Freelance writer

McLean, Va.
January 2012-September 2013

- Reported and wrote feature and web sports stories for online and print publication

SLAM Magazine

Contributing writer

New York, N.Y.
September 2010-Present

- Reported and wrote feature stories related to basketball for magazine and website

Comcast SportsNet Philadelphia

Intern

Philadelphia, Pa.
Spring 2010

- Edited and maintained website and blog through content management system

Newsday

Intern

Melville, N.Y.
Summer 2009

- Wrote daily print, web, and blog stories related to New York sports
- Maintained website's social media and online presence, as well as copy edited print materials

WFAN-NY

Intern

New York, N.Y.
Summer 2008

- Produced audio clips and content for radio use, while coordinating archive projects