

Sarah B. Fisher, PhD, MIB, MALAS

Curriculum Vitae

Academic Experience

<i>Assistant Professor of Multimedia Journalism</i> Lamar D. Fain College of Fine Arts, Department of Communication Midwestern State University - Wichita Falls, Texas	2026 – present
<i>Assistant Professional Professor of Digital Journalism</i> <i>Faculty Advisor – Island Waves Student News Publication</i> School of Arts, Media & Communication Texas A&M University - Corpus Christi, Texas	2023 – 2024
<i>Instructor of Record, Graduate Teaching Assistant, Graduate Research Assistant</i> Department of Journalism University of Florida, Gainesville, Florida	2019 – 2022
<i>Instructor of Record, Graduate Teaching Assistant</i> College of Journalism and Communications, Department of Public Relations University of Florida, Gainesville, Florida	2010 – 2011

Education

PhD - Doctor of Philosophy in Mass Communication University of Florida - College of Journalism and Communications <i>Dissertation: "The Line Between News and Strategic Communication"</i> <i>Specialization in International Business</i>	2019 – 2022
MIB - Master of International Business (combined degree: MIB/PhD) University of Florida - Warrington College of Business	2020 - 2021
MALAS - Master of Arts in Latin American Studies University of Florida - Center for Latin American Studies <i>Specialization in International Communication</i>	2010 - 2018
BSJ - Bachelor of Science in Journalism University of Florida - College of Journalism and Communications <i>Specialization in Photojournalism</i>	2003 - 2005

Teaching

Midwestern State University

Fall 2026 *Media Writing and Reporting*, MCOM 2243
 Writing for the Digital World, MCOM 1603
 Mass Media & Society, MCOM 1233
 Photojournalism, MCOM 3103

Texas A&M University - Corpus Christi

Spring 2024 *Media & Society*, MEDA 1307
 Media Industries, MEDA 2367
 Photojournalism, MEDA 3340

Fall 2023 *Multimedia Journalism*, MEDA 3314
 Media & Society, MEDA 1307
 First Amendment & Ethical Issues, MEDA 4341

University of Florida

Fall 2021 *Visual Media Entrepreneurship*, JOU 4930

Spring 2021 *Visual Journalism*, JOU 3220C

Fall 2020 *Visual Journalism*, JOU 3220C

Spring 2020 *Visual Journalism*, JOU 3220C

Spring 2011 *Visual Design for Public Relations* (labs), PUR 4103

Fall 2010 *Visual Design for Public Relations* (labs), PUR 4103

Course Development

Texas A&M University - Corpus Christi

Fall 2023 *Multimedia Journalism*, MEDA 3314
Developed and taught journalism production course focused on storytelling using multimedia. Instructed the process from formation of ideas to collecting information to developing multimedia stories using the Adobe Creative Cloud.

University of Florida

Spring 2020 *Visual Journalism*, JOU 3220C
Developed and taught journalism production course for core curriculum. Guided students through the planning and creation of journalism stories, including information-gathering, creative production, and multimedia journalism design using the Adobe Creative Cloud.

Fall 2021 *Visual Media Entrepreneurship*, JOU 4930
Developed and taught upper-level media business course for communications curriculum.

Research

Peer-Reviewed Conference Presentations

Fisher, S. (2026, April 17-21). *Trusting the Machine: The Authenticity Model for Trust Building in Journalism During the Rise of Artificial Intelligence* [Research Symposium: Communicating in an AI Driven World: The Impact of AI on Creators and Consumers of News and Entertainment]. Broadcast Education Association 71st Annual Conference, Las Vegas, NV, United States. <https://www.beaweb.org/conv/>

Fisher, S. (2025, April 5-8). *Generational Differences in News Values* [Research Committee Special Call on the 2024 Election Cycle: Top Papers session]. Broadcast Education Association 70th Annual Conference, Las Vegas, NV, United States. <https://www.beaweb.org/conv/>

Fisher, S. (2024, August 8-11). *The Scale Theory for Social Media Trust: Maintaining Trust After the Fairness Doctrine* [Poster session]. Association for Education in Journalism and Mass Communication 107th Annual Conference, Philadelphia, PA, United States. <https://community.aejmc.org/conference/home>

Fisher, S. (2024, April 13-16). *Examining the Combination of Truth and Fiction in Online News Using the Truth Theory* [Research Symposium: The Impact of Disinformation and Misinformation on a Democratic Society]. Broadcast Education Association 69th Annual Conference, Las Vegas, NV, United States. <https://www.beaweb.org/conv/>

Fisher, S. (2024, April 13-16). *Ethical Visual Journalism for Generation Z* [Scholar-to-Scholar Digital Research Poster Session]. Broadcast Education Association 69th Annual Conference, Las Vegas, NV, United States. <https://www.beaweb.org/conv/>

Fisher, S. (2024, March 1-2). *Social Media Trust: A Framework for Maintaining the People's Trust After the Fairness Doctrine* [Conference session]. Association for Education in Journalism and Mass Communication Midwinter Conference, Norman, OK, United States. <https://www.ou.edu/gaylord/news-events/events/aejmc-midwinter-conference>

Fisher, S. (2022, June 30). *Teaching Journalism Ethics for Press Freedom* [Conference session]. World Journalism Education Congress, Online Conference. <https://wjec.net/2022-online-conference>

Fisher, S. (2021, August 4-7). *Media Parenting Styles: A Typology of Parental Guidance of Electronic Media Use* [Poster session]. Association for Education in Journalism and Mass Communication 104th Annual Conference, Virtual Event, United States. <http://aejmc.org/events/virtual21/>

Fisher, S. (2021, May 20-21). *Why Alternative Media is the Future* [Conference session]. 14th World Media Economics and Management Conference, Virtual Event, Rome, Italy. <http://wmemc2020.luiss.it>

Fisher, S. (2021, May 20-21). *Restoring Community Journalism in the Digital Age: A Business Model* [Conference session]. 14th World Media Economics and Management Conference, Virtual Event, Rome, Italy. <http://wmemc2020.luiss.it>

Fisher, S. (2021, March 18-20). *Are the Internet Fact Checkers Working or Backfiring?* [Research session]. Association for Education in Journalism and Mass Communication 46th Annual Southeast Colloquium, Virtual Event, Columbia, SC, United States. <https://www.elon.edu/u/academics/communications/aejmc-southeast-colloquium-2021>

Fisher, S. (2021, March 18-20). *Strategies to Increase Parent-Child Trust Through Limiting Electronic Media Use* [Research session]. Association for Education in Journalism and Mass Communication 46th Annual Southeast Colloquium, Virtual Event, Columbia, SC, United States. <https://www.elon.edu/u/academics/communications/aejmc-southeast-colloquium-2021>. (*Second Place Student Paper, conference wide*).

Fisher, S. (2020, August 6-9). *Media Parenting: Why Some Parents Are Limiting Their Children's Electronic Media Use* [Poster session]. Association for Education in Journalism and Mass Communication 103rd Annual Conference, Virtual Event, San Francisco, CA, United States. <http://aejmc.org/events/sanfrancisco20/>

Fisher, S. & Freeman, J. (2020, August 6-9). *Discovering the Secrets of Successful Photojournalism Programs During Industry Decline* [Conference session]. Association for Education in Journalism and Mass Communication 103rd Annual Conference, Virtual Event, San Francisco, CA, United States. <http://aejmc.org/events/sanfrancisco20/>

Fisher, S. (2020, May 20-24). *Media Parenting: Opportunities for Future Generations* [Conference session]. World Media Economics and Management Conference, Rome, Italy. <http://wmemc2020.luiss.it> (Conference canceled)

Conference Teaching Presentations

2024 **Teaching Assessment Bootcamp:** “Media Literacy Assessment ‘Challenge.’” (2024, April 13-16) Broadcast Education Association 69th Annual Conference, Las Vegas, NV, United States. <https://www.beaweb.org/conv/>

2022 **Innovations in Teaching:** “Survival Entrepreneurship.” (2022, August 3-6). Association for Education in Journalism and Mass Communication 105th Annual Conference, Virtual Event, Detroit, MI, United States. <https://community.aejmc.org/events/event-description?CalendarEventKey=d0a5646f-abbc-4cd7-bf48-44158912e32a&Home=/home>

2021 **Great Ideas For Teaching Students:** “The Mentoring Model: Eliminating Redundancies for Improved Online Higher Education.” (2021, May 27-31). International Communication Association 71st Annual Conference (ICA), Virtual Event, Denver, CO, United States. <https://www.icahdq.org/resource/resmgr/conference/2021/2021-printprogram.pdf>

2021 **Innovations in Teaching:** “Open Houses for Online Mentoring.” (2021, August 4-7). Association for Education in Journalism and Mass Communication 104th Annual Conference, Virtual Event, United States. <http://aejmc.org/events/virtual21/>

2020 **Great Ideas for Teaching in Journalism:** "*Investigations Inspire Curious Minds to Discover the Joy of Learning.*" (2020, March 19-21). Association for Education in Journalism and Mass Communication 45th Annual Southeast Colloquium, Virtual Event, Memphis, TN, United States. <https://www.memphis.edu/jrsm/news/southeast2020.php>

Publications

Book Chapters

Fisher, S. (2027). Trusting the Machine: The Authenticity Model for Trust Building in Journalism During the Rise of Artificial Intelligence. In *Broadcast Education Association Symposium Book: Communicating in an AI Driven World: The Impact of AI on Creators and Consumers of News and Entertainment*. (Accepted 08/05/26).

Books

Fisher, S. (2024). *How to Find Truth Online – Media Literacy Guidebook*. Texas A&M University – Corpus Christi, Library Repository. <https://hdl.handle.net/1969.6/98107>

Journal Articles

Fisher, S. (2024). Media Literacy Assessment Challenge. *Journal of Media Education*. 15(3), 14-20. <https://www.calameo.com/journal-of-media-education/read/0000917894c500860ca63>

Conference Proceedings

Fisher, S. (2025). *Journalism Defined* [Conference proceedings]. 7th World Journalism Education Congress, San Francisco, CA, United States. <https://wjec.info/wp-content/uploads/2025/09/Full-proceedings-as-on-Sept-11.pdf>

Industry Experience

2006-2010 **Photo Editor**
UF Health Communications
Developed a photography department for the Health and Science public relations office at the University of Florida. Managed all news-related photo materials for the six colleges and multiple research centers/institutes. Relationship building with key internal/external leaders. Edited visual brochures, magazines, multimedia, and news releases.

2011-2012 **Photojournalism Stringer**
The Gainesville Sun Daily Newspaper
<https://www.gainesville.com>

The Guardian
<https://www.gainesville.com/news/guardian/>

Photographed stories, including coverage of underserved communities and businesses, for the daily *Gainesville Sun* publication and the weekly *Guardian* publication.

- 2005-2019 ***Photojournalism Business Owner***
Sarah K Photography
 International documentary photography for magazine & nonprofit publications.
- 2003-2005 ***Project Assistant for Pharmaceutical Research***
Antimicrobial Resistance Management Program at the University of Florida
 Prepared reports on antibiotic resistance for national and international hospitals.

Awards and Grants

- 2024 **Zero Textbook Cost (ZTC) Stipend OER (\$3,500)**, Mary and Jeff Bell
 Library's OER Working Group at Texas A&M University - Corpus Christi
 Authored a textbook housed in the repository: *"How to Find the Truth Online"*
<https://hdl.handle.net/1969.6/98107>
- 2024 **I-Know Program Course Implementation Stipend (\$500)**, I-Know Program at
 Texas A&M University - Corpus Christi
- 2021 **Second Place Student Paper Award (Conference Wide):** *"Strategies to Increase
 Parent-Child Trust Through Limiting Electronic Media Use"* (2021, March 18-20).
 Association for Education in Journalism and Mass Communication Southeast
 Colloquium
- 2010 **Third Place - Global Culture Photography Award and Exhibit**
"Looking To The Future, Rugerero, Rwanda"
 Faculty, Staff and Alumni Category
 University of Florida Gallery
- 2009 **Second Place/Silver Award - Golden Gator Production Awards**
(Awarded 2 Silver awards)
 Photography Category
 University of Florida
- 2009 **First Place/Gold Award - Golden Gator Production Awards**
 Newsletter Category: Health Science Center, The Post
 University of Florida
- 2008 **First Place - Global Culture Photography Award and Exhibit**
"Havana, Cuba"
 Faculty, Staff & Alumni Category
 University of Florida Gallery
- 2008 **First Place/Gold Award - Golden Gator Production Awards**
 Newsletter Category: Health Science Center, The Post
 University of Florida
- 2007 **First Place/Gold Award - Golden Gator Production Awards**
 Newsletter Category: Health Science Center, The Post
 University of Florida

- 2006 **First Place /Gold Award - Golden Gator Production Awards**
 Newsletter Category: Health Science Center, The Post
 University of Florida
- 2006 **Second Place - Global Culture Photography Award and Exhibit**
"Fishing Dream, Seine Bight, Belize"
 Photojournalism Category
 University of Florida Gallery
- 2005 **First Place - Global Culture Photography Award and Exhibit**
"The Dory, Seine Bight, Belize"
 Photojournalism Category
 University of Florida Gallery
- 2005 **University Scholars Program Grant (\$1,500)**
 Photographic Research at the University of Florida: *The Americanization of Western Europe*. Advisor: John Freeman, Associate Professor
- 2005 **Florida FlyIns Photojournalism Exhibit "Placencia Belize in Words & Pictures"**
"Fishing Dream, Seine Bight, Belize"
 University of Florida Gallery
- 2004 – 2005 **John S. and James L. Knight Foundation Scholarship (\$1,500)**
 University of Florida, College of Journalism and Communications

Industry Publications

Over the past two decades, my photojournalism work (former/maiden name: **Sarah Kiewel**) has been published in most major newspapers in the U.S., numerous magazines, online publications, university and science publications worldwide, *including* (but not limited to) the following examples:

AOL News	Modern Healthcare
Yahoo News	MSNBC, NBC
Associated Press	National Institutes of Health
Chicago Tribune	National Geographic News
Children's Miracle Network	Physicians Practice
Dartmouth Institute	Science Daily
Endocrine Today magazine	The Telegraph
Explore Magazine	The Chronicle of Higher Education
Florida Healthcare Guide	Time Magazine
Florida magazine	USA Today
Florida Physician magazine	World Magazine
Florida Tomorrow publications	
Florida Trend magazine	
Futurity	
Gainesville Sun	
Live Science	
Medicine World	

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Leadership

2026-present	Division Vice Chair , Curriculum, Assessment & Administration Division (CAA) Broadcast Education Association (BEA)
2023 - 2024	Faculty Advisor , Island Waves student news publication: training sessions and leadership, Texas A&M University- Corpus Christi, Texas
2009	Workshop/conference Leader , "Journalism Storytelling," conference for local journalists. The Life Center, Kurdistan, Iraq. Nov 17-20, 2009
2008-2009	Workshop Leader , "Photography for Medical Students," at the University of Florida College of Medicine, Gainesville, Florida

Academic Service

University Service:

2023 - 2024	Faculty Search Committee Member - Media Studies Tenure-Track position at Texas A&M University – Corpus Christi
2024	I-Know Program course implementation , I-Know Program at Texas A&M University - Corpus Christi
2023 - 2024	Zero Textbook Cost (ZTC) OER course implementation , Mary and Jeff Bell Library's OER Working Group at Texas A&M University - Corpus Christi

Professional Service:

	Division Vice Chair
2026-present	Curriculum, Assessment & Administration Division (CAA) Broadcast Education Association (BEA)
	Contest Judging
2023	Best of Digital Contest - Website category, large universities Association for the Education in Journalism and Mass Communication (AEJMC)
	Journal Reviewer
2026	Journal of Media Education
2025	Journalism and Mass Communication Educator
	Conference Paper Reviewer
2026	Broadcast Education Association Annual Conference <i>News Division, Research Division, Interactive Media & Emerging Technologies Division</i>
2025	Broadcast Education Association Annual Conference <i>Service Learning & Community Engagement Division, Research-in-Progress</i>
2025	Association for Education in Journalism and Mass Communication <i>Mass Communication and Society Division</i>
2024	Association for Education in Journalism and Mass Communication

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Mass Communication and Society, Political Communication, Visual Communication

2024	Broadcast Education Association Annual Conference
2023	Association for Education in Journalism and Mass Communication <i>Mass Communication and Society Division,</i>
2023	Association for Education in Journalism and Mass Communication Southeast Colloquium, <i>Visual Communication Division</i>
2023	International Communication Association, <i>Journalism Studies Division</i>
2022	International Communication Association, <i>Journalism Studies Division</i>
2022	Association for Education in Journalism and Mass Communication <i>Political Communication Division, Visual Communication Division</i>
2021	Association for Education in Journalism and Mass Communication <i>Political Communication Division</i>
2020	Association for Education in Journalism and Mass Communication, <i>Political Communication Division</i>
2020	Association for Education in Journalism and Mass Communication Southeast Colloquium, <i>Visual Communication Division</i>