

Jeffrey B. Rutenbeck, Ph.D.  
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## **Education**

Ph.D. University of Washington, 1990, Communication.  
M.A. University of Missouri-Columbia, 1986, Journalism.  
B.A. The Colorado College, 1983, History/Political Science.

## **Professional Experience**

### **Academic:**

Professor and Dean, School of Communication, American University (2012-present).

Professor and Dean, Division of Communication and Creative Media (CCM), Champlain College (2006 – 2012).

Director of Digital Media Studies, University of Denver (1996-2006)

Assistant/Associate Professor, Department of Mass Communications and Journalism Studies, University of Denver (1990-2006).

International Digital Media and Arts Association - President (2003-2005) and Chair of the Board (2005-2010).

Teaching Assistant, University of Washington, 1986-1989. Conducted laboratory courses in writing for the media, mass media and society, history of communications.

Teaching Assistant, University of Missouri- Columbia, 1985-1986, for undergraduate class in Mass Media and Society.

### **Selected Consultancies/Non-Academic Employment:**

Consultant, Science and Engineering Indicators (National Science Foundation), June 2013.

Consultant/Program Reviewer, Digital Arts and Multimedia Design, La Salle University, April 2012.

Consultant, Miami University (Ohio) with Annette Stott, conducted workshops on the role of digital media in traditional art curricula, October 2004.

Consultant, Cable Center, developed "Understanding Cable" course delivered onsite at Cable Center (with Robert Thalman), March 2004.

Consultant, Time Warner, developed intensive 2-day workshop "Executive Survival for the Internet Age," Greensboro, North Carolina, July 2002.

Consultant, Canisius College, Buffalo, NY, developed curriculum and program proposal for setting up a B.S. degree in Digital Media Arts (Summer 1999-2003).

Consultant, Guangzhou Daily Press Group, Guangzhou, China, delivered two one-week workshops on the intersection between journalism and new media (with Laura Ruel) (June 2001).

Consultant/Developer, University of Denver, designed and built a complete prototype hypertext-based student portfolio system for the Bachelor of Professional Studies program at University College, University of Denver, 1998.

Consulting Relations Partner, Microsoft Corporation, Redmond, WA, June 1989-1994.

Consultant, Miscellaneous computer consultancies with Adolf Coors, Co., R.J. Reynolds, Inc., City of Englewood, SofTeach Corp., Cintar, Inc., Computer Skills, Inc., Computer Academy of Denver, and others, May 1990-1994.

Consultant, United States Air Force Space Command. Designed executive support-level training materials and conducted executive training sessions of top-ranking officers in USAFSC, December 1991-February 1992.

Consultant, Microsoft Corporation. Designed support-level training materials and conducted support-level training sessions on Microsoft Word for Windows 1.0 at Hewlett-Packard in San Jose, CA, and Fort Collins, CO, July 1990-November 1990.

Consultant, Microsoft Corporation. Designed computer-based curriculum for Microsoft's annual Word User Conference and conducted user training sessions, Seattle, WA, November 1990.

Development Support Engineer/Programmer's Assistant, Microsoft Corporation, Redmond, WA, June 1987-June 1989.

Marketing Support Assistant, International Business Machines, Inc., Colorado Springs, CO, May 1982-June 1983.

## **Research & Publications**

### **Selected Books, Articles and Book Chapters:**

- Rutenbeck, Jeffrey B., "The New Literacy Challenge: Coming to Terms with the Processes and Practices of Digitization," in The Computer Culture Reader, Ruggill, Judd and McCallister, Ken (eds.) Cambridge Scholars Publishing (2008).
- Rutenbeck, Jeffrey B., "Bit by Bit by Bit: Hypercomplexity, Digital Media Studies, and Higher Education," in Language and Media 2nd WWW - a network of metaphors (Polish), A. Dytman-Stasieńko, J. Stasieńko (eds.) Strona internetowa jako przedmiot badań naukowych, Wrocław 2008.
- Rutenbeck, Jeffrey B. "Bit by Bit by Bit: Hypercomplexity and Digital Media Studies," International Digital Media and Arts Association Journal, Vol. 3, No. 1, Spring 2006.
- Rutenbeck, Jeffrey B. Tech Terms: What Every Communication and Digital Media Professional Should Know, Focal Press, 2006.
- Rutenbeck, Jeffrey B. "Middletown Media Study: Catching a Glimpse of Post-Media Complexity," International Digital Media and Arts Association Journal, Vol. 1, No. 1, Spring 2004.
- Blair, Chris and Rutenbeck, Jeffrey B. "Digital Media and Arts Education: A First Look," International Digital Media and Arts Association Journal, Vol. 1., No. 2, Fall 2004.
- Rutenbeck, Jeffrey B. "iDMAa Academic Program Case Study: Digital Media Studies, University of Denver," International Digital Media and Arts Association Journal, Vol 1., No. 2., Fall 2004.
- Rutenbeck, Jeffrey B. "The Five Greatest Challenges of the Digital Age," Library Journal: NetConnect, Fall 2000.
- DeSonne, Marcia L., Rutenbeck, Jeffrey B., Allison, Arthur W., Yadon, Robert E., Tech Terms 2<sup>nd</sup> ed., (Washington, D.C.: National Association of Broadcasters, 2000).
- Rutenbeck, Jeffrey B. "A Gilded Age," in Three Centuries of American Media, Lloyd Chiasson, ed., (Englewood, CO: Morton Publishing Co., 1999): 141-154.
- Rutenbeck, Jeffrey B. "Carole Forristal Waldschlager Bechen," in Three Centuries of American Media, Lloyd Chiasson, ed., (Englewood, CO: Morton Publishing Co., 1999): 377.
- Rutenbeck, Jeffrey B. "Rowell's American Newspaper Directory," in History of Mass Media in the United States An Encyclopedia, Margaret A. Blanchard, ed., (Chicago: Fitzroy Dearborn Publishing Co., 1999).

Rutenbeck, Jeffrey B., "Cyberspace: Promise and Perfidy," First Amendment Congress Newsletter (reprinted in San Francisco Examiner and many other papers across the country), Vol. 9, No. 2 (Spring 1996): pp. 1,3,4.

Rutenbeck, Jeffrey B. "Palmer Hoyt," in American Newspaper Publishers, 1950-1990: Journal of Literary Biography, Perry Ashley ed., Vol. 127 (Detroit: Bruccoli Clark Layman, 1993): 143-150.

### **Selected Refereed Journal Articles and Juried Creative Work:**

Rutenbeck, Jeffrey B. (et al), Second Place, Best of Web, Association for Educators in Journalism and Mass Communications national conference, Toronto, Canada, August 2004.

Rutenbeck, Jeffrey B. First Place, Best of Web, Association for Educators in Journalism and Mass Communications national conference, co-sponsored by Visual Communication Division and the Communication Technology Technology and Policy Division, Phoenix, AZ, August 2000.

Rutenbeck, Jeffrey B. "The Rhetoric of Boosterism and Independence in Late 19th-Century California Journalism," American Journalism, Fall 1996.

Rutenbeck, Jeffrey B. "Editorial Coverage of Anti-abolitionist Violence: A Study of Early Nineteenth-Century 'Viewsflow'," Journal of Communication Inquiry, Spring 1995.

Rutenbeck, Jeffrey B. "Newspaper Trends of the 1870s: Proliferation, Popularization and Political Independence," Journalism and Mass Communications Quarterly, Summer 1995.

Rutenbeck, Jeffrey B., "The Triumph of News Over Ideas in American Journalism: The Trade Journal Debate, 1872-1915," Journal of Communication Inquiry, Winter 1994.

Rutenbeck, Jeffrey B. "The Stagnation and Decline of Partisanship in American Journalism," American Journalism, Winter/Spring 1993.

Rutenbeck, Jeffrey B. "Toward a History of the Ideologies of Partisanship and Independence in American Journalism," Journal of Communication Inquiry, Summer 1991.

Rutenbeck, Jeffrey B. "Editorial Perception of Newspaper Independence: Twelve Major Newspapers and the Presidential Election of 1872," Journalism History, Winter 1990.

Baldasty, Gerald and Rutenbeck, Jeffrey B. "Money, Politics and Newspapers: The Business Environment of press Partisanship in the Late 19th Century" (with Gerald Baldasty), Journalism History, Spring 1988.

**Reviews:**

Rutenbeck, Jeffrey B. "Residual Media," book review in Journalism History, Winter 2008.

Rutenbeck, Jeffrey B. "The Rise and Fall of the Bingham Dynasty," book review in Journalism Quarterly, Fall 1992.

**Selected Refereed Conference Papers:**

Rutenbeck, Jeffrey B. "Bit by Bit by Bit: Hypercomplexity and Digital Media Studies," at the International Digital Media and Arts conference, Miami University, April 2006, Oxford, OH.

Rutenbeck, Jeffrey B. "The Emerging Literacy Crisis: Dimensions and Dilemmas of the 'Digital Practice,'" at the Interactive Media Studies conference, Miami University, October 2003, Oxford, OH.

Rutenbeck, Jeffrey B. "The Advent of Political Advertising in American Journalism," at Association of Journalism and Mass Communication, Western Journalism Historians' Conference, February 1995, Berkeley, CA.

Rutenbeck, Jeffrey B. "The Trade Journal Campaign for Independent Journalism, 1872-1915," at Association of Journalism and Mass Communication, Midwest Journalism Historians Conference, April 1994, Columbia, Missouri.

Rutenbeck, Jeffrey B. "Partisan Press Coverage of Anti-Abolitionist Violence: A Study of Early Nineteenth Century 'Viewsflow,'" at Association of Journalism and Mass Communication, Western Journalism Historians Conference, February 1994, Berkeley, CA.

Rutenbeck, Jeffrey B. "Newspaper Trends of the 1870s: Proliferation, Popularization and Political Independence," at Association of Journalism and Mass Communication, Midwest Journalism Historians Conference, April, 1993, Iowa City, Iowa.

Rutenbeck, Jeffrey B. "The Trade Journal Debate Over the Death of Idea-Centered Journalism, 1872-1915," at Association for Education in Journalism and Mass Communication, Western Journalism Historians Conference, February, 1993, Berkeley, CA.

Rutenbeck, Jeffrey B. "Manton Marble and the New York World: A Case Study of the Stagnation and Decline of the Party Press," at Association for Education in

- Journalism and Mass Communication, West Coast Journalism Historians Conference, 1992, Berkeley, CA.
- Rutenbeck, Jeffrey B. "Boosting California and Community: Rhetoric 'n' Role for Early California Journalism," at Association for Education in Journalism and Mass Communication, West Coast Journalism Historians Conference, February, 1991, Berkeley, CA.
- Rutenbeck, Jeffrey B. "Editorial Perception of Newspaper Independence: 14 Metropolitan Papers and the Presidential Elections of 1872 and 1884," at Association for Education in Journalism and Mass Communication, West Coast Journalism Historians Conference, February, 1989, San Francisco, CA.
- Rutenbeck, Jeffrey B. "TDFs and Trade: The U.S.-Canada Free-Trade Agreement From a Transborder Data Flow Perspective," at International Communication Association, International Division, national meeting, July, 1988, Portland, OR.
- Rutenbeck, Jeffrey B. "Practical and Conceptual Obstacles to International Agreements Concerning Transborder Data Flow," at International Communication Association, Political Communications Division, national meeting, June, 1988, New Orleans, LA.
- Rutenbeck, Jeffrey B. "The Rise of Independent Newspapers and the Changing Role of the Press in the Gilded Age," at Association for Education in Journalism and Mass Communication, History Division West Coast Meeting, February, 1988, Berkeley, CA.
- Rutenbeck, Jeffrey B. "Partisan Press Coverage of Antiabolitionist Violence: A Case Study in Status Quo Journalism," at Association for Education in Journalism and Mass Communication, History Division, national meeting, August, 1987, San Antonio, TX.
- Baldasty, Gerald and Rutenbeck, Jeffrey B. "The Economic Environment of the Press in Late Nineteenth Century America," with Gerald Baldasty, at Association for Education in Journalism and Mass Communication, History Division, national meeting, August, 1987, San Antonio, TX.

### **Selected Conference Presentations**

- Rutenbeck, Jeffrey B., Gilbert, Julanna, and Ross, Paul, "Electronic Portfolios: Where We Are and Where We're Headed," EDUCAUSE, Denver, CO, October 2004.

- Rutenbeck, Jeffrey B., Blair, Chris, "Directions in Digital Media Education," International Digital Media and Arts Conference, March 2004, Orlando, FL.
- Rutenbeck, Jeffrey B., Gilbert, Julanna, and Ross, Paul, "The University of Denver Portfolio Community," annual Syllabus conference, San Jose, CA, July 2003.
- Rutenbeck, Jeffrey B., Gilbert, Julanna, and Ross, Paul, "The University of Denver Portfolio Community," annual Teaching and Technology conference, University of Colorado, Boulder, CO, July 2003.
- Rutenbeck, Jeffrey B. "The New Literacy Crisis," presentation at AEJMC Annual Convention in Phoenix, AZ, August 2000, as part of a panel on "Rethinking the Fundamentals of New Media: What a Tangled Web We Weave."
- Rutenbeck, Jeffrey B., "Adult Learners and Libraries: Learner Needs, Provider Assumptions and Global Opportunities," panel moderator and presenter at the Quality Assurance in Distance Education: Electronic Library Solutions Conference sponsored by the University of Colorado at Colorado springs, Universidad Veracruzana, Colorado Community College Online, and Jones International University, June 2000, Washington, D.C..
- Rutenbeck, Jeffrey B., "Integrating Digital Media Courses into Communications Curricula," presentation to AEJMC regional meeting in Denver, Feb. 2000, sponsored by the Communication Technology and Policy Division.
- Rutenbeck, Jeffrey B. "Commentary on the Evolution from the 19th Century Media to the Impacts of Digital Media Today," for panel on Communications Technology; Production, Aesthetics and Criticism, Broadcast Educator's Association annual meeting, Las Vegas, NV, April 16, 1999.
- Rutenbeck, Jeffrey B. "Using History to Understand Digital Media," AEJMC, Media and New Technology Conference, Boulder, CO, March 1997.

### **Honors and Awards**

- Leadership For Diversity Award, Champlain College, April 2012.
- Distinguished Service Award, International Digital Media and Arts Association, November 2007.
- President Emeritus, International Digital Media and Arts Association, April 2005.
- Teacher/Scholar of the Year, University of Denver, October 2004, United Methodist Church (sponsor).
- Sturm Program Development Grant (lead writer and project manager), \$230,000 to develop digital portfolio system for the School of Communication, February 2001.

Innovation in Higher Education, Electronic Document Systems Foundation. International award for innovation in higher education for DU's Digital Media Studies program, October 2000.

Sturm Professorship for Excellence in Teaching, University of Denver. Three-year award for excellence in teaching (\$30,000), 2000-2003.

Lead Author, John DeHaan Family Foundation Proposal for Technology Enhancements - funded \$181,000 (Spring 2000).

Lead Author, Ted Baum Foundation endowment for digital art – funded \$250,000 (1998-2003).

Spirit of ADA Award, University of Denver (Spring 1999).

Freedom Forum (Gannett Foundation), weeklong Leadership Conference Participant, San Francisco, CA, June 1998.

Faculty technology award from the Center for Teaching and Learning, University of Denver - \$3500 (Summer 1997).

Recipient - Faculty Awareness Award, Learning Effectiveness Program, University of Denver, April 1997.

Faculty Research Award, University of Denver. Grant for continuing research in journalism history, June 1993.

Best Student Paper, Association for Education in Journalism and Mass Communication, West Coast History Division, February, 1989, Berkeley, CA.

Best Student Paper, Association for Education in Journalism and Mass Communication, West Coast History Division, February, 1988, Berkeley, CA.

Warren Price Award for best student paper, Association for Education in Journalism and Mass Communication, August 1987, San Antonio, TX.

Outstanding Teaching Assistant, University of Missouri-Columbia School of Journalism, May 1986.

**Selected Professional Service:**

Evaluator, University of Michigan Press, manuscript titled “Tempest: Geometries of Play,” May 2013.

Chair of the Board, International Digital Media and Arts Association, 2005-2010.



Founding President, International Digital Media and Arts Association  
(<http://www.idmaa.org>), 2003-2005.

Editorial Board, International Digital Media and Arts Association Journal, 2003-2010.

Webmaster, idmaa.org (International Digital Media and Arts Association), 2003-2007.

Webmaster, International Digital Media and Arts Association Journal  
([idmaa.org/journal](http://idmaa.org/journal)), 2004-2007.

Chair, Cable Center Web Advisory Council, 2003-2006 (<http://www.cablecenter.org>).

Evaluator, University of Toronto Press, manuscript in the upcoming “Digital Futures”  
book series titled “e-Crit: Remediating Higher Education,” December 2003.

Member, Privacy Center Planning Committee (<http://www.privacyfoundation.org>)  
(Spring 2000-2004).

Referee, Association for Education in Journalism and Mass Communication, Qualitative  
Studies Division Paper Competition, April 2000.

Reviewer, Department of Education LAAP Grant Proposals, March 2000.

Member, Cable Center Internet Strategy Advisory Board, 1996 – 2006.

Referee, Association for Education in Journalism and Mass Communication, Qualitative  
Studies Division Paper Competition, April 1999.

Referee, Association for Education in Journalism and Mass Communication, Qualitative  
Studies Division Paper Competition, April 1998.

Tenure Review, Wichita State University (Prof. Patricia Dooley), Winter 1999.

Panelist, Association for Education in Journalism and Mass Communication, Media  
Technology and Society conference, University of Colorado, Boulder April 1997.

Referee, Association for Education in Journalism and Mass Communication, Qualitative  
Studies Division Paper Competition, April 1997.

Workshop Co-leader, First Amendment Congress, Cyberrights and Access Working  
Group, Washington, D.C., March 1997.

Respondent, Association for Education in Journalism and Mass Communication, Western  
Journalism Historians Conference, February 1997.

Referee, Association for Education in Journalism and Mass Communication, Western Journalism Historians Conference, February 1997.

Referee, Association for Education in Journalism and Mass Communication, Qualitative Studies Division Paper Competition, April 1996.

Reviewer, Journalism Monographs, Spring 1995.

Referee, Association for Education in Journalism and Mass Communication, Qualitative Studies Division Paper Competition, April 1995.

Panelist, "Mentoring Graduate Students," Association for Education in Journalism and Mass Communication, Western Journalism Historians' Conference, February 1995, Berkeley, CA.

Referee, Association for Education in Journalism and Mass Communication, Qualitative Studies Division Paper Competition, April 1994.

Panelist, "Teaching Graduate Students," Association for Education in Journalism and Mass Communication, Western Journalism Historians' Conference, February 1994, Berkeley, CA.

Discussant, "The Changing Media: Some Recent Issues," Association for Education in Journalism and Mass Communication, Western Journalism Historians Conference, February 1993, Berkeley, CA.

Referee, Association for Education in Journalism and Mass Communication, Qualitative Studies Division Paper Competition, April 1993.

Referee, Association for Education in Journalism and Mass Communication, Qualitative Studies Division Paper Competition, April 1992.

Conference Coordinator, Association for Education in Journalism and Mass Communication, Western Historians Conference, February 1992, Berkeley, CA.

Textbook Reviewer, St. Martin's Press, November 1990. Reviewed proposed textbook manuscript dealing with newswriting and reporting.

**Selected Lectures/Presentations/Media Appearances:**

Presenter, "Your So-Called Digital Life," Senator Patrick Leahy's Conference For Women, Randolph, VT, November 2007.

Interviewee, "A life plan for boomers," Denver Post, July 6, 2007.

Interviewee, "Online spoofs cloud political stances," Denver Post, July 5, 2007.

Interviewee, "Candidates young and old look for edge on the internet," Arizona Republic, June 20, 2007.

Interviewee, "Apple gets head start in online retail," Financial Times, June 10, 2007.

Presenter, "Why You Were Selected as Time's 'Person of the Year'," Chittenden County Rotary, June 2007.

Interviewee, "Cellphone transforming video landscape," Dallas Morning News, April 27, 2007.

Interviewee, "And it's on video," Dallas Morning News, April 22, 2007.

Interviewee, "Citizen Journalists," Richmond Times-Dispatch, April 19, 2007.

Interviewee, "Social network sites battle to befriend US teenagers," Financial Times, December 20, 2006.

Interviewee, "Slippery Slope of Censorship at YouTube," New York Times, October 9, 2006.

Interviewee, "Tops in Tech Savviness," Rocky Mountain News, October 18, 2005.

Interviewee, "Digital archive issue coming home," San Diego Union Tribune, December 20, 2004.

Interviewee, "Even Digital Memories Can Fade," New York Times, November 10, 2004.

Interviewee, "The Flash Mob Phenomenon," FOX News, Denver, CO, July 2003.

Commencement Speaker, Ricks Center for the Gifted and Talented, Denver, CO, June 2002.

Interviewee, "Domain Name Hijacking," KUSA News, Denver, CO, September 2002.

Presenter, "Challenges of the Digital Age," presentation/speech to Rocky Mountain chapter of the Special Libraries Association, Boulder, May 2000.

Interviewee, "Is modern technology creating the illusion of personal relationships with no actual face-to-face contacts?," by Stephen J. O'Brien, Waco Herald-Tribune, April 8, 2000.

Interviewee, television interview/appearance for KUSA Channel 9 in Denver feature on "The Digital Divide" (November 1, 1999).

Interviewee, "Online 'literacy' eludes many in study," by Jim Hughes, The Denver Post, October 31, 1999.

Keynote Speaker, "The New Literacy Crisis," International Association of Business Communicators/Colorado Chapter, Bronze Quill Awards Ceremony, May 25, 1999.

Panelist, "Heidegger, Technology and Digital Culture" sponsored by the Center for Cultural and Religious Theory, University of Denver, September 1998.

Interviewee, "Vatican Steps Up Digital Efforts With Papal Addresses," by Matt Richtel, New York Times, August 14, 1998.

Interviewee, "Computer-Mediated Communication," Mind Extension University/Knowledge TV Cable Television program, June 1998.

Moderator, "Deus Ex Machina: Religion and Cyberspace in the Digital Age," as part of the NewTech 1998 Conference for North American Cardinals and Archbishops, sponsored by the Archdiocese of Denver and DU, April 1998.

Keynote Speaker, "Understanding the Challenges of the Digital Age," keynote address, Constitutional Rights Foundation of Chicago's Illinois Law-Related Education Conference, November 1997.

Interviewed and quoted in Minneapolis Star-Tribune, April 14, 1996, "Neo-Luddites question technology's value."

"Teledemocracy," First Amendment Congress, May 1995.

"Contemplating our Digital Future," University of Denver SOAR Salon, June 1994, September 1994, and September 1995.

"Looking Back to the Future," New York Times, subject of personal profile conducted by reporter Tim Race, May 22, 1994, p. 10, section 3.

"Information is Everything: Everything is Information," Rotary Club, Aspen, CO, December 1993.

"Traveling the Information Superhighway," with Joanne Ostrow of the Denver Post, Colorado Community Initiatives, December 1993.

"Living with the Media," University of Denver Humanities Institute Salon, with Jean Otto, February 1993-March 1993.

"Communications into the 21st Century: Industry Issues, Social Concerns," University of Denver Humanities Institute Salon, February 1992-March 1993.

"Technology, Gender and Other Anxieties in Recent Science Fiction Films," with Laurie Schulze, University of Denver, Mass Communications Colloquium, March 1991.

"Energy Policy and the Press," COAL Energy Seminar, University of Denver, February 1991.

### **Professional Memberships**

International Digital Media and Arts Association  
Association for Education in Journalism and Mass Communication  
Journalism History Division, AEJMC  
Qualitative Studies Division, AEJMC  
Communication Technology and Policy Division, AEJMC  
Visual Communication Division, AEJMC  
Broadcast Educator's Association  
University Film and Video Association  
New Media Consortium