

LELAND GORDON
(Redacted)
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XXXXXX(Cell)

RESEARCH INTERESTS

Hegemonic masculinity, sports media, gender and sport, sports communication, instructional communication, public speaking, rhetoric, referee pedagogy, journalism ethics.

EDUCATION

- MA in Communication Studies, December 2019 – CALIFORNIA STATE UNIVERSITY, SACRAMENTO (Sacramento, CA).
- BA in Journalism (news-editorial option), minor in French language, December 2006 – CALIFORNIA STATE UNIVERSITY, CHICO (Chico, CA).

PROFESSIONAL EXPERIENCE

- College instructor, see specifics below in Teaching Experience section. January 2020-present.
- Editor/traveling public speaker, CBS Sports/MaxPreps.com. August 2010 - August 2017.
- Multimedia journalist, Redding Record Searchlight. April 2009 - May 2010.
- Sports reporter, Chico Enterprise-Record. October 2006 - April 2009.
- Freelance writer and editor (copious publications and websites). February 2006 - present.

TEACHING EXPERIENCE

- Adjunct assistant faculty, Department of Speech Communication, American River College. March 2020 - present. Courses taught: COMM 301 (Public Speaking), COMM 331 (Small Group Communication).
- Part-time faculty, Department of Communication Studies, California State University, Sacramento. January 2020 - May 2020, January 2022-present. Courses taught: JOUR 30 (News Writing), COMS/JOUR 55 (Mass Communication and Society), COMS 4 (Introduction to Public Speaking).
- Teaching Associate, Department of Communication Studies, California State University, Sacramento. January 2019 - December 2019. Courses taught: COMS 4 (Introduction to Public Speaking) and COMS 5 (The Communication Experience).
- Graduate Assistant, Department of Communication Studies, California State University, Sacramento. August 2018 – December 2018. Courses taught: COMS 4, Introduction to Public Speaking (hybrid online).

CURRENT RESEARCH

- “Ranching tri-tips to frosted hair tips: The evolution of hegemonic masculinity through media portrayals of Nolan Ryan and Bryce Harper.” A critical examination of sports media presentations of baseball superstars from different eras and how hegemonic masculinity has evolved in that time.

- “Is That a Foul?: A Qualitative Analysis of High School Basketball Referee Communication.” An ethnographic study on high school basketball referees’ communication acts and if they differ between genders.
- “Evaluations of Masculine Hegemony in Associated Press March Madness Reporting.” A content analysis of word counts and adjective use in NCAA March Madness articles for men and for women.
- “Reformulating High School Basketball Referee Pedagogy.” A theoretical exploration of high school basketball referee training based on theory learned in instructional communication.
- “Kids on the field, and kids in the newsroom: A critical analysis of prep sports reporters’ ethical guidance.” A journalism ethics-based examination of sports media coverage of high school athletes.

PROFESSIONAL DEVELOPMENT EXPERIENCES

- LibreTexts Open Educational Resources Grant program participant. Developed OER textbooks for public speaking and small group communication courses at American River College. July 2021. Led by librarians from Los Rios Community College District campuses.
- “Foundations of Canvas Course Design.” July 2021. Los Rios Community College District. Led by Dr. Santos Torres (California State University, Sacramento and American River College).
- “Thriving, Not Just Surviving ... Teaching Public Speaking Online.” November, 2019. National Communication Association Annual Convention, Baltimore, MD. Led by Drs. Sherry Moreale and Pam Shockley-Zalabak (Colorado State University Colorado Springs).
- “Course Design With Canvas.” August, 2019. California State University, Sacramento Center for Teaching and Learning. Led by April Qian, M.S. (California State University, Sacramento).
- “Developing Students into Self-Advocates and Intentional Learners.” February, 2019. Western States Communication Association Annual Convention, Seattle, WA. Led by Dr. John McClellan (Boise State University) and Dr. Matthew Sanders (Utah State University).

CONFERENCE PRESENTATIONS

- Gordon, Leland. “Is That a Foul?: A Qualitative Analysis of High School Basketball Referee Communication.” Top Papers in Ethnography, National Communication Association 2019 Convention.
- Gordon, Leland. “Reformulating High School Basketball Referee Pedagogy.” Communication and Sport Division, National Communication Association 2019 convention.
- Gordon, Leland. A shot at justice: A close reading of Maya Moore’s ‘(In)Visibility.’ Organization for Research on Women and Communication, Western States Communication Association 2019 Convention.

HONORS / AWARDS

- CSUS Communication Studies Tribute Fund Scholarship winner, Fall 2018.
- Dean’s List, San Francisco State University, Spring 2006.
- California Newspaper Publishers Association Internship Grant Winner, Spring 2005.
- Third place winner, Chico State Rookie Speech and Debate Tournament, Fall 2002.

LANGUAGES

- English (native)

French (bilingual oral and written fluency)

Spanish (conversational)

MEMBERSHIPS / AFFILIATIONS

National Communication Association member, 2019-2020.

Sacramento State Communication Graduate Student Association vice president, August 2018-December 2019.