

FLORENCE Z. MADENGA

Annenberg School for Communication, University of Pennsylvania
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EDUCATION

Ph.D. Annenberg School for Communication, University of Pennsylvania, Philadelphia, PA.

Communication, Expected May 2023

Areas of Study: Journalism, censorship, state-sponsored media, comparative global media, multimodal research methods, diasporic African communities and social media

Graduate Certificate in Experimental Ethnography

Advisor: Dr. Barbie Zelizer

M.A. Annenberg School for Communication, University of Pennsylvania, Philadelphia, PA.

Communication, Expected August 2020

Center for Teaching and Learning – Teaching Certificate

Advisor: Dr. Barbie Zelizer

M.A. New York University, New York, NY

Humanities and Social Thought (Draper Program), August 2014

Areas of Study: Politics, media, international human rights

Thesis: “Getting Away with Inciting Rape: Sexual Violence, Hate Media and International Law in the Rwanda Genocide”

Advisor: Dr. Peter Lucas

B.A. New York University, New York, NY

Journalism and Politics (double major), French (minor), May 2013

Certificate in Magazine Publishing

Thesis: “Death in the Diaspora: Body Repatriation in African Communities and Immigration”

Advisor: Prof. Brooke Kroeger

HONORS, AWARDS AND GRANTS

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| ● Doctoral Fellowship – University of Pennsylvania (full tuition, stipend and research funds) | 2018-Present |
| ● Internews Research Grant | 2020 |
| ● SummerCulture Award – Summer Research Funding at Aarhus University, Denmark | 2019 |
| ● Bachelor’s—Master’s Program Scholarship Award (NYU) | 2013-2014 |
| ● James Fenimore Cooper Memorial Prize (most outstanding senior in NYU’s journalism department) | 2013 |
| ● Dean’s Undergraduate Research Fund | 2012 |
| ● NYU Wasserman Funded Internship Award | 2012 |
| ● Dean’s List | 2009-2013 |

PUBLICATIONS

Book Chapters

Madenga, F. (Forthcoming, 2020). (Re)telling the Story: Is the Rwanda Genocide a Critical Incident in Journalism? In E.C. Tandoc Jr. et al (Eds). *Critical Incidences in Journalism: Pivotal Moments in Reshaping the World*. Routledge.

Book Reviews

Madenga, F. (2020). Review of LaPoe II B.R. & LaPoe, V. Resistance Advocacy as News: Digital Black Press Covers the Tea Party. *International Journal of Communication*.

Madenga, F. (2020). Review of Jones, F. Reclaiming Our Space: How Black Feminists Are Changing the World from the Tweets to the Streets. *Catalyst: Feminism, Theory, Technoscience*.

Reports

Madenga, F. (Forthcoming, 2020). "Lessons Learned: Internet Shutdowns, Connectivity and Digital Freedom in Anglophone Cameroon." *Internews*. <https://internews.org/>

Madenga, F. & Greenberg, D. (August 2019). "Farida Nabourema: Activist and Blogger." Center for Media at Risk, Annenberg School for Communication. <https://www.ascmediarisk.org/2019/08/farida-nabourema-activist-blogger/>

Madenga, F. (December 2018). "Reporting White Supremacy: The State of the Beat." Annenberg School for Communication. <https://www.ascmediarisk.org/2018/12/reporting-white-supremacy-the-state-of-the-beat/>

Podcasts

Madenga, F. (May 2019). Interviewer, Episode 11. "Stories of Race and Power." Center for Media at Risk, Annenberg School for Communication. <https://www.ascmediarisk.org/2019/05/episode-11-stories-of-race-power/>

Madenga, F. (December 2018). Interviewer, Episode 8. "Speaking the Hard Truth to Journalism." Center for Media at Risk, Annenberg School for Communication. <https://www.ascmediarisk.org/2018/12/episode-08-speaking-the-hard-truth-to-journalism/>

Selected Popular Writing

Madenga, F. (2018). Thinking too Much. *Chimurenga*. <https://chimurengachronic.co.za/thinking-too-much/>

Madenga, F. (2016). The Upper Room. *Chimurenga*. <http://chimurengachronic.co.za/the-upper-room-2/>

Madenga, F. (2014). What Love Taught Me About Blackness. *BuzzFeed*. <https://www.buzzfeednews.com/article/florencemadenga/what-love-taught-me-about-blackness#.lLzYnyel>

Madenga, F. (2013) Daisy Jambawo's Sad, Strange Trip. *Narratively*. <https://narratively.com/daisy-jambawos-sad-strange-trip/>

Madenga, F. (2013). Homeless in the Afterlife. *Chimurenga*. <http://chimurengachronic.co.za/homeless-in-the-afterlife/>

CONFERENCES AND TALKS

Peer Reviewed Conference Presentations

"Braving Internet Blackouts and Floods: State-Sponsored Censorship and Digital Activism." International Association for Media and Communication Research, July 2019, Madrid, Spain

"(Re)telling the Story: Is the Rwanda Genocide a Critical Incident in Journalism?" International Communication Association, May 2019, Washington DC

"From Shutdowns to Slowdowns: Storytelling after Internet Blackouts." Lisbon Winter School for the Study of Communication, January 2020, Lisbon, Portugal

Other Public Presentations

"Night and Day." Experiments in Audio Ethnography. Center for Experimental Ethnography, University of Pennsylvania Museum, December 2019, Philadelphia, PA

“Total Internet Shutdowns and Deadly Crackdowns: On Framing Internet Censorship and Protest in Zimbabwe.”
SummerCulture Colloquium, Ethics of Forgetting. Annenberg School for Communication, University of Pennsylvania,
November 2019, Philadelphia, PA

“Unholy Alliances: Church, State and Anti-LGBTQ Messages in Sub-Saharan African Contexts.” Exploring Censorship.
Annenberg School for Communication, University of Pennsylvania, November 2019, Philadelphia, PA

RESEARCH EXPERIENCE

Research Consultant 2020-Present

Internews – Washington DC

- Design research framework and write report on the 2017/2018 internet shutdown in Cameroon
- Work with local partner, AfroLeadership, to conduct a stakeholder analysis and interview relevant stakeholders

Research Fellow 2019-Present

Center for Advanced Research in Global Communication (CARGC) – Philadelphia, PA

- Develop own research program for year-long fellowships and provide book and center research under the supervision of Dr. Marwan Kraidy
- Mentor and support other CARGC doctoral and undergraduate fellows, participate in writing and research groups, assist with research meetings, discussions, colloquia, social media, lectures and workshops by the center

Graduate Associate

Perry World House, University of Pennsylvania – Philadelphia, PA 2019-2020

- Produced and published work bridging scholarly research projects and policy issues for both popular and academic audiences
- Participated in a series of professional development training initiatives, including monthly seminars featuring key guest speakers in policy and global affairs, and developing networking, memo-writing, publishing, and policy briefing skills

Consortium on Media Policy Studies (COMPASS) Fellow 2019

United States Agency for Global Media (USAGM) – Washington DC

- Conducted qualitative research through USAGM’s Office of Policy and the Office of Internet Freedom to analyze the role of state-sponsored internet shutdowns in media policy and censorship
- Completed seminar on communication policy and impacts of federal legislation, produced reports highlighting possible interventions for stakeholders of a chosen media policy issue

Research Fellow 2018

Annenberg School for Communication – Philadelphia, PA

- Worked under the supervision of Dr. Barbie Zelizer to provide research relevant to Center for Media at Risk objectives to facilitate dialogue, strategies and resources for media practitioners under threat and/or political intimidation
- Produced podcasts, wrote content for the center’s website, assisted with program and events

TEACHING EXPERIENCE

PennRSSA: Rising Senior Summer Academy Summer 2020

University of Pennsylvania

Graduate Assistant teaching a pod of 25 students online

Seminar: Rising high school seniors attending Philadelphia public, parochial and charter high schools

Courses: Applying to College, Applied Economics and Finance, Storytelling: Writing for Different Audiences, Career Pathways

Comm 322: History and Theory of Freedom of Expression

Spring 2020

Annenberg School for Communication, University of Pennsylvania

Teaching Fellow for Dr. Carolyn Marvin

Seminar: University of Pennsylvania undergraduate students

Comm 388: Ritual Communication

Fall 2019

Annenberg School for Communication, University of Pennsylvania

Teaching Fellow for Dr. Felicity Paxton

Seminar: University of Pennsylvania undergraduate students

INDUSTRY EXPERIENCE

Freelance Writer, Editor, Researcher

2014-Present

Washington DC, Philadelphia, PA

- Assist students, scholars and international organizations with report writing, research, copy editing, document formatting and pitching papers to publications
- Contribute longform pieces to international and US-based publications including *BuzzFeed, Chimurenga, Narratively* and others

Media Analyst

2013-2014

Apex Therapeutic Services LLC - Great Neck, NY

- Assisted company vice president with administrative tasks, market research, events, recruiting initiatives, and pitched branding ideas for medical staffing firm
- Developed and drafted content for Apex Therapeutic Services marketing materials, created company Facebook page and helped recruiters create LinkedIn profiles

Communications Intern

2013

Amnesty International - New York, NY

- Processed high level of media inquiries, connecting Amnesty representatives with reporters, editors and publishers
- Proofread, formatted and posted content on Amnesty USA's national website and blog, edited internal and external documents, including press releases and activist media materials, managed Twitter account to release breaking materials and campaigns, wrote Facebook posts, and used Meltwater to measure press outreach and social media results

Editorial Intern

2012

Niche Media/Gotham Magazine - New York, NY

- Wrote short articles for *Gotham* magazine print issues and website, researched for stories and transcribed interviews for other Niche Media publications, including *Aspen Peak, Capitol File* and *LA Confidential* magazines
- Pitched seasonal philanthropic events for *Hamptons* magazine "Charity Register"

Staff Writer

2012

NYU Local - New York, NY

- Pitched story ideas, wrote guides, reviews and personal essays and covered hyper-local New York City stories

Editorial Intern

2012

International Business Times, New York, NY

- Wrote breaking news and aggregated trending stories on international politics and entertainment, assisted editors to maintain website content management system

Publishing Intern

2011

Simon and Schuster, New York, NY

- Assisted marketing specialists to promote non-fiction books including Walter Isaacson's *Steve Jobs*, David O. Stewart's *American Emperor* and Philip Galanes' *Social Qs* by compiling tip sheets, managing author social media pages, providing relevant research and preparing paperwork for publishing projects

UNIVERSITY SERVICE

- **Member**, Graduate International Support Team (GIST), Annenberg School for Communication 2020 - Present
- **Graduate Associate**, Harnwell College House, University of Pennsylvania 2019 - Present
- **Member**, Collective for Advancing Multimodal Research Arts (CAMRA) 2019 - Present
- **Steering Committee Member**, Center for Media at Risk, Annenberg School for Communication 2018 - Present

PROFESSIONAL SERVICE

- **Reviewer**, *Journalism: Theory, Practice and Criticism* 2019 - Present
- **Reviewer**, International Communication Association (Journalism Studies Division) 2019 - Present

PROFESSIONAL MEMBERSHIPS

- International Communication Association (ICA)
- International Association for Media and Communication Research (IAMCR)
- Association for Education in Journalism and Mass Communication (AEJMC)
- Investigative Reporters and Editors (IRE)
- National Association of Black Journalists (NABJ)
- Philadelphia Association of Black Journalists (PABJ)

GLOBAL VOLUNTEER EXPERIENCE

<i>Media Monitors</i> , Harare, Zimbabwe	2017- 2018
<i>Research and Advocacy Unit</i> , Harare, Zimbabwe	2017
<i>Zimbabwe Women Lawyers Association</i> , Harare, Zimbabwe	2011
<i>Msasa Project</i> , Harare, Zimbabwe	2010
<i>Legal and Human Rights Center</i> , Arusha, Tanzania	2010