Mary Elizabeth (Lisa) McLendon

SUMMARY

Instructor, administrator and editor, with more than a decade of work in news editing and two decades of teaching experience; also with experience in administration/ management (academic and industry), social media, digital news production, and journalistic writing. In addition to teaching language, writing and editing at the university level, I've conducted numerous training sessions, workshops, lectures, webinars and conference presentations.

EDUCATION

Ph.D., University of Texas at Austin
  Major: Slavic Linguistics; Minor: Language Acquisition and Pedagogy
M.A., University of Texas at Austin
  Major: Slavic Linguistics; Minor: Language Acquisition and Pedagogy
B.A., Truman State University, Kirksville, Mo., Magna Cum Laude
  Major: Sociology/Anthropology; Minor: Russian Studies

PROFESSIONAL EXPERIENCE

News & Information track chair/Bremner Editing Center director, University of Kansas School of Journalism (2012-present)
As chair of the News & Information track, one of two divisions in the School of Journalism, I have a major role in curriculum and assessment decisions, determine news course offerings and scheduling, shape the goals of the track and guide the news faculty toward those goals. As director of the Bremner Editing Center, I help students one-on-one, provide resources and training for student and professional editors, and advocate for the craft of editing. I manage a small staff as well as the Center's social media presence. Additionally, I teach news editing, writing and technology/production classes (two per semester), and I created and manage an online, self-directed grammar class for all new journalism students. I am also an affiliated faculty member with the university's Center for Russian, East European and Eurasian Studies.

Deputy News Desk Chief, The Wichita (Kansas) Eagle (2005-2012)
I edited local and wire service news stories, wrote headlines and photo captions, checked page proofs before press, and supervised the copy desk when the desk chief was absent. I wrote book reviews and a monthly books column and later took on the role of Books page editor, and I launched the Grammar Monkeys blog and Twitter account, which I grew from zero to 23,000 followers.

Vice President-Conferences, American Copy Editors Society (2010-2014)

I organized the annual national conference and several regional training workshops each year for the leading professional copy editors' association in the country. This included arranging and scheduling session presenters and the annual keynote speaker, organizing the program, working with vendors, and site selection and logistics.

Adjunct, Wichita State University and Friends University, Wichita, Kan. (2009-2012)
Taught First-Year Russian and Editing for Print (WSU), taught Writing for the Professions, News Editing, and English Composition 1 (Friends).

Copy/News Editor, Denton (Texas) Record-Chronicle (2000-2005)
Edited local and wire stories, wrote headlines and captions, designed and laid out pages. When I was promoted to News Editor in August 2001, I became the supervisor of the 8-person copy/design desk and a member of the editorial board.

Adjunct, University of North Texas, Denton, Texas (2001-2005)
Taught Second-Year Russian and News Editing and Design.

Teacher, Russian Speakers' Association of Austin, Texas (2000)
Taught two English-language courses (beginning and advanced) for recent Russian immigrants, and one conversational Russian course for English speakers.

Lecturer, University of Texas, Slavic Department/College of Liberal Arts (1999)
Taught a Freshman Seminar (a first-year writing/research course) on Russian culture.

Graduate Instructor, University of Texas, Slavic Department (1994-1999)
Taught First-Year Russian, Second-Year Russian, Technical Russian and video labs.

GRANTS

2017-2018: U.S. State Department Peer-to-Peer Dialogue Program, funded through the U.S. Embassy in Russia, for $88,000.
As primary investigator (PI), I led the creation and delivery of a teaching module on fact-checking and verification conducted jointly by the University of Kansas and University for Humanities-Ekaterinburg. Journalism faculty from both universities participated in an exchange and conducted the module with their students, then materials were made public on a website for distribution among professional journalists and educators in both countries.

MASS-AUDIENCE PUBLICATIONS

McLendon, Lisa. (2019) "Grammar Rules are not Carved in Stone" [article] *Phi Kappa Phi Forum*, Fall 2019.
McLendon, Lisa. (2018) "Basics of sentence diagramming" [article] *Tracking Changes* (quarterly publication for members of ACES), Spring 2018, 5-7.
McLendon, Lisa. (2017). *The Perfect English Grammar Workbook*. Zephyros Press.

Burzynski Bullard, Sue and Lisa McLendon. (2017) "How J-Schools Are Adding Social Media, Curation, Analytics to Editing Classes" [article]. MediaShift.org.

McLendon, Lisa. (2016). "Misplaced Your Modifier?" [article] Copyediting Newsletter.

McLendon, Lisa. (2015). "Dropping Whom, Embracing They" [article] *Tracking Changes* (quarterly publication for members of ACES), Spring 2015, 1-3.

McLendon, Lisa. (2014). "Poor Editing Costs in Credibility, Dollars" [article]. NetNewsCheck.com.

Madam Grammar blog (madamgrammar.com) since 2012

McLendon, Lisa. (2011). "Crouching typo, hidden error: 4 mistakes that spell-check won't catch" [article]. Ragan.com.

McLendon, Lisa. (2011). "Corrections with a Smile" [article]. Visualthesaurus.com.

McLendon, Lisa. (2011). "Nutty Non-Rules of Grammar" [article]. Visualthesaurus.com.

Grammar Monkeys blog at The Wichita Eagle, 2009-2012 (archive)

More than 200 bylined reviews, columns and articles in the Wichita Eagle, 2005-2017.

More than 125 unsigned editorials in the Denton Record-Chronicle, 2001-05.

ACADEMIC PUBLICATIONS

Articles

Horwitz, Elaine K., Barbara Bresslau, Marianne Dryden, Mary Elizabeth McLendon and Jyu-Fang Yu. (1997). "A Graduate Course Focusing on the Second Language Learner." *The Modern Language Journal, 81* (4), 518-526.

Chapters

McLendon, Mary Elizabeth (Lisa) and Douglas B. Ward (forthcoming 2022), "Editing, Newspaper" entry in *Encyclopedia of Journalism*, 2 ed., SAGE Publications, Inc.

Reviews

McLendon, Mary Elizabeth. (2002). "Nijole White: The New Russia" [book review]. *Slavic and East European Journal, 46* (2), 437-438.

McLendon, Mary Elizabeth. (2002). "Sydney Schultze: Culture and Customs of Russia" [book review]. *Slavic and East European Journal, 46* (1), 220-221.

McLendon, Mary Elizabeth. (2001). "J.A. Dunn, ed.: Language and Society in Post-Communist Europe" [book review]. *Slavic and East European Journal, 45* (1), 175-177.

McLendon, Mary Elizabeth. (2000). "Through Russian Eyes" [book review]. *Slavic and East European Journal, 44* (2), 361-362.

McLendon, Mary Elizabeth. (1999). "Shamshin, Dabars and Sosenko: In Search of Orlovsky" [book/video review]. *Slavic and East European Journal, 43* (3), 587-588.

McLendon, Mary Elizabeth. (1998). "David Elyanov: Tricky Accents" [book review]. *Slavic and East European Journal, 42* (1), 190-191.

CONFERENCE PRESENTATIONS

ACES: The Society for Editing national conference:

2020 (accepted): "Tense Without Tension: Choosing the best verb"; "Editing in the newspaper business: What it once was, what it can be today" (panel discussion)

2019: "Small Changes, Big Difference"
2018: "Deep Grammar"; "Keeping Current Amid Evolving Editing Skills" (co-presenter)
2017: "How to Diagram Sentences – and Why"
2016: "Sweat This, Not That: Real Rules vs. Grammar Myths"
2015: "Deep Grammar"; "Putting Professional Experience to Work in the Classroom" (panel discussion)
2014: "Getting Into Teaching" (panel discussion)
2013: "Sweat This, Not That: Real Rules vs. Grammar Myths"
2012: "Nuts and Bolts Punctuation"
2011: "Nuts and Bolts Grammar"
2010: "Nuts and Bolts Punctuation"
2009: "Nuts and Bolts Grammar"; "Getting into Teaching" (panel discussion)
2008: "Tighten up! Trimming the Fat, Trimming to Fit" (co-presenter); "Rethinking the Copy Desk" (panel discussion)
2007: "The Kindest Cut" (co-presenter)
2006: "Beyond Headlines: Integrating All Display Elements of a Story"; "Training for Smaller Staffs" (co-presenter)
2005: "Small Papers: Doing More With Less" (co-presenter)
2003: "Issues for Smaller Papers" (panel discussion)

Misinformation in the Social Media Age (interdisciplinary workshop)
2017: Invited speaker for Media Panel: What Has Changed?

Association for Education in Journalism and Mass Communication (AEJMC) national conference:
2017: "How You Can Retool Your Editing Courses to Meet Real-World Needs," featured speaker with Sue Burzynski Bullard at Breakfast of Editing Champions

College Media Association (CMA) conference:
2013: "10 Things That Make Writing Look Sloppy (And How to Fix Them); "Kick-Ass Headlines for Print, Mobile and Web"

American Association of Teachers of Slavic and East European Languages conference:
1999: "Linguistic Devices in Russian Print Advertising"
1998: "Grammar vs. Pronunciation Errors: Russians' preferences in foreign-accented speech."
1997: "Cooperative and Collaborative Learning for the Russian Classroom"

South Central MLA annual meeting:
1998: Russian Language and Methodology panel chair
1996: "Considering Language Attitudes in the Teaching of Russian"

TRAINING WORKSHOPS AND INVITED LECTURES

ACES: The Society for Editing:
I helped create ACES' daylong Editing Boot Camp in 2011 and have co-taught several of them; I have also worked on ACES' Digital and Advanced Editing boot camps, including organizing a Digital Boot Camp hosted at KU in April 2017.
2020: [scheduled] Three-webinar series on punctuation
2019: "Small Changes, Big Difference" webinar

KU Teaching Summit
2019: Post-Summit technology workshop on using Adobe Spark in the classroom

KU Center for Research:
2017-present: Co-conductor of a multi-week intensive grant-writing workshop for faculty applying for NSF CAREER grants

KU School of Journalism
2019: "It Didn't End with the Vote," a lecture on women's rights (and lack thereof) post-suffrage, part of the universitywide Centennial Celebration of the 19th Amendment

KU Mini College
2019: Invited lecture on grammar rules and language change
2018: Invited lecture on fact-checking and social media

National Forum for Black Public Administrators, Executive Leadership Institute
2018: Invited lecture on the media climate, misinformation and reliable journalism

Kansas Board of Regents Digital Literacy Day
2018: Invited speaker, "Using Adobe Spark to Engage Students"

KU Center for Online and Distance Learning
2018: Invited panelist, "Best Practices for Designing and Administering Online Exams"

KU Endacott Society Public Affairs Forum
2018: Invited lecture on fake news and reliable journalism

Lawrence Public Library:
2018: "How to tell real news from fake" Invited speaker at the library's first community How-To Festival
2017: "Is that a fact? Truth-checking news on social media" (part of a four-week workshop series on media literacy for a community audience)

NewsU at the Poynter Institute:
2018: "Sweat This, Not That: Real Rules vs. Grammar Myths" webinar

2015: "The Inner Life of Grammar" webinar
2014: "Slimming It Down: Cutting Content for Different Spaces" webinar
2012: "Clarity is Key: Making Writing Clean and Concise" webinar
2013: Fundamentals of Editing, online course (with Andy Bechtel and Sue Bullard)

Gagen McDonald (Chicago):
2017: Invited to present staff training workshop on clear, clean writing

Sunflower Publishing (Lawrence, Kan.):
2017: Invited to present staff training workshop on sentence diagramming

Copyediting.com/Pilcrow Group Inc.:
2016: "Grammar: Beyond the Basics" master class (interactive audioconference)

Kansas Scholastic Press Association conference:
2019: How to Write Editorials
2018: Fact-checking News on Social Media
2017: Who Says: Sourcing, Attribution and Quotes
2016: Unload Your Language: How to Spot and Fix Bias
2012, 2014, 2015: 10 Things That Make Writing Look Sloppy (And How to Fix Them)

Jayhawk Media Workshop (a scholastic journalism summer program):
2019: Workshops on fact-checking, math for journalists, and the editing process
2018: Workshop on editing skills and the editing process
2014: Workshop on sourcing, attribution and quotes
2013: Workshop on what editors do and the value of editing

PROFESSIONAL SERVICE/OUTREACH

ACES Education Fund, Board of Directors:
2016-present: Board members are involved in raising money for scholarships,
  promoting the scholarships and maintaining/revising guidelines for the awards.

Contest judging:
2009-present:
  ACES headline contest
  Kansas Scholastic Press Association regional and state contests; critiques of
      scholastic media publications
  Inland Press Association Better Newspaper contest (editorials category)

Kansas Book Festival
2019: Organized and led panel presentation on editing

Accrediting Council on Education in Journalism and Mass Communications:

2017: Accreditation site visit team member

Copyediting.com/Pilcrow Group Inc.:
2016: Expert review of "Copyediting's Grammar and Usage Tune-Up Workbook"

Promotion/Tenure reviews for professional faculty:
2019: Outside reviewer for University of Missouri faculty member
2017: Outside reviewer for University of Delaware faculty member

State Library of Kansas
2010-2016: Kansas Notable Books selection committee member (two two-year terms, 2010-11 and 2015-16)

Bryan A. Garner/Oxford University Press:
2009: Member of the Panel of Critical Readers for *Garner's Modern American Usage*, 3rd ed.

MEDIA APPEARANCES

2019: NPR "All Things Considered" Nov. 15, 2019, "Where Does The Term 'Gubernatorial' Come From?"
   KCUR 98.3-FM "Up to Date" Oct. 31, 2019, discussion of women's rights post-suffrage
   Sauga 960-AM "Drinks on Us" June 2, 2019, discussion of grammar and punctuation
2018: Vox Explained (Netflix), Season 1, Episode 10, "!," comment on exclamation point usage in journalism
   KCUR 98.3-FM "Central Standard" May 30, 2018, discussion of US-Russia verification project (with Vitaly Chernetsky)
   Voice of America, "Some See Trump's Snow Day Tweets as a Bellwether" March 21, 2018, comment on grammar and spelling in presidential tweets
2017: KCUR 98.3-FM "Central Standard" Dec. 14, 2017, preview of State Dept. grant project on fact-checking and verification
   KCUR 98.3-FM "Up to Date" March 16, 2017, discussion of "The Perfect English Grammar Workbook"
2012: Minnesota Public Radio, Feb. 2, 2012, Midmorning News, "The Grammar Geeks," discussion of grammar and usage (with Merrill Perlman)

RECOGNITION

2015: Tim Bengtson Faculty Mentor Award (KU School of Journalism)
2011: Best of the Eagle award – headline (The Wichita Eagle)
2010: Great Plains Journalism Awards – winner, headlines; Kansas Press Association award – first place, headlines
2007: Best of the Eagle award – headline (The Wichita Eagle)
2003: Texas AP Managing Editors award – second place, headlines

2002: Dallas Press Club Katie Award finalist, headlines
2000: American Copy Editors Society headline awards, honorable mention
1999: Outstanding Assistant Instructor (University of Texas Slavic Department)
1998: David Bruton Fellowship (University of Texas)
1992-93: University of Texas Graduate Fellowship
1992: Phi Kappa Phi Graduate Scholarship

COURSES TAUGHT
University of Kansas:
Media Writing (traditional lecture/lab format and hybrid/flipped format)
Multimedia Editing (hybrid/flipped class)
Multimedia Reporting (hybrid/flipped class)
Advanced Digital Editing and Production (hybrid/flipped class)
Digital Media Tools (hybrid/flipped class)
Special Topics: Journalism in the Movies (large lecture class)
Grammar Basics (online class)

Wichita State University:
Editing for Print
First-Year Russian

Friends University (Wichita, Kansas):
News Editing
Writing for the Professions
English Composition I

University of North Texas (Denton, Texas):
Second-Year Russian
News Editing and Design

University of Texas:
First-Year Russian
Second-Year Russian
Technical Russian
Freshman Seminar: Russian Culture

SCHOLARLY INTERESTS
Effective teaching of editing and professional journalism skills
Fact-checking and verification in news media and mass communication
Error hierarchies in written and spoken language
Language attitudes and perceptions based on speech and writing