

Stephen P. Andon, Ph.D.
Languages: English and Spanish

EDUCATION

Doctor of Philosophy in Communication. Florida State University, Tallahassee, FL. August, 2011.

Master of Arts, Florida State University, Tallahassee, FL. Mass Communication Studies.

Bachelor of Arts, Boston College, Chestnut Hill, MA. Mass Communication. 2003.

EMPLOYMENT

Montclair State University. Associate Professor, 2020-current.

- Assist with the production of the weekly MSU sports show, *Inside the Nest*
- Serve as the faculty advisor for the Red Hawk Sports Network Student Club
- Teach 3/3 course load, mentor students

Nova Southeastern University. Assistant Professor, 2012-2018, Associate Professor 2019-2020.

- Led seminars and develop content for across-the-curriculum faculty development in communication pedagogy
- Provided guidelines and feedback to all undergraduate faculty on student engagement in the classroom
- Served as a mentor to new faculty members in the School of Communication, Media, and the Arts via in-class observations and one-on-one meetings to discuss pedagogical approaches and enhance student learning.
- Led assessment of student outcomes
- Served as lead curriculum developer for the major
- Tracked Communication major student progress
- Procured internship sites and externally-funded experiential learning opportunities
- Generated promotional events and design marketing content for the major
- Grew enrollment rates for the major via recruiting events and in collaboration with NSU Admissions office
- Taught 4/4 course load, mentor students, and supervise student clubs

Select Accomplishments

- Founded and taught in the BBX Capital/Hoffman's Chocolate Scholars Program, 2019, an extramurally funded program to provide upper-level Communication Majors with an experiential-learning opportunity with a community partner (https://www.nbcmiami.com/on-air/as-seen-on/NSU-Students-Design-Marketing-Plan-for-Chocolate_Miami-509133442.html)
- Founded and taught in the Ice Cream Entrepreneur Program, 2017-2019, an extramurally funded program to attract area high school students to an experiential-learning opportunity with a community partner (<http://bit.ly/2yfkCd5> and <https://bit.ly/2Rq9FPz>).
- Developed and taught series of experiential learning opportunities for first-year students in NSU's Early Immersion Program as part of a first-year seminar course.
- Led the renovation of the communication major curriculum in 2016, adding 11 new courses to the program based upon networking insights from nearly two dozen communication professionals across the nation.

November 2019

- Named Department of Writing and Communication outstanding faculty member of the year in 2018-2019

Florida State College at Jacksonville. Assistant Professor, 2011-2012.

- Taught 5/5 course load to a diverse group of student learners in face-to-face and online formats
- Contributed to forensics program and assisted with assessment of student learning outcomes

Florida State University. Graduate Teaching Assistant, 2005-2011.

- Taught and developed courses in the undergraduate program
- Named best doctoral student in 2010

TEACHING EXPERIENCE

Public Speaking

Fundamentals of Speech

Contemporary Human Communication

Communication Theory

Mass Media

Persuasion

Social Media

Sport and Media

Argument and Debate

Classical Rhetoric

Communication Traditions

Field Video Production

Documentary Video Production

Strategic Visual Communication

Media Planning

Principles of Advertising

Advanced Advertising

Media and Cultural Studies

Gendered Images in Pop Culture

ORGANIZATIONAL SERVICE

- Reviewer for *Sociology of Sport Journal*. 2012-present.
- Reviewer for *International Journal of Communication and Sport*. 2012-present.
- Reviewer for *Sports Marketing Quarterly*, 2017-present.
- Reviewer for *Journal of Consumer Behavior*, 2017-present.
- Reviewer for the International Association for Communication and Sport annual conference, 2016-present

TECHNICAL SKILLS

- Microsoft Office
- Final Cut Pro and Adobe Premiere
- Adobe Illustrator, InDesign, After Effects
- PC & Mac O/S
- HDR camera and DSLR camera equipment, Drone Pilot

RESEARCH INTERESTS

Communication, Public Speaking, Communication Campaigns, Pedagogy

TEACHING INTERESTS

Communication Theory, Communication Campaigns, Public Speaking, Rhetoric, Persuasion, Strategic and Visual Communication

REFERENCES

Available upon request

PUBLICATIONS

- Andon, S. P. (2021). From Save The Crew to Saved The Crew: Constitutive Rhetoric, Myth, and Fan Opposition to Sports Team Relocation. *Communication & Sport*.
<https://doi.org/10.1177/2167479520981907>
- Andon, S.P. (2018). The NHL Winter Classic: Nostalgia, frozen ponds, and brand recovery. In J. Lee (Ed.), *Branded: Branding in sports business* (2nd ed.). Durham, NC: Carolina Academic Press.
- Andon, S.P. (2017). Dos-A-Cero: US soccer mythology and Columbus, Ohio. In J. Kassing and L. Mean (Eds.), *Perspectives on the U.S.-Mexico Soccer Rivalry: Passion and Politics in Red, White, Blue, and Green*. New York: Palgrave Macmillan.
- Andon, S.P. (2013). From a secret seraglio to an open Target: A private collector's transcendent integration into a commodified baseball stadium. In K. Moist and D. Banash (Eds.). *Collecting and collections: Objects, practices, and the fate of things* (133-150). New York: Scarecrow Publishing.
- Andon, S.P. (2013). "Rooting for the clothes": The materialization of memory in baseball's throwback uniforms. *NINE: A journal of baseball history and culture*, 21(2), 32-55.
- Andon, S.P. (2013). Authenticity at the right price: The development and implications of commodified sports memorabilia. *Quadrivium*, 5(1).
- Andon, S.P. & Houck, D. (2011). Spectacularized sport: Understanding the invention of a nostalgic, commodified sporting event. *International Journal of Sport Communication*, 4(1).
- Andon, S.P. (2012). Do we still play on ice? The NHL's warm weather movement. In D. Coombs & B. Batchelor (Eds.), *American history through American sports*. Westport, CT: Praeger.
- Andon, S.P. (2011). [Book review of *Baseball and Rhetorics of Purity*]. *Southern Journal of Communication*, 76(3), 264-267.

CONFERENCE PRESENTATIONS

- Andon, S.P. (2019, March). #SavedTheCrew: The Rhetoric of A Successful Grassroots Supporters Movement in American Soccer. Paper to be presented at the International Association of Communication for Sport Summit, Boise, ID.
- Andon, S.P. (2018, April). Rhetoric beyond VegasStrong: Considering Epideictic Responses by Sports Teams after Tragedies. Paper to be presented at the International Association of Communication for Sport Summit, Bloomington, IN.
- Andon, S.P. (2018, April). #SaveTheCrew: Evaluating the Rhetorical Response of Fans to the Threat of Team Relocation. Paper to be presented at the International Association of Communication for Sport Summit, Bloomington, IN.

- Andon, S.P. (2017, March). Losing Dos-A-Cero: The end of an American soccer tradition in Columbus, Ohio. Paper presented at the International Association of Communication for Sport Summit, Phoenix, AZ.
- Andon, S.P. (2015, March). Keeping it classic: Place, memory, and spectacle in the NHL's Winter Classic and Stadium Series games. Paper presented at the International Association of Communication for Sport Summit, Charlotte, NC.
- Andon, S.P. (2015, March). Celebrating modern soccer: Rhetorics of style and display in American and British soccer magazines. Paper presented at the International Association of Communication for Sport Summit, Charlotte, NC.
- Andon, S.P. (2015, November). Place, Memory, Myth, and Dos-A-Cero. Paper presented at the North American Society for Sociology of Sport, Santa Fe, NM.
- Andon, S.P. (2013, February). Soccer in America has (finally?) arrived: An analysis of two long form North American Soccer Magazines. Paper presented at the International Association of Communication for Sport Summit, Austin, TX.
- Andon, S.P. (2012, March). Rooting for clothes: The materialization of memory in baseball's throwback uniforms. Paper presented at the 5th Summit on Communication and Sport, Peoria, IL.
- Andon, S.P. (2012, March). American tifos: Seizing fan agency through material performances in professional soccer stadiums. Paper presented at the 5th Summit on Communication and Sport, Peoria, IL.
- Andon, S.P. (2011, April). Sports apparel DIYers: Circumventing corporate authority and subverting hypermasculinity in sports fandom. Paper presented at the annual meeting of the American Culture and Popular Culture Association Conference, San Antonio, TX.
- Andon, S.P. (2010, April). The nostalgic appeal of authentic sports memorabilia collectibles. Paper presented at the annual meeting of the American Culture and Popular Culture Association Conference, St. Louis, MO.
- Andon, S.P. (2010, October). The commodification of sport via the development of mass-produced memorabilia. Paper presented at the annual meeting of the Union for Democratic Communications, State College, PA.
- Andon, S.P. (2009, April). The 1965 MFDP congressional challenge and the discourse of Jamie L. Whitten. Paper presented at the annual meeting of the Southern States Communication Association, Norfolk, VA.
- Andon, S.P. (2009, May). Nostalgia, consumerism, and sport: The NHL Winter Classic as spectacle for sale. Paper presented at the annual meeting of the Union for Democratic Communications, Buffalo, NY.
- Andon, S.P. (2009, November). Religion on a frozen pond: The materialization of place and devil in the film *Mystery*, Alaska. Paper presented at the annual meeting of the American Academy of Religion, Montreal, CN.

November 2019

Andon, S.P. (2008, April). The FSU Sod Cemetery: Creating identity through place and mobility. Paper presented at the annual meeting of the Southern States Communication Association, Savannah, GA.

Andon, S.P. (2007, October). Evaluating computer-mediated communication on the university campus: The impact of Facebook.com on the development of romantic relationships. Paper presented at the annual meeting of the Association of Internet Researchers Annual Conference, Vancouver, CN.

Andon, S.P. & Grindy, M. (2005, April). I'm Jane Doe, and I support this message: Assessing the effects of political candidate self-endorsements in television advertisements. Paper presented at the annual meeting of the Eastern Communication Association, Pittsburgh, PA.