

# RICHARD D. CRAIG, Ph.D.

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## Academic Address:

School of Journalism & Mass Communications, San José State University  
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## Current position:

**Professor**, School of Journalism & Mass Communications, San José State University

## Academic Publishing:

Author of four books on journalism and mass communication released by major publishers  
Author of numerous articles and papers published in journals, periodicals and news outlets

## Student Publication Adviser:

Won College Media Association's national Distinguished Adviser Award, 2022  
Led the *Spartan Daily* to multiple awards as Best Campus Newspaper both nationwide (2020-21) and in California (2020-21-22), as well as more than 120 statewide and more than 35 national awards

## Areas of Academic Specialty:

Internet/New Media, Media and Politics, Public Opinion, Media Effects, Journalism-related issues

## Teaching Specialties:

**Communication:** Internet/New Media, Media Effects, Public Opinion, Media History, Media Sociology  
**Journalism:** Online Journalism, Media Literacy, News Writing, Reporting, Editing, Computer Layout, Computer-Assisted Reporting, Online Information Gathering, Editorial Writing

## Related Specialties:

**Academic/Professional Leadership:** Serve on boards of two major statewide journalism organizations  
**Editorial Commentary:** Op-ed pieces have appeared in *New York Times*, *San Jose Mercury News*, *Miami Herald*, *Atlanta Journal-Constitution*, and numerous other outlets

## Education:

**Ph.D., Communications**, University of Illinois at Urbana-Champaign, October 1995  
**B.A., Communication**, University of California at San Diego, June 1988

## Ph.D. Dissertation:

*The Pulse of Expectations*. Completed July 1995.

## Books:

- *Navigating the News: A Guide to Understanding Journalism* (Peter Lang, 2020). Teaches students outside journalism major what reporters and editors do in their jobs, and how to recognize "fake news" across a wide variety of subjects. More than 60 professional journalists were interviewed for the project.
- *Polls, Expectations and Elections: TV News Making in U.S. Presidential Campaigns* (Lexington Books, 2015). Research text based on extensive study of CBS Evening News coverage of presidential elections from 1968-2012.
- *Newswriting and Reporting: The Complete Guide for Today's Journalist* (Oxford University Press, 2014), with Chip Scanlan. Writing text for advanced journalism courses. Also wrote Instructor's Manual and Student Workbook to accompany text.
- *Online Journalism: Reporting, Writing & Editing for New Media* (Wadsworth-Thomson Learning, 2005). Research-based text for upper-division online journalism courses.
- Contributor to Christians et al, *Media Ethics: Cases and Moral Reasoning* (White Plains, N.Y.: Longman Publishers USA, 1995, 1998, 2001, 2006). Work appeared in fourth, fifth, sixth and seventh editions.

### **Academic Publications and Presentations:**

- “Moving On, Moving Up: Preparing to Succeed in Major College Media.” Presented at JEA/NSPA National High School Journalism Convention, San Francisco, Calif., April 2023.
- “The Next Step: Preparing to Work in Major College Media.” Presented at JEA/NSPA National High School Journalism Convention, Los Angeles, Calif., April 2022.
- “Investigative Reporting Techniques for Students” (session chair). Session held at Associated Collegiate Press College Journalism Convention, San Francisco, Calif., February 2020.
- “Best of the West” (session co-chair). Session held at Associated Collegiate Press College Journalism Convention, San Francisco, Calif., February 2020.
- “When Everyone’s an Expert, No One Is: Real vs. Fake News in the Digital Age.” Presented at Journalism Association of Community Colleges Northern California convention, San José, Calif., November 2019.
- “Investigating Sexual Harassment at a Public University” (session chair). Session held at Associated Collegiate Press College Journalism Convention, Long Beach, Calif., February 2018.
- “Stuck in the Middle with News” (moderator). Session held at Associated Collegiate Press College Journalism Convention, Los Angeles, Calif., February 2016.
- “Social Media and Politics” (discussant). Session held at Association for Education in Journalism and Mass Communication meeting, San Francisco, Calif., August 2015.
- “Converging a University News Operation” (session chair). Session held at Associated Collegiate Press College Journalism Convention, San Diego, Calif., March 2014.
- “Social Media, Attitudes and Behaviors” (discussant). Session held at Association for Education in Journalism and Mass Communication meeting, Washington, DC, August 2013.
- “Managing a Daily Newspaper” (session chair). Session held at Associated Collegiate Press College Journalism Convention, Hollywood, Calif., March 2011.
- “Making Your Own Job in 21st Century Journalism” (moderator). Presented at College Media Advisers Spring College Media Convention, New York, NY, March 2011.
- “Understanding the Digital World: Trust, Relationships and Social Media” (discussant). Session held at Association for Education in Journalism and Mass Communication meeting, Denver, Colo., August 2010.
- “Political Communication: The Internet and Politics” (session chair). Session held at International Communication Association annual meeting, Chicago, IL, May 2009.
- “Publishing a Campus Newspaper in Tough Economic Times” (session chair). Session held at Associated Collegiate Press College Journalism Convention, San Diego, Calif., February 2009.
- “Managing a Multimedia Web Site” (moderator). Session held at Associated Collegiate Press College Journalism Convention, San Diego, Calif., February 2009.
- “Resources for Teaching Multimedia Skills” (discussant). Session held at Association for Education in Journalism and Mass Communication annual meeting, Washington, DC, August 2007.
- Communication Technology Division Refereed Paper Session (discussant). Session held at Association for Education in Journalism and Mass Communication annual meeting, San Francisco, Calif., August 2006.
- “Political Advertising: Content and Effects” (session chair). Session held at International Communication Association annual meeting, New York, NY, May 2005.
- “Digital Divide and Social Evolution of Communication Technology, Part 2” (session chair). Session held at International Communication Association annual meeting, New York, NY, May 2005.
- “Conversational Conventions and Public Opinion Survey Interviews.” Presented at Association for Education in Journalism and Mass Communication annual meeting, Toronto, ON, Canada, August 2004. Submitted for consideration to *Research on Language and Social Interaction*; currently in review.
- “A Plan of Action: Injecting Convergence Into the SJSU Curriculum and Culture.” Presentation as part of *Convergence for College Educators* seminar, Poynter Institute, February 2004.
- “Expectations and Elections: How Television Defines Campaign News.” *Critical Studies in Mass Communication*, March 2000 (Vol. 17, No. 1), pp. 28-44. An earlier version was presented at International Communication Association annual meeting, San Francisco, Calif., May 1999.
- “The News Media’s Framing of Political Reality.” Paper presented at International Communication Association annual meeting, Albuquerque, NM, May 1995.
- “The Child as Consumer and the Home Consumer Environment.” Paper presented at International Communication Association meeting, Washington, D.C., May 1993. With Britto M. Berchmans.
- “Political Correctness and the News Media.” Paper presented at the International Communication Association meeting, Miami, FL, May 1992. With D. Charles Whitney and Ellen Wartella.

**Related Academic Work:**

- Have served as pre-publication and pre-revision reviewer of academic texts for many publishers, including Oxford University Press, Wadsworth-Thomson Learning, Routledge, Taylor & Francis, Longman, Bedford/St. Martin's, Addison-Wesley, and Allyn & Bacon; have reviewed books on media and culture, new media, reporting and writing, media ethics and other subjects.
- Have served as reviewer for Mass Communication and Communication and Technology divisions, Association for Education in Journalism and Mass Communication annual meetings, 2003-present.
- Have served as reviewer for Mass Communication and Political Communication divisions, International Communication Association annual meetings, 2000-present.

**Academic Workshops, Seminars, Institutes and Panels:**

- Served as newspaper competition judge, Associated Collegiate Press National College Journalism Convention, 2009-present.
- Served as judge for assorted competitions, Journalism Association of Community Colleges Northern California convention, 2004-2011, 2016-present.
- Selected for and served on Journalism Advisory Board, De Anza College, March 2018-present.
- Served as panel member in Macmillan focus group on teaching mass communication courses, Association for Education in Journalism and Mass Communication annual meeting, San Francisco, Calif., August 2015.
- Served as panel member in Bedford/St. Martin's focus group on usage of digital texts in introduction to mass communication courses, Association for Education in Journalism and Mass Communication annual meeting, Chicago, Ill., August 2013.
- Selected for and participated in Teachapalooza 2012, teaching seminar for journalism educators, Poynter Institute, St. Petersburg, Fla., June 2012. Worked with fellow faculty to enhance teaching using technology and new instruction methods.
- Participated in Hands-On Video, training seminar for journalism educators, Poynter Institute, St. Petersburg, Fla., June 2012. Learned new video skills and techniques to pass on to students.
- Participated in NewsTrain San Diego, workshop for journalists and journalism educators, San Diego, Calif., September 2008. Discussed convergence of media, new journalism technologies and how to work them into classes and student publications.
- Served as panel member in Bedford/St. Martin's focus group on trends in introduction to mass communication courses, Association for Education in Journalism and Mass Communication annual meeting, Chicago, Ill., August 2008.
- Selected for and participated in Convergence for College Educators seminar, Poynter Institute, February 2004. Worked with fellow faculty on plans to integrate new technologies into school curricula.
- Selected for and participated in Apple Journalism/Communications Technology Leadership Institute, Los Angeles, Calif., June 2003. Gained experience using Apple products in classroom settings.
- "So What Is Online News, Anyway?" New media workshop conducted at Journalism Association of Community Colleges annual meeting, Sacramento, CA, April 4, 2003.

**Other Academic Presentations:**

- "Online News and the Future of Journalism." Led seminar at Southern California Journalism Education Association annual meeting, Santa Ana, CA, October 2001.
- "Expectations and Election Coverage, 1968-1992." Lecture presented as part of the Department of Communication Studies Proseminar Lecture Series, University of Michigan, October 1996.
- "Television Coverage of Presidential Elections, 1968-1992." Lecture presented as part of the Institute of Communications Research Colloquium Lecture Series, February 1995.
- "The Media and the 1992 Presidential Election." Lecture presented as part of the College of Communications Brownbag Lecture Series, November 1992. With Thomas Littlewood.

**Significant Non-Academic Presentations, Panels and Appearances:**

- Interviewed extensively about 2016 presidential campaign by numerous local and regional media outlets.
- Served as panelist on "Ethics in Cyberspace," KNTV NBC11 community forum panel, aired on local NBC TV affiliate, May 2006.

- Served as panelist on “Joining the Blogosphere,” panel featuring five notable figures in digital news, sponsored by the Commonwealth Club of Silicon Valley, April 2005.
- Served as moderator of “30 Million Pages to Go: Digitizing the American Newspaper,” panel featuring Bruce Cole, Chairman of the National Endowment for the Humanities, sponsored by Commonwealth Club of Silicon Valley, March 2005.

### **Academic/Professional Leadership:**

- ♦ Founding board member, California Journalism and Media Affiliate, December 2014-present.
  - \* Umbrella group for California professional, university, community college and high school level journalism organizations, enabling collaboration and pooling of resources.
  - \* Working on getting groups to join forces for conventions, workshops and other meetings to share funding, speakers, event spaces and other resources.
- ♦ Member of Board of Directors, California College Media Association, August 2014-present.
  - \* Group oversees competitions and scholarships for journalism students in universities and community colleges throughout California.
  - \* Participated in planning for conversion of contest entries to all-electronic online format.
  - \* Served as a judge at several of the organization’s competitions before becoming board member.

### **Academic Honors:**

Named as finalist for San José State University Outstanding Professor Award five times in past seven years. Selected by provost as featured speaker, Author Awards, San José State University, October 2013. Cited as inspirational teacher by 7 students since 2008 at San José State University Honors Convocation. Recognized as outstanding teacher by Alpha Phi fraternity, San José State University, May 2003. Noted for teaching excellence by Communicating Across the Curriculum, Butler University, Dec. 1998. Inducted as life member of Kappa Tau Alpha journalism honor society, April 1994. Recognized as outstanding teacher by University of Illinois Panhellenic Council, April 1994. Honored as outstanding teacher by Sigma Delta Tau sorority, University of Illinois, December 1993.

### **Related Non-Academic Publications:**

- “Blogs as News? Let Readers Decide,” op-ed column, *San Jose Mercury News*, April 18, 2005.
- “Don’t Know Much About History,” op-ed column, *New York Times*, December 8, 1997. Also appeared in *Miami Herald*, *Philadelphia Daily News*, *Charlotte (N.C.) News & Observer*, many other papers nationwide.
- Central quoted source for “Colleges Chase as Cheats Shift to Higher Tech” by Jonathan D. Glater, *New York Times*, May 18, 2006. Also appeared in many other papers nationwide.
- “Unsubstantiated Facts,” weekly online column about media and politics, Spring 1997-Spring 2000. Has been cited and reprinted in newspapers and online sites worldwide.
- Series of op-ed columns on 1996 presidential campaign, *North County Times*, March-August 1996.
- “Today’s Apathy Is Rooted in Declining Party Loyalty,” *Atlanta Journal-Constitution*, September 11, 1988, pp. B1, B4. With Michael Schudson.

### **Student Publications Adviser:**

- ♦ **Faculty Adviser, *Spartan Daily*** (campus news outlet), School of Journalism & Mass Communications, San José State University, Fall 2002-present
  - \* Led the *Daily* to awards as Best Student Newspaper nationwide (Associated Collegiate Press, October 2020) and in California (California News Publishers Association, May 2023, May 2022 and March 2020 and California College Media Association, February 2020 and March 2023)
  - \* Led *Daily* to receive more than 20 national and more than 50 statewide awards in past six years.
  - \* Critique newspaper regularly to give students immediate feedback on their work.
  - \* Work closely with student editors and reporters daily on story approaches and selection.
  - \* Help to oversee students’ participation in awards programs and workshops.

- ♦ **Faculty Adviser, *The SPART***, School of Journalism & Mass Communications, San José State University, Spring 2002-Summer 2003
  - \* Created student social media site/Web portal from scratch.
  - \* Established procedures and protocols for student editors.
  - \* Created new features and oversaw student involvement with project.
- ♦ **Faculty Adviser, *Butler Collegian* newspaper**, Butler University, Spring 1999-Spring 2000
  - \* Advised students on editorial and business aspects of production of school newspaper.
  - \* Oversaw changes in deadlines and procedures to improve efficiency and quality.
- ♦ **Faculty Adviser, *DawgNet***, Butler University, Fall 1998-Spring 2000.
  - \* Worked with department head to conceptualize online journalism site; includes content from student newspaper and magazine, as well as content only available online.
  - \* Designed original templates from scratch and worked with students to develop sections and content.

**Teaching Experience: Teaching positions held and courses taught:**

♦ **Professor, School of Journalism & Mass Communications, San José State University:**

Fall 2015-present; Associate Professor, Fall 2005-Summer 2015; Assistant Professor, Fall 2000-Summer 2005.

\* **Mass Comm 72: Mass Communication and Society**; San José State University, 2000-2020. Class of 60-75 students per semester. Provides an overview of contemporary mass media systems and an examination of factors that have shaped their development.

\* **Journalism 130: Student Media Apprentice**; San José State University, Fall 2019-present. 10-20 students per semester. Course split between text and video storytelling units; teaches new students fundamentals of storytelling in different media and prepares them to work in student media outlets.

\* **Journalism 133: Editing and News Management**; San José State University, Spring 2017-present. 20 students per semester. Teaches the most important elements of being an editor in a daily newsroom setting, including copy editing, generating story ideas and working with student reporters.

\* **Journalism 140B: Reporting, Editing and Management (*Spartan Daily*, adviser)**; San José State University, Fall 2002-present. Class of 20-30 students per semester. Produces the *Spartan Daily* newspaper and other campus media each day; advisers critique stories and work with students on improving their skills.

\* **Mass Comm 139: Media and Presidential Campaigns**; San José State University, Fall 2016. Class of 20 students per semester. Developed class myself; examines the role of mass media in U.S. presidential election campaigns, comparing and contrasting media use in previous campaigns with that in the 2016 campaign.

\* **Mass Comm 280: Communication Management: Information Gathering**; San José State University, Fall 2016, Fall 2015. Prepares graduate students to effectively gather material for news stories, ad campaigns and other communication projects. Includes learning to interview news sources and use electronic resources to acquire and verify facts; learning about audiences to create and analyze content in a wide variety of media.

\* **Mass Comm 284: Interactive Project Management**; San José State University, Spring 2016. Graduate students learn approaches, skills and software to create online portfolios of their work; analyze what they have learned in grad school, produce galleries of their collected work, create new projects and write essays synthesizing their accomplishments.

\* **Journalism 166: The Converged Newsroom**; San José State University, 2013-2014. Class of 15-20 students per semester. Developed class myself and saw it through curriculum committees at college and university levels. Teaches students from broadcast, magazine, photo and newspaper to work together to create multimedia story packages, learning different skills and disciplines in the process.

\* **Journalism 132: Information Gathering On the Internet**; San José State University, 2004-2014. Class of 15-20 students per semester. Developed class myself; teaches advanced students expertise and strategies for finding information for news stories from computer databases, public records and reports.

\* **Mass Comm 103: History of American Media**; San José State University, Fall 2010-Fall 2012. Class of 50-70 students per semester. Discussed the development of mass communications in the United States, examining social, economic and political factors that have shaped modern media.

\* **Journalism 134: In-Depth Online Reporting**; San José State University, 2000-2012. Class of 15-20 students per semester. Taught advanced students how to approach stories for online publication, and also to write basic HTML, to generate story ideas, and to make use of sources and resources for Web news.

\* **Mass Comm 210: Media and Social Issues**; San José State University, 11 semesters 2001-2009. Class of 20-24 students per semester. Lead group discussions of significant works in mass communications: media law and ethics; history, and analysis; advertising and public relations; public opinion and propaganda.

\* **Mass Comm 285: New Media Technologies**; San José State University, six semesters 2001-2010. Class of 20-24 students per semester. Provides an introduction to new media technologies for mass communication students. Examines these technologies and the ways they influence and converge with traditional media.

\* **Mass Comm 111: Internship (co-adviser)**; San José State University, 10 semesters 2001-2014. Oversee students' internships; process report forms; address any questions or issues that arise.

\* **Mass Comm 70: Visual Communication**; San José State University, Fall 2001, Spring 2000, Fall 2000. Class of 60-70 students per semester. Gives students a broad understanding of the impact visual messages have on society and how visual concepts are applied throughout the various media.

♦ **Visiting Assistant Professor, Department of Journalism, Butler University**: Fall 1998-Spring 2000

\* **Journalism 107: Introduction to Mass Communication**; Butler University, Fall 1999, Summer 1999, Spring 1999, Fall 1998 (2 sections per semester). Class of 20-25 students per section per semester. Intro class provided students with basic understanding of history and theories of mass communication, and discussed possible effects and future development of media.

\* **Journalism 212: News Writing and Reporting**; Butler University, Fall 1999, Spring 1999. Class of 15-20 students per semester. Second of four-course sequence stressed methods of gathering information for news stories, including interviewing, developing sources, documentary research and beat coverage.

\* **Journalism 112: Writing for Print Media**; Butler University, Fall 1998. Class of 20 students. Developed students' writing, interviewing, information-gathering and fact-checking skills.

♦ **Visiting Assistant Professor, Department of Communication Studies, University of Michigan**:

Fall 1996-Winter 1998

\* **Communication Studies 451: Media Professionals**; University of Michigan, Winter 1998, Winter 1997. Developed course from scratch. Class of 30-35 students. Examined how institutional, structural and individual factors affect professionals in journalism, advertising, public relations and new media.

\* **Communication Studies 453: Media in American History**; University of Michigan, Winter 1998, Fall 1997. Class of 30-35 students. Examined role of mass media throughout American history, emphasizing impact of media on social, economic and political aspects of U.S. culture.

\* **Communication Studies 485: Public Opinion**; University of Michigan, Fall 1997, Winter 1997, Fall 1996. Class of 30-35 students per semester. Involved teaching students how polls and surveys work, theory and practice of public opinion research, and methods of independent analysis of poll results.

\* **Communication Studies 101: The Mass Media**; University of Michigan, Spring 1997. Class of 55-60 students. Provided introductory overview of contemporary mass media systems and examination of the various factors that have shaped their development.

♦ **Teaching Assistant, Institute of Communications Research, University of Illinois**: Fall 1992-Fall 1994

\* **Journalism 150: Introduction to Journalism**; Fall 1994. Section of 18 students. Involved working closely with students on journalism fundamentals through writing, rewriting and editing assignments.

\* **Journ/Comm 218: Public Opinion**; University of Illinois, Fall 1992-Spring 1994. Class of 50-55 students. Included administration and tabulation of results of class poll; 425-500 responses per semester.

**Cross-Cultural Teaching Experience:**

♦ **Instructor, Afghanistan Journalism Education Enhancement Program (AJEEP)**: Spring and Fall 2012

\* Project funded by the U.S State Department to modernize journalism education in Afghanistan; partnership between San Jose State University and two Afghan universities, Balkh University and Herat University.

\* Taught two classes for visiting faculty from Afghanistan for two semesters; created detailed notes that Afghan professors can use when teaching similar classes in their home country, then conducted class sessions with them to raise and discuss the issues covered in each course.

### **Additional Teaching Experience:**

#### **♦ Instructor, Technology Camp, Indianapolis Art Center: Summer 1999**

- \* Worked with students ages 8-12 on assorted technology-related projects, including Web page design, graphic design, digital photography, photo editing, 3D animation and video production.
- \* Included working with disabled children.

### **Academic Committees and Other Service:**

#### **♦ San José State University, Fall 2000-present**

##### **\* University Heritage Committee, Fall 2005-Spring 2007**

- Worked on plans for commemoration of SJSU's 150<sup>th</sup> anniversary celebration.
- Discussed other plans for acknowledging school's status, including history tours and websites.

##### **\* All-University Teacher Education Committee, Fall 2003-Spring 2004**

- Covered all areas of teacher education within the university, including both single-subject and multiple-subject credential programs.
- Worked on issues of compliance with new state standards, accreditation.

##### **\* College Retention, Tenure and Promotion Committee, College of Applied Sciences and Arts, Fall 2015-Spring 2018)**

- Review dossiers of candidates for tenure and promotion across CASA schools and departments.
- Produce detailed first drafts of write-ups of strengths and weaknesses of selected candidates, then work with fellow committee members to finalize wording sent to candidates.

##### **\* College Curriculum Committee, College of Applied Sciences and Arts, Fall 2013-Spring 2015.**

- Reviewed curricula and individual course proposals in disciplines across the college.
- Worked with committee members on fine-tuning course syllabi, descriptions and classifications.

##### **\* College Research and Faculty Development Committee, College of Applied Sciences and Arts, Fall 2001-Spring 2010)**

- Actively participated in allotment of lottery funds; regularly put in charge of keeping track of proposals and tabulating available funds within Lottery subcommittee.
- Served as Chair of Outstanding Researcher/Creative Artist, CSU Mini Grants and Small Grants subcommittees and served on each of these in other semesters.

##### **\* Scholarship Committee, School of Journalism & Mass Communications, Fall 2008-present (Chair, Fall 2010-present).**

- Oversee application and disbursement process for more than 20 different JMC-sponsored scholarships in all three School disciplines.
- Work with staff to monitor status of accounts and stay in contact with donors.

##### **\* Curriculum Committee, School of Journalism & Mass Communications, Fall 2000-Spring 2002; Fall 2012-Spring 2013 (Chair, Fall 2012).**

- Played leading role in converging Journalism curriculum in 2012; worked with members to overhaul course sequence, as well as some titles and descriptions of courses. Also presented rewritten curriculum to full faculty for approval.
- Worked on issues of refocusing current courses, rethinking existing ones and working together to revamp curriculum due to changing student needs and changing standards of governing bodies.
- Developed Journalism 166, The Converged Newsroom, from experimental course to class required of all journalism students. Shepherded course proposal through department and college committees.

##### **\* Technology Committee, School of Journalism & Mass Communications, Fall 2000-present (Chair, Fall 2003-Spring 2005).**

- Have worked on issues relating to faculty and student computer and technology usage.
- Discussed on a new series of initiatives to raise the school's technological capabilities and attract new students through cutting-edge facilities and innovative use of technology in the classroom.

##### **\* Assessment Committee, School of Journalism & Mass Communications, Fall 2014-present.**

- Worked to develop updated procedures for assessing instructor effectiveness in courses throughout Journalism, Advertising and Public Relations sequences.
- Personally developed online survey to allow faculty to easily enter assessment data for their classes, and to allow detailed analysis without lengthy inputting from paper survey sheets used in the past.

- \* **Graduate Committee, School of Journalism & Mass Communications, Fall 2000-present.**
  - Have served on thesis/project committees for more than 25 successful graduates.
  - Have served as faculty specialist on Internet and technology-related topics.
- \* **Anderson Gift Committee, School of Journalism & Mass Communications, Spring 2013-present.**
  - Have worked extensively on concepts and specifics of new classrooms and other facilities funded by Anderson gift. Includes renovation of Spartan Daily newsroom into converged multiplatform newsroom, as well as redesign of DBH226 and DBH117.
  - Have worked with group members on deciding priorities in current and future projects, as well as on budget decisions and other related matters.
- \* **Graduate Committee, School of Journalism and Mass Communications, Fall 2000-present**
  - Have served on thesis/project committees for more than 20 successful graduates; currently serving on committees for several others.
- \* **Hearst Visiting Professional Series Committee, School of Journalism and Mass Communications, Fall 2002-present**
  - Committee plans on-campus events using Hearst Foundation funds.
  - Helped organize series of forums on diversity in 2003.
- ♦ **Internship adviser, School of Journalism & Mass Communications, San José State University, Fall 2014, Fall 2013, Spring 2009, Fall 2006; Summer 2006, 2005, 2004, 2003, 2002 and 2001.**
  - \* Process applications, weekly reports and questionnaires and other paperwork as they come in.
  - \* Address any questions or problems that arise between employers and interns.
  - \* Made contacts within media organizations throughout the state and beyond.
  - \* Have made in-person visits to scores of internship sites in Northern and Southern California.
  - \* Usually oversee 20-35 interns during school year, 80-100 over summer.
- ♦ **School Webmaster, School of Journalism & Mass Communications, San José State University, Fall 2000-Spring 2003; Fall 2005-Spring 2008; Fall 2011-Spring 2014.**
  - \* Created and maintained main School Web sites, including three designs/redesigns of School main site, three designs/redesigns of Spartan Daily/student media sites, and a JMC student media site.
  - \* Worked with faculty regularly to maintain and update their instructor home pages.
  - \* Worked with students to create Web sites for student clubs and groups.
- ♦ **Academic Adviser, Department of Journalism, Butler University, Fall 1998-Spring 2000**
  - \* Worked with students on designing academic programs in four majors within department.
  - \* Personally registered each student using ADR computer registration system.
  - \* Addressed students' questions and concerns throughout school year.
- ♦ **Academic Adviser, Dept. of Communication Studies, University of Michigan, Fall 1996-Winter 1998**
  - \* Worked with students on academic programs after complete overhaul of curriculum.
  - \* Advised undergraduate honors theses (Winter 1998).
- ♦ **Faculty Coordinator, Media Workshop Series, University of Michigan, Fall 1996-Winter 1998**
  - \* Recruited notable media professionals to conduct seminars and training sessions on campus as part of workshop series sponsored by Department of Communication Studies.
  - \* Brought in journalists from *New York Times*, *Washington Post*, NBC News, *USA Today*, *Detroit Free Press* Web site, WDIV-TV (Detroit NBC affiliate) and other outlets.
- ♦ **Marsh Center Conference planning committee, University of Michigan, Fall 1996**
  - \* Helped formulate topic, plan events and book guests for "The Press and the Presidency, Part II: The Debate About the Debates," conference of presidential debate experts from across the nation.
  - \* Hosted "guided tour" of Vice Presidential debate, October 9, 1996.
- ♦ **Consultant, Illini Media Company, August 1994-May 1995**
  - \* Wrote 65-page long-term plan for independent company that owns and manages student newspaper, radio station & yearbook, outlining company's prospects for the next ten years.
  - \* Conducted surveys and focus group research in preparation for launch of *The Issue* literary magazine.



**Journalism Experience:**

***North County Times*** (Escondido, CA), August 1995-August 1996

- ◆ Staff Writer, Paginator, Copy Editor
  - \* Wrote op-ed columns on 1996 presidential election; also some features.
  - \* Designed and edited pages nightly on deadline on Quark Express for Macintosh.
  - \* Was editorial staff expert on computer layout system; trained more than 20 staff members.

***Herald & Review*** (Decatur, IL), April 1991-August 1993

- ◆ Freelancer, Staff Writer
  - \* Worked freelance regularly during school, full time during summer.
  - \* Won two Illinois Press Association awards.
  - \* Wrote more than 100 articles on wide variety of subjects.

***Blade-Tribune/Blade-Citizen*** (Oceanside, CA), November 1988-August 1990

- ◆ Staff Writer, Assistant Features Editor
  - \* Won San Diego Press Club and California Newspaper Publishers Association writing awards.
  - \* Original designer of A-2 "Today at a Glance" page, edited same daily on deadline.
  - \* Wrote news, features, business, sports, entertainment.

**Journalism Honors:**

- \* Illinois Press Association, Best Special Section Reporting, first and second place, March 1992.
- \* California Newspaper Publishers Association, Best News Feature, February 1990.
- \* San Diego Press Club, Best News Feature, October 1989.

**References:** (many others available upon request)

**Phylis West-Johnson**, Director  
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