

## CURRICULUM VITAE VAL PIPPS

Assistant Professor  
School of Communication  
The University of Akron  
Akron, Ohio 44325  
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### EDUCATIONAL BACKGROUND

**Ph.D., Syracuse University, 1985**, Communication studies with emphasis on newspaper design

Dissertation: "Measuring the Effects of Newspaper Graphic Elements on Reader Satisfaction with a Redesigned Newspaper Using Two Methodologies"

**M.A., University of Oklahoma, 1980**, Communication studies with emphasis on creative writing

**B.A., University of Oklahoma, 1971**, Communication studies with emphasis on public relations

### PROFESSIONAL TRAINING AND DEVELOPMENT

- 2012 Faculty Role in Student Success and Retention  
ITL Seminar, The University of Akron, March 8, 2012
- 2010 Seminar: Thinking about Service-Learning?  
Part One – The Basics, Monday, October 18, 2010  
Part Two – Designing The Course, Wednesday, October 27, 2010  
Part Three – The Partnership, Thursday, November 4, 2010  
Part Four – Service-Learning in STEMM Fields: Teaching for Meaning, Monday, November 8, 2010  
Part Six – Service learning and Philanthropy: Teaching Your Students Too, Monday, November 22, 2010
- 2009 Webinar: The Case Method for the classroom presented by The Journalism School at Columbia University. The Webinar focused on the use of case studies, which are being collected through the Knight Case Studies Initiative, in the classroom. Used pertinent case studies in New Media Writing during the fall 2009 semester.
- 2008 Designing Courses for Significant Learning workshop offered by Dee Fink & Associates
- 2008 Poynter Kent State Media Ethics Workshop, Kent State University
- 1998 Zenger-Miller Frontline Leadership at the Akron Beacon Journal.
- 1994 American Press Institute Management Seminar.
- 1993 Zenger-Miller Frontline Leadership, Gary, Ind.
- 1992 Zenger-Miller Frontline Leadership, Gary, Ind.
- 1991 Knight-Ridder Front Page Seminar, Miami, Fla.
- 1988 American Press Institute Design Workshop, Toronto, Canada
- 1988 In-house management training at the Gary Post-Tribune
- 1987 In-house management training at the Gary Post-Tribune
- 1986 Society of Newspaper Design Short Course, Syracuse University.
- 1985 Louisiana State University's College of Business Administration Management Development Program for the State Times in Baton Rouge, La.

**PROFESSIONAL EXPERIENCE**

Aug. '08-present **Assistant Professor**, The University of Akron, full-time faculty on tenure track. Focus on teaching print and Web design, as well as different styles of writing for the Web. Also, work with beginning writers in the newswriting class.

**Positions in news field:**

- 2006-2008 **Online Editor**, *Akron Beacon Journal*. Responsible for content on the Web site Ohio.com and the display of that content. Worked with the newsroom departments to ensure news was posted to the site throughout the day and to develop content for the. Also coordinated special projects. Supervised two online journalists.
- 2001-2006 **National News Producer** for Knight Ridder Digital. With headquarters in San Jose, Calif., was based in Akron, Ohio. Aggregated news from national wires and Knight Ridder newspapers to create multimedia news packages for readers of the national news channel of Knight Ridder Digital.
- 2000-2001 **Managing Editor** at Ohio.com, Akron, Ohio. Was liaison between the newsroom at the *Akron Beacon Journal* and Ohio.com. Made daily decisions about placement of news stories on Web display pages, coordinated special projects for the Web site.
- 1994-2000 Two positions at the *Akron Beacon Journal*, Akron, Ohio.  
**New Media Editor**. Was the liaison between the newsroom and Ohio.com, the Web site of the newspaper. Made daily decisions about placement of news stories on Web display pages; coordinated special projects for the Web site; helped to obtain editorial content for the advertising products, Jobhunter, Homehunter and Cars.com; and suggested ways to promote the Web site in the newspaper.  
**Weekend News Editor**. Oversaw news/production operation of the paper on weekends. Worked with all newsroom departments in planning the Sunday and Monday editions of the paper. In 1997 was primary layout person for year-long *Wheels of Fortune* project. I used QuarkXPress to paginate Sunday front pages, special sections, and *Wheels of Fortune* sections.
- 1987-1994 Two positions at the *Post-Tribune*, Gary, Ind.  
**Assistant Managing Editor**. Coordinated news for three editions of the paper. Responsible for weekend projects, long-range projects, the photo/graphics department, and the *Gary Neighbors* section.  
**Design Chief**. Guided the paper through a major redesign and oversaw the photo/graphics department
- 1985-1987 *State-Times*, Baton Rouge, La.  
**Assistant City Editor**. Was one of two assistants who worked with staff of 12 reporters, edited copy and originated story ideas for two editions daily.
- 1978-1981 The *Daily Oklahoman*, Oklahoma City, Okla.  
**Copy Editor**. Edited national, state and local copy for three editions of newspaper.
- 1977-1978 **Freelance writer**. Byline appeared in the *Chicago Tribune*, the *Providence Journal*, the *Palm Beach Daily News*, the *Daily Oklahoman*, *Orbit* magazine, *Mother Earth News* magazine, *Frets* magazine, *Capper's Weekly* newspaper.
- 1975-1977 *Palm Beach Daily News*, Palm Beach Fla.  
**Reporter and Copy Editor**. As a reporter, covered town hall and had general

assignment responsibilities. As a copy editor, edited wire and local stories and was responsible for the layout of the newspaper.

## TEACHING

### Courses Taught at The University of Akron since hire

|             |   |
|-------------|---|
| Summer 2012 | <b>Undergraduate:</b> New Media Writing   |
| Spring 2012 | <b>Graduate:</b> New Media Production<br><b>Undergraduate:</b> New Media Production, Newswriting              |
| Fall 2011   | <b>Graduate:</b> New Media Writing<br><b>Undergraduate:</b> Newswriting, Editing, New Media Writing           |
| Spring 2011 | <b>Graduate:</b> New Media Production<br><b>Undergraduate:</b> New Media Production, Editing, Newswriting     |
| Fall 2010   | <b>Graduate:</b> New Media Writing<br><b>Undergraduate:</b> Journalism Management, Editing, New Media Writing |
| Summer 2010 | <b>Undergraduate:</b> Newswriting, Summer I and Summer III  |
| Spring 2010 | <b>Graduate:</b> New Media Production<br><b>Undergraduate:</b> New Media Production, Editing, Newswriting     |
| Fall 2009   | <b>Undergraduate:</b> New Media Writing, Editing, Commercial Electronic Publishing                            |
| Summer 2009 | <b>Undergraduate:</b> Newsriting, Editing, Summer III   |
| Spring 2009 | <b>Graduate:</b> New Media Production<br><b>Undergraduate:</b> New Media Production, Editing, Newswriting     |
| Fall 2008   | <b>Graduate:</b> New Media Writing<br><b>Undergraduate:</b> Journalism Management, Editing, New Media Writing |

### Teaching Evaluations

My teaching evaluation responses have been consistently high and have been within the norm of the department mean each semester. The evaluations can be found in the teaching section of the binder.

### Course History Prior to Hire

#### The University of Akron

From the Fall semester 1996 through the Spring semester 2008 I taught one class each semester. I taught graduate and undergraduate sections of New Media Writing and undergraduate Editing and Newswriting.

#### Kent State University

During the Fall semester 2005 and the Spring semester 2006, I taught undergraduate sections of Cybermedia Design.

#### Purdue University Calumet

I taught one undergraduate section of News Writing and Editing during the Fall semester 1994.

#### Chicago State University

During the Fall semester 1989, I taught one undergraduate section of English Composition.

#### Louisiana State University

During the Fall semesters 1985 and 1986 and the Spring semester 1986, I taught four undergraduate courses of Graphics of Communication.

#### University of Oklahoma

During the Fall semester 1979 and 1980 and the Spring semesters 1980 and 1981, I taught four undergraduate courses of Beginning News Writing.

### **New Methodologies**

- Spring 2011**      **New Media Production:** Bridged this class with New Media Writing by using the nonlinear, multimedia story produced in that class and giving it the structure to be placed on the nonprofit's Website.
- Fall 2010**      **New Media Writing:** Using a *service-learning* grant from The University of Akron's Institute for Teaching and Learning, the students focused a final project on producing a nonlinear, multimedia story after visiting a nonprofit organization in Akron. Guest lecturers helped focus discussion on social media and how that could be incorporated into the telling of the news story.
- Newswriting:** Redesigned this course during the summer to incorporate a weekly Facebook discussion on specific topics covered in class.
- Editing:** Flipped the traditional method of teaching editing with some design to immerse the student first in the design process (and learning the InDesign computer program) and then incorporated the editing of stories and headline writing.

### **Direct Student Honors and Masters Projects/Theses**

- In Progress      Masters Thesis: Holiday Eller, Daniel Owen  
Masters Project: Dillon Deshong, Michael Mullally
- 2011-12      Masters Project: Salma Benhaida  
Honors Project: Maria Zimmerman  
Masters Project Committee Member: Gabor Smith
- 2009-10      Masters Project: Saba Hunter  
Masters Project Committee Member: Candice Monroe
- 2008-09      Masters Project Committee Member: Patrick Tabatcher  
Honors Committee Member: Vincent Dorsey

### **Guest Lectures**

- Summer 2012      "Effective Editing," The staff of the *Buchtelite* student newspaper. Dr. Chris Williams, adviser
- Fall 2011      "Community Journalism," Introduction to Graduate Studies in Communication class taught by Dr. Heather Walter and Dr. Kathleen Endres  
"Design Critique of the *Buchtelite*," The staff of the *Buchtelite* student newspaper. Dr.

|             |   |
|-------------|---|
|             | Chris Williams, adviser   |
| Fall 2010   | “Community Journalism,” Introduction to Graduate Studies in Communication class taught by Dr. Kathleen Endres<br>“Uses of Type,” Commercial Electronic Publishing class taught by Dr. Kathleen Endres   |
| Spring 2010 | “Journalism in the United States,” English as a Second Language class taught by Ms. Marjorie Drinan   |
| Fall 2009   | “Research in the Area of Community Journalism,” Introduction to Graduate Studies in Communication class taught by Dr. Kathleen Endres   |
| Fall 2008   | “Design Principles in P.R. Publications,” Public Relations Publications class taught by Mr. Paul Jacoway<br>“Nonlinear Writing and Information Recall,” Introduction to Graduate Studies in Communication class taught by Dr. Kathleen Endres |
| Fall 2007   | “Media Convergence and Writing for the Web,” Newswriting class taught by Dr. Therese Lueck  |
| Spring 1995 | “Day-to-Day Newspaper Design,” Editing class taught by Dr. Therese Lueck  |

### Grants

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| 2010 | Received a \$1,000 grant through the Institute for Teaching and Learning at The University of Akron. The service-learning grant was used to enhance the use of social media and further help students develop multimedia reporting skills as they visited and wrote about nonprofit organizations in the Akron area. |
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### PUBLICATIONS

#### Book Chapters

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|-----------|---|
| In Press: | “Page Design on Paper and Screen” by Dr. Therese Lueck and Dr. Val Pippis in <i>Editing for the Mass Media</i> , McFarland publishers, edited by Dr. Ross Collins, North Dakota State University.   |
| 2011      | “Page Design on Paper and Screen” by Dr. Therese Lueck and Dr. Val Pippis in <i>Editing for the Mass Media</i> , Vision Press, pp. 185-204, edited by Dr. Ross Collins, North Dakota State University. Vision Press, targeted online publication. |

#### Articles (Refereed)

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| Accepted | “China’s soft power: <i>The New York Times</i> introduction of Confucius Institutes,” Therese Lueck, Val Pippis and Yang Lin. <i>Howard Journal of Communications</i> . Accepted as revise-and-resubmit manuscript.   |
| 2012     | “Adoption of Facebook in the Journalism Classroom: Effectiveness and Decision-Making,” <b>Val Pippis</b> , Therese Lueck and Heather Walter. <i>Media Education Research Journal</i> , Vol. 3, No. 1.   |
| 2009     | “Information Recall of Internet News: Does Design Make a Difference? A Pilot Study,” <b>Val Pippis</b> , Heather Walter, Kathleen Endres, Patrick Tabatcher. , <i>Journal of Magazine and New Media Research</i> , Fall 2009 (Vol 11, No.1). Retrieved from <a href="http://aejmc magazine.asu.edu/current-issue.html">http://aejmc magazine.asu.edu/current-issue.html</a> |
| 1987     | “Weather Maps and Newspaper Design: Response to USA Today?” Mark Monmonier and <b>Val Pippis</b> . <i>Newspaper Research Journal</i> , Vol. 8, No. 4 (Summer, 1987), 31-42.   |

- 1984 "Sex Role Perceptions and Televised Political Advertising" Lynda Lee Kaid, S. L. Myers, **V. Pippis**, and J. Hunter. *Women in Politics*, 4 (Winter, 1984), 41-53

#### Articles (Invited)

- 2010 "Do readers have rationale behind commenting," **Val Pippis**, *The Convergence Newsletter*, March, 2010, Vol. VII, No. 2.
- 1986 "How to Conduct a Focus Group," *Design --The Journal of the Society of Newspaper Design*, **Val Pippis**, Winter/Spring, 1986, No. 20.

### CREATIVE ACTIVITIES/PROFESSIONAL PRESENTATIONS AND CONSULTING

#### Presentations

- Accepted "Testing a Theory in a Day of Crisis: Diffusion of Information, New Technology, and the Chardon (Ohio) High School Shootings," Kathleen Endres and **Val Pippis**, paper to be presented at The Ohio Communication Association in Kent, Ohio, October 2012.
- 2012 "China's Soft Power: The New York Times introduction of Confucius Institutes," Therese Lueck, **Val Pippis**, and Yang Lin, paper presented at Eastern Communication Association convention in Boston, Mass., April 2012. (**Top paper in the Media Communication Area, 2012.**)
- 2012 Developed and chaired the panel: "Newspaper Coverage of Chinese Culture: Do Confucius Institutes Provide a Communication Link?" at the Central States Communication Association, Cleveland, Ohio, March, 2012.
- 2012 "Facebook Use in the Classroom: A Pilot Study" **Val Pippis**, Therese Lueck, and Heather Walter, presentation as part of panel Using New Technology in the Classroom presented at the Central States Communication Association, Cleveland, Ohio, March, 2012.
- 2011 "Adoption of Facebook in the Journalism Classroom: Effectiveness and Decision-Making," **Val Pippis**, Therese Lueck, and Heather Walter, paper presented at the Covergence & Society group's, Sustainability, and Media Regeneration Conference, Columbia, S.C., October 2011.
- 2011 "Bridging the Classroom and the Community with Social Media," **Val Pippis**, presentation as part of panel on Methods for Using New Technology in the Classroom presented at the Central States Communication Association, Milwaukee, Wisconsin, April, 2011.
- 2010 "Showcasing writing: Using D2L ePortfolion in the classroom," **Val Pippis**, presentation as part of panel on Methods for Using New Technology in the Classroom presented at the Central States Communication Association, Cincinnati, Ohio, April, 2010.
- 2009 "Post the news and readers will comment. But why?: A pilot study," **Val Pippis**, Heather Walter, paper presented digitally through online conferencing to the Convergence and Society conference, in Reno, Nev. Nov. 6, 2009.

- 2009 "Information Recall of Internet News: Does Design Make a Difference? A Pilot Study," **Val PIPps**, Heather Walter, Kathleen Endres and Patrick Tabatcher, paper presented to the Newspaper Division, Association for Education in Journalism and Mass Communication, Boston, August, 2009. (**Top paper in the News Division, 2009.**)
- 1985 "A Field Experiment Examining the Effects of a Redesigned Newspaper on Subscribers," **Val PIPps**, Association for Education in Journalism and Mass Communication, Memphis, Tenn., August, 1985. (**Top student paper, 1985.**)
- 1981 "Sex Role Perceptions and Televised Political Advertising: Comparing Male and Female Candidates," Lynda Kaid, Sandra L. Myers, **Val PIPps**, Jan Hunter, Southwest Political Science Association, Dallas, Texas, March, 1981.

### Consulting

- 1993 Facilitated a focus group on readership for *The Mountaineer*, Waynesville, N.C.
- 1993 Readership study for *The Mountaineer*, Waynesville, N.C.
- 1986 Facilitated a focus group for Star Corp., a company studying the feasibility of opening a fast-food restaurant in Baton Rouge, La.
- 1984 Readership and graphics study for the *State-Times*, Baton Rouge La.
- 1984 Graphics study for *The Forum*, Fargo, N.D.
- 1983 Readership and graphics study for the *St. Joseph Gazette*, St. Joseph, Mo.
- 1982 Readership and graphics study for *The Forum*, Fargo, N.D.
- 1982 Readership and graphics study for the *Daily Press*, Utica, N.Y.

### PUBLIC PRESENTATIONS

- May 2008 "Convergence in the Newsroom of the Akron Beacon Journal," Black Press Lower Mainland Conference, Vancouver, British Columbia, Canada.
- June 1992 One-week design seminar for high school newspaper editors at Louisiana State University, Baton Rouge, La.

### PROFESSIONAL SOCIETIES

- 2008 to present Association for Education in Journalism and Mass Communication  
Akron Press Club
- 1984-1994 Society of Newspaper Design
- 1981 Kappa Tau Alpha honorary journalism society

### UNIVERSITY SERVICE

#### University of Akron

- 2011-12 Admissions Phone-A-Thon Initiative, March 2012.
- 2009-10 Writing assessment participant for Higher Learning Commission Assessment Academy

**College of Creative and Professional Arts**

- 2010-11 Represented the college in Fall Commencement
- 2009-10 Represented the college in Fall Commencement  
College Secretary  
Student Appreciation Day volunteer
- 2008-09 Represented the college in Fall Commencement

**School of Communication**

- 2011-12 Search committee member for assistant professor in public relations  
Search committee member for assistant professor in health communication  
Search committee member for one-year appointment public relations lecturer  
Liaison to The NewsOutlet, a multi-school internship program funded through a  
Knight Foundation grant  
Graduate Admission committee  
Assessment Committee  
Media Expansion committee chair
- 2010-11 Search committee member for one-year appointment public relations lecturer  
Liaison to The NewsOutlet, a multi-school internship program funded through a  
Knight Foundation grant  
Graduate Admission committee  
Faculty Advisory Board  
Recruitment Day  
Search committee member for PR lecturer  
Majors Mosaic volunteer
- 2009-10 Search committee member for the director of the School of Communication  
Search committee member for the advisor of the *Buchtelite*  
Majors Mosaic volunteer

**COMMUNITY AND PROFESSIONAL SERVICE**

- 2012 Manuscript reviewer for the Association for Education in Journalism and Mass  
Communication's 2012 national conference
- 2011 Manuscript reviewer for the Association for Education in Journalism and Mass  
Communication's 2011 national conference
- 2008 Lights Out Ohio – Advised the group on its Web site presentation and helped prepare  
visual material for the Beacon Journal
- 2005-2008 Designed and edited 28-page program for the Harvey S. Firestone High School swimming  
and diving team.
- 2005-2006 Designed and edited newsletter for the Harvey S. Firestone (High School) Choral,  
Dance and Theatre Association
- 1995-2000 Designed and edited newsletter for Fairlawn Elementary School (now J. A. Resnik, CLC),  
Akron, Ohio

**HONORS AND AWARDS**

- 2012 Awarded Top Paper in the Media Communication Area at the Eastern Communication Association convention in Boston, Mass., April 2012.
- 2009 Awarded Top Research Paper in the News Division at the Association for Education in Journalism and Mass Communication convention in Boston, Mass., August 2009.
- 2007 Ohio.com named best news Web site in Ohio, Press Club of Cleveland  
Ohio.com received second place second place for best Web site in the large newspaper category, Ohio Society of Professional Journalists.
- 2001 Ohio.com received second place Ohio Excellence in Journalism, Press Club of Cleveland
- 1995 Akron Beacon Journal received first place for front-page design from the Ohio Associated Press Managing Editors Association.
- 1994 Certificate of Appreciation for Patriotic Civilian Service, Department of the Army.
- 1993 Gary Post-Tribune received first place among large papers for deadline news from the Indiana Associated Press for coverage, which I directed, of South Shore commuter train crash.  
Gary Post-Tribune received first place among large newspapers for deadline news from the Managing Editors Association. Award for coverage, which I directed, of South Shore commuter train crash.
- 1991 Certificate of Achievement, U.S. Army Second Region, U.S Army ROTC Cadet Command, Fort Knox, Kentucky, "For outstanding service as a member of the Gary Junior ROTC Brigade Commander Selection Board."
- 1991 Gary Post-Tribune received honorable mention among large papers for page one design from the Indiana Associated Press Managing Editors Association.
- 1990 Gary Post-Tribune received first place award among large papers for page makeup and design from the Hoosier Press Association.
- 1989 Gary Post-Tribune received third place award among large papers for front-page design from the Hoosier State Press Association.
- 1985 Awarded top prize for the best student paper at the Association for Education in Journalism and Mass Communication convention in Memphis, Tenn.