

WENDY M. WHITT

Zimmerman School of Advertising & Mass Communications
University of South Florida | College of Arts & Sciences
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ACADEMIC APPOINTMENT

Instructor II, Digital Media Sequence
Undergraduate Director

EDUCATION

- Master of Arts, Journalism and Mass Communication, University of North Carolina at Chapel Hill, School of Journalism and Mass Communication, May 1996
Thesis: The Libel-Proof Plaintiff Doctrine: The Law of Ill-Repute (1996)
- Master of Education, Literacy Studies, University of North Carolina at Chapel Hill, School of Education, May 1993
- Bachelor of Arts, Education (English), University of North Carolina at Chapel Hill, School of Education, May 1988

TEACHING EXPERIENCE

Zimmerman School of Advertising & Mass Communications

University of South Florida, August 2013-present

- *Writing for the Mass Media* (MMC 2100)
- *Beginning Reporting* (JOU 2100)
- *Public Affairs Reporting* (JOU 4181)
- *Media Law and Ethics* (MMC 4208)
- *Social Media Opinion* (MMC 4936 ST)
- *Social Media as Mass Communication* (MMC 4936 ST)
- *Multimedia Journalism* (JOU 5344)
- *Mass Communications Internships* (MMC 4945)

Adjunct Instructor, School of Mass Communications

University of South Florida, 2008-2011

- *Newswriting & Editing* (JOU 5105)
- *Multimedia Journalism* (JOU 5344)
- *Multimedia Journalism* (MMC 4936 ST)

Reading Instructor, Durham Technical Community College

Durham, N.C., 1994-1995

English and Reading Teacher, Cummings High School

Burlington, N.C., 1988-1994

PROFESSIONAL EXPERIENCE

Public Relations and Communications Coordinator

Hillsborough County Bar Association, May 2012-July 2013

- Edited association magazine
- Coordinated public relations, sponsorship and marketing programs
- Coordinated social media
- Took photographs

Senior Editor

The Tampa Tribune, October 2002-May 2012

Editing positions held: metro editor, audience editor, senior editor for weekends/enterprise and news editor

- Directed news coverage across platforms – print, online (TBO.com) and TV (WFLA-TV)
- Supervised teams of reporters, editors, designers, copy editors. Reporters worked in Tampa, Tallahassee and Washington
- Managed special projects and new initiatives such as redesigns
- Led award-winning investigative, narrative and deadline reporting
- Edited the Sunday edition

Deputy Copy Desk Chief

The San Diego Union-Tribune, May 2001-October 2002

- Managed a team of 32 copy editors
- Edited news sections and projects
- Approved pages for publication

Editor

Sarasota Herald-Tribune, July 1996-May 2001

Editing positions held: copy editor, Manatee Bureau city editor, Sarasota night city editor

- Directed coverage of breaking and enterprise reporting in collaboration with website and cable TV station (SNN)
- Supervised reporters

Freelance Reporter

The (Raleigh) News & Observer, *The Durham Herald-Sun*, *The Chatham Chronicle*, 1994-1996

FELLOWSHIP

Media Leadership, Poynter Institute (1995)

SERVICE

- Director Search Committee (2019)
- College of Arts & Sciences Curriculum Committee (2018-present)
- Executive Committee (2017 - present)
- Undergraduate Committee Chair (2017 - present)
- Diversity Committee (2017 - present)
- Faculty Evaluation Committee (2015 - 2017)

- Her Campus Faculty Adviser (2015- 2017)
- Online News Association Adviser (2016 – present)
- Director Search Committee (2016, 2017)
- Faculty Search Committee (2015)
- Advisor Search Committee (2014)
- Waldo Proffitt Environment Journalism Contest Administrator (2014 - present)
- Society of Professional Journalists Faculty Adviser (2014 – 2015)

PROFESSIONAL MEMBERSHIPS

- Online News Association
- Association for Education in Journalism and Mass Communication

SPEAKING ENGAGEMENTS

- Panelist – Public Records Law at ABC7-WWSB (2018)
- Copyright Workshop Presenter for Florida Scholastic Press (2018)
- Guest lecturer at University of Tampa (2017, 2016)
- Panelist - Florida History and Genealogy Library’s “Tampa’s Historic Newspaper: A Celebration of The Tampa Tribune” (2017)
- Writing Workshop Presenter for Her Campus staff (2017)
- Social Media Workshop Presenter for Delta Delta Delta (2015)
- Social Media Workshop Presenter for Florida Scholastic Press Association (2015)

OTHER ACADEMIC INVOLVEMENT

- Contest Coordinator for Florida College System Publications Association Contests (2016 – present)
- Conference Coordinator for Florida College System Publications Association (2017 – present)