

## CURRICULUM VITAE

### WILLIAM ARTHUR TILLINGHAST

Professor of Journalism

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### **EDUCATION**

**Ph.D.** -- Michigan State University, East Lansing, MI. College of Communication Arts, Mass Media Ph.D. program. Degree awarded December, 1975

**M.A.** --- The Ohio State University, Columbus, OH. School of Journalism. Degree awarded August, 1968

**B.S.** ---- University of Nebraska, Lincoln, NE. Double major, Journalism and English. Degree awarded June, 1966

### **TEACHING POSITIONS**

**San Jose State University** --- 1975 to present. Professor, graduate coordinator. 2004 to 2010, former coordinator, Journalism program. Undergraduate courses taught: beginning newswriting, advanced newswriting, copyediting, information gathering, advanced reporting, reporting public opinion, daily newspaper adviser, media and society, history of American media, introduction to mass communication research, and global mass communications. Graduate courses taught: literature of mass communications, theory, research methods, and serve as thesis and project adviser.

**California State University, Hayward** --- Summer, 1977. Part-time lecturer. Taught mass media and society, and journalism history.

**Michigan State University** --- September, 1973 to June, 1975. Teaching Assistant. Taught beginning newswriting, and lab sections for advanced newswriting and copy editing.

**The Ohio State University, Columbus** --- September, 1970 to August, 1973. Instructor. Taught beginning newswriting, beat reporting, copyediting, and daily newspaper adviser.

**The Ohio State University, Lima Campus** --- September, 1968 to June, 1970. Teaching Associate. Taught introduction to mass communication, journalism history, introductory newswriting, reporting, copyediting, and bi-monthly newspaper adviser.

## **PROFESSIONAL EXPERIENCE**

**The Newsletter Group**, Mountain View, CA. Contract editor, 1984 and 1985 for corporate newsletters for Silicon Valley companies: SEEQ, Centigram and Equatorial Corp.; 1986 and 1987 editor of UPDATE newsletter for hotel/motel/resort marketing.

**San Jose (CA) Mercury News** --- Summers, 1983 and 1984. Specialty writer, Advertising Special Sections. Also free-lanced Special Section articles, 1985 through 1989.

**Ketchum Public Relations**, San Francisco --- Summer, 1982. Media consultant for zero-interest loan program for client, Pacific Gas & Electric.

**San Jose (CA) Mercury News** --- Summers 1978 and 1979. Police, court and general assignment reporter.

**Columbus (OH) Evening Dispatch** --- Summers, 1968 through 1972. Police reporter, feature writer and general assignment reporter.

**Lincoln (NE) Evening Journal** --- May, 1963, through August, 1967. General assignment reporter, feature writer, police reporter and Saturday night city editor.

**United States Navy** – June, 1959—May, 1963. Public Information Office, Commader, Cruiser-Destroyer Force, Pacific, San Diego, August, 1959-November, 1960; Public Information Office, Commander, Destroyer Flotilla FIVE, Pearl Harbor, November, 1960-May, 1962; editor, U.S. Naval Training Center newspaper, San Diego, May 1962-May, 1963.

## **PUBLICATIONS, CONFERENCE PAPERS**

William Tillinghast and Marie McCann, "Climate Change in Four News Magazines: 1989- 2009," **ONLINE JOURNAL OF COMMUNICATION AND MEDIA TECHNOLOGIES** (online), Vol. 3, No. 1, pp. 22-48, (January, 2013). Also in Conference Proceedings (pp. 420-428) of the International Conference on Communication, Media, Technology, and Design" Istanbul, May 9-11, 2012.

Andrea Pyka, Scott Fosdick and William Tillinghast, "Visual Framing of Patriotism and National Identity on the covers of *Der Spiegel*," **JOURNAL OF MAGAZINE & NEW MEDIA RESEARCH** (online), Vol. 12, No. 2, pp. 1-29 (Summer, 2011).

Abdulfarrokhs Faruk and William Tillinghast, "The American Missile Shield in Europe: A Comparison of News Framing by *Izvestiya* and *The New York Times*," Beyond East and West, A conference co-sponsored by ICA-Cost A30 Conference, Central Eastern University, Budapest, June 25-27, 2009

Chia-Chi Shen and William A. Tillinghast, "Taiwanese Newspaper Use of Government Press Releases Before and After Martial Law," presented to 1999 Shanghai International Symposium on Communications, Shanghai International Studies Institute, Shanghai, China, Oct. 29, 1999.

Jui-Yun Kao and William A. Tillinghast, "The Influence of Ideological Perspective on Three North American Chinese-Language Newspapers' Framing of China's Resumption of Sovereignty Over Hong Kong," presented to the International Communication Division of the Association for Education in Journalism and Mass Communication, New Orleans, Aug. 9, 1999.

William A. Tillinghast, "Slanting the News: Source Perceptions After Changes in Newspaper Management," **JOURNALISM QUARTERLY** 61:310-316 (1984).

William A. Tillinghast, "Changes in Bias Perceptions: A Case Study of the San Jose Mercury and News After the Knight-Ridder Merger," presented to the Mass Communications and Society Division, Association for Education in Journalism and Mass Communication Annual Convention, Corvallis, OR, August, 1983.

William A. Tillinghast, "Source Control and Evaluation of Newspaper Inaccuracies," **NEWSPAPER RESEARCH JOURNAL** 3:13-23 (1982).

William A. Tillinghast, "Newspaper Errors: Source Perception, Reporter Response and Some Causes," **American Newspaper Publishers Association NEWS RESEARCH REPORT NO. 35**, July 29, 1982.

William A. Tillinghast, "Newspaper Errors: Reporters Dispute Most Source Claims," **NEWSPAPER RESEARCH JOURNAL** 3:15-23 (1982).

William A. Tillinghast, "Declining Newspaper Readership: Impact of Region and Urbanization," **JOURNALISM QUARTERLY** 58:14-23;50 (1981).

William A. Tillinghast, "Newspaper Error: Causes, Source Perception and Reporter Response," presented to the Newspaper Division, Association for Education in Journalism and Mass Communication Annual Convention, East Lansing, MI, August, 1981.

### **SCHOLARSHIP AND SCHOLARLY ACTIVITIES**

The bulk of current activities in these areas are in (1) class research studies and student individual research; and (2) service to the department. These include:

1. As the instructor of the graduate research methods class (required of all master's students), I work with all graduate students (usually 12 to 15 each semester) in linking their literature reviews to research questions and hypotheses, operationally defining them, and structuring a data-gathering technique that provide information for either a quantitative or qualitative analysis, both, or for a project. In addition, I serve as primary adviser to many students using quantitative methods, survey research, content analysis, experimental design, and/or using SPSS and basic statistical analysis. I also serve as primary on some qualitative theses, as well as second or third adviser on other journalism/mass communication topics and many times on studies examining public relations or advertising topics. I also advise and assist students completing projects, where students use their professional or academic experiences, as their final culminating experiences, such as a series of in-depth newspaper or magazine articles, preparing videos, web designs, etc.

2. Two major service activities in the past few years has been five years service as the school representative to the college retention-tenure committee, which requires eight to ten hours weekly evaluating dossiers and another three or four hours in committee discussing, voting and making recommendations. This process lasts about eight to ten weeks each fall semester. I also spent countless hours last year gathering information, meeting with a Board of General Studies representative and then structuring a syllabus which met university requirements for a general education course that could be taken to meet a lower division requirement. The structuring required integrating university objectives

on diversity, writing skills, analytical analysis, and others with unit objectives on media power, impact, and ethics, as it related to societal institutions and diverse populations. That course, MCOM 72, media and society, now counts between 10 percent and 20 percent of its enrollment from other departments.

When I teach the undergraduate research class, I focus on research methods as another information-gathering technique. This often involves a content analysis of newspapers or television newscasts. For the past several years, the class has conducted surveys of 400 to 600 students on one of two topics, campus climate or readerships of the campus newspaper's news and advertising. Students are taught basic statistics, chi square and t-tests, and apply these tests to selected data, then analyze the results. These vary from student perceptions of the campus, classes and faculty to ethnic views of campus life, culture and racial equality. Study results of the newspaper are generally given to the campus newspaper, and often published, so that ad managers and news executives can determine student buying and reading desires. One study included questions on additional student funding and the results were used to gain additional administrative financial support for the newspaper.

### **OTHER ACADEMIC CONTRIBUTIONS**

**Mass Comm Review** --- 1987 to 1997. Co-editor of the refereed mass communications journal, 1992 to 1997. Associate editor, 1989 through 1991. Member of editorial board ,1987 to 1992.

**Journalism Educator** --- 1989-1994. Reviewer.

**Journalism Quarterly** --- 1981-1989. Reviewer.  
Service to the other University

### **SERVICE TO ACADEMIC AND PROFESSIONAL JOURNALISM**

**Dow Jones Newspaper Fund** --- 1986 to 2008. West Coast Editing Internship Residency director and instructor. Two-week intensive copyediting program for interns prior to summer internships at metropolitan news organizations.

**Journalism Association of California, Northern California** – October 7, 2000, and October 13, 2007, assisted association liaison, ensuring availability

of rooms, lecturns, microphones, judges for annual student convention/conference, coordinated joint community college-San Jose State faculty meeting.

**People's Republic of China** – Nov. 3, 1999. Lectured on “Trust and Mistrust of Ideologically-Biased Chinese and American News Media Coverage of Each Other,” in Dr. Huang Dan’s master’s class in mass communication, Zhejiang University, Hangzhou, China.

**People's Republic of China** – Nov. 4., 1999. Lectured on “Communication Research Techniques and Research on Chinese-Language Media Coverage of Chinese News Events,” to Ph.D. media and culture class of Zhang Guo Liang, vice dean, College of Journalism, Fudan University.

**Journalism Association of California, Northern California** -- Oct. 16, 1999 annual meeting at San Jose State University. Assisted Association President Bill Johnson and journalist Les Mahler in judging the student editing competition.

**Freedom Forum** -- May 7, 1994 and May 6, 1995. Roundtable discussant on U.S. press for Parvin Fellows, a group of Chinese journalists selected each year to study at the University of Hawaii. Discussion held at Freedom Forum Pacific Coast Center, Oakland, CA.

**Journalism Association of Community Colleges** -- April, 1995. Judge and speaker on reporting and editing topics at annual convention in Fresno of journalism students at California’s community colleges.

**Thailand** -- January, 1992. Guest lecture at Chulalongkorn University in Bangkok on Western coverage of Asia, AEJMC accreditation requirements, and American journalism programs.

**People's Republic of China** --- Fall, 1990, and Spring, 1991. Guest lecturer on reporting, copyediting, and American media at China School of Journalism in Beijing; Haidian University in Beijing; Xiamen University in Xiamen; and Guangzhou Foreign Studies University in Guangzhou.

**Ohlone College Communication Arts Advisory Board** --- 1976-1985. Member, advisory board to journalism program.

**California Journalism Articulation Committee** --- 1981-1984. One of four four-year university representatives who meet regularly with community college journalism instructors for curricular and student transfer coordination.

**California Journalism Conference** --- 1976-1983. Member, statewide organization of four-year college and university instructors of journalism. Executive secretary, 1978-1983.

### **SERVICE TO UNIVERSITY**

**School** --- Current coordinator, graduate program, handling admissions, curriculum, advising, graduation, and outreach. Current member, *Spartan Daily* Advisory Board. Prepared successful re-certification (2007) for undergraduate media and society class to meet university general education requirements, Former coordinator, Journalism sequence, overseeing curriculum development and outreach programs. Past member and chair, Curriculum and Retention, Tenure and Promotion committees. Past member, Computer and Scholarship committees. Former adviser, Kappa Tau Alpha. Supervised initial certification and re-certification of two conceptual courses, mass media and society, and global mass communications as university general education courses for all students.

**College** --- Current member, Retention/Tenure Committee. Past member and chair, Curriculum committee. Past member, Faculty Affairs and Student Affairs committees. Member, 1980 Decanal Search Committee.

**University** --- Chairman, University Tenure and Retention Committee, 2000, 1999 and 1998. Committee member, 1997. Past member, Faculty Affairs Committee of Academic Senate and Written Communications Requirements Advisory Committee to the Board of General Studies.

### **HONORS, PROFESSIONAL AND ACADEMIC MEMBERSHIPS**

**Edward J. Traves Professor of the Year award**---Awarded Aug. 12, 1996 by the Mass Communication and Society division of the Association for Education in Journalism and Mass Communication for scholarly activities and leadership. (The award has only been presented three other times since it was established in 1987.)

**Society of Professional Journalists, (SDX)** --- 1965 to present.  
Member.

**American Society of Copy Editors (ACES)** – 1999 to present.  
Member

**Investigative Reporters and Editors, Inc.** --- 1987 to present. Member.

**The Newspaper Guild** --- 1977 to present. Member, newspaper journalists' union; on inactive status when not employed as a reporter.

**Association for Education in Journalism and Mass Communication**  
--- 1968 to present. Member.