

CURRICULUM VITAE

William James (Jim) Willis

ACADEMIC BACKGROUND

Ph.D., Journalism, The University of Missouri, Columbia, Missouri, 1982.
M.A., Journalism, Texas A&M University, Commerce, Texas, 1975.
Graduate work in Theology, Dallas Theological Seminary, 1968-1969.
B.A., Journalism, The University of Oklahoma, Norman, Oklahoma, 1968.

PROFESSIONAL BACKGROUND

Chair and Professor, Department of Journalism, Ball State University, Muncie, Indiana, 47306. August, 2010 -- .
Chair and Professor, Department of Communication Studies, Azusa Pacific University, Azusa, California. Fall, 2003-2010.
Adjunct Professor of Journalism, The University of Memphis (Regents Online Degree Program), Memphis, Tennessee, 2002 --.
Hardin Chair of Excellence in Journalism, The University of Memphis, Memphis, Tennessee, 1995-January, 2004.
Interim Director of International Programs and Services, The University of Memphis, 2002-2003.
McMahon Centennial Professor of Journalism, The University of Oklahoma, Norman, Oklahoma, 2000-2001. (On professional leave from the University of Memphis.)
Writing Coach, *The Daily Oklahoman*, Oklahoma City, Oklahoma, 2000-2001.
Chair, Department of Communication, Boston College, Chestnut Hill, Massachusetts, 1992-1995.
News-Editorial Head and Associate Professor of Journalism, Department of Journalism, Ball State University, Muncie, Indiana, 1988-1992.
Graduate Coordinator and Assistant Professor of Journalism, School of Journalism, Northeastern University, Boston, Massachusetts, 1982-1988.
Assistant Professor of Mass Communication, Southern Illinois University, Edwardsville, Illinois, 1980-1982.
Instructor of Journalism and City Editor of *The Columbia Missourian*, The University of Missouri, Columbia, Missouri, 1978-1980.
Managing Editor, *The Garland Daily News*, Garland, Texas, 1976-1978.
Director of Public Information, Dallas Baptist University, Dallas, Texas, 1974-1976.
Assistant City Editor, *The Dallas Morning News*, 1972-1974.
Reporter, State Desk, *The Daily Oklahoman*, Oklahoma City, Oklahoma, 1970-1972.
Managing Editor, *The Edmond Evening Sun*, Edmond, Oklahoma, 1969-1970.
Copy Editor, *The Daily Oklahoman*, Oklahoma City, Oklahoma, 1967-1968.

SPECIAL ASSIGNMENTS

Correspondent covering the 10th and 20th anniversaries of the fall of the Berlin Wall for *The Oklahoman*, in 1999 and 2009.

Writer, *A Virtual Unknown* ongoing blog for Newsok.com focusing on the everyday impact of the Web 2.0 media on ordinary citizens.

Speaker, "Perceptions – Partly from Presidents – on the Power of the Press," The Institute on Political Journalism, San Francisco Conference, November 3, 2007.

Guest Lecturer, "The Media Effect," University of Mainz, Germany, July, 2008.

Guest Lecturer in Germany, Latvia, and Spain for the U.S. State Department, 2006, 2002, 1999, and 1995.

Scholar-in-Residence, Johannes Gutenberg Universitatis, Mainz, Germany, November-December, 2003.

Guest Professor of American Media, Justus Liebig Universitatis, Giessen, Germany, Fall, 1996.

Correspondent for The Edmond Evening Sun, Edmond, Oklahoma, in covering the aftermath of the Alfred P. Murrah Federal Building in April and May of 1995 (while on professional leave from Boston College)

Freelance writer for *Horseman*, *Country Gentleman*, *Frets*, and *Christian Life* magazines, 1980-83.

PUBLICATIONS

BOOKS

100 Media Moments That Changed America (Westport: Greenwood), December, 2009.

The Mind of a Journalist: How Reporters View Themselves, Their Craft, and Their World (Thousand Oaks: Sage, 2009).

The Media Effect: How the News Influences Politics and Government (Westport: Praeger, 2007).

The Human Journalist: Reporters, Perspectives and Emotions, (Westport: Praeger) 2003.

Prelude to Greatness: Sooner Football in the 1990s, with Jay Smith (Norman: University of Oklahoma Press), 2003.

Images of Germany in the American Media (Westport: Praeger, 1997).

Reporting on Risks: The Practice and Ethics of Health Reporting, with Albert Okunade (Westport: Praeger, 1996.)

The Age of Multimedia and Turbonews (Westport: Praeger, 1993).

New Directions in Media Management, with Diane Willis (Boston: Allyn & Bacon, 1992).

The Shadow World: Life Between the News Media and Reality (Westport: Praeger, 1991).

Journalism: State of the Art (Westport: Praeger, 1990).

Surviving in the Newspaper Business: Newspaper Management in Turbulent Times, (Westport: Praeger, 1988).

BOOK UNDER CONTRACT

The Wall: Everyday Life Behind the Iron Curtain, (Westport: Greenwood, pending for 2012).

ARTICLES

- “Nach eigenen Gesetzen,” *Message: Internationale Fachzeitschrift für Journalismus*, March, 2000.*
- “The Research Beat: The Journalist and Public Policy,” *Publisher’s Auxiliary*, March 19, 2001.
- “The Research Beat: Strong Communication Comes from Strong Sentences,” *Publisher’s Auxiliary*, September 2, 2000.
- “The Research Beat: A Matter of Attitude in Ethical Situations,” *Publisher’s Auxiliary*, August 9, 1999.
- “The Research Beat: Distancing Yourself From the Story: A Help or a Hindrance?” *Publisher’s Auxiliary*, June 28, 1999
- “The Research Beat: Community Newspapers: Where the Real Love of Journalism Lies,” *Publisher’s Auxiliary*, March 22, 1999.
- “The Research Beat: If It’s a Disaster, You Better Know How to Cover It,” *Publisher’s Auxiliary*, May 18, 1998.
- “Class Appeal vs. Mass Appeal in Newspapers,” *The American Editor*, March, 1998.
- “Risky Business: Science and Journalism,” *Presstime*, December, 1997
- “The Research Beat: Advertising Under the Microscope: Defining the Newspaper’s Value as the Local Medium,” *Publisher’s Auxiliary*, February 24, 1997..
- “The Age of Multimedia and Turbonews,” *The Futurist*, September-October, 1995.
- “Objectivity, Emotions and the Disaster in Oklahoma City,” *SNPA Bulletin*, January 1, 1996.
- “The Tyranny of the Apathetic: How Uncaring Readers and Viewers Influence News Content,” *Nieman Reports*, Spring, 1992.*
- “Shop Talk at 30: The As-If Game of Newspaper Management,” *Editor & Publisher*, April 7, 1990.
- “A Future in News-Editorial,” *J Communique*, Spring, 1992.
- Book Review, “Newsroom Management,” *Journalism & Mass Communication Quarterly*, Spring, 1989.*
- Book Review, “Strategic Newsroom Management,” *Journalism & Mass Communication Quarterly*, Spring, 1989.*
- “India: A Case Study in International Reporting,” *Nieman Reports*, Winter, 1988.*
- “Eking out a Profit in a Down Economy,” *Oklahoma Press Association Bulletin*, Spring, 1988.
- “Shop Talk at 30: The Editor as a One-Minute Manager,” *Editor & Publisher*, December 31, 1988.
- “Program Develops Management Skills for Newsroom Vets ,” *Journalism Educator*, Spring, 1987.*
- “Editors, Readers, & News Judgments,” *Editor & Publisher*, February 7, 1987
- “Two Noses for News,” *Grassroots Editor*, Winter, 1987.
- “The Legacy of Sam Adams,” *Nieman Reports*, Summer, 1984.*
- “TV’s Suburban Invasion,” *Grassroots Editor*, Fall, 1984.
- “Tug of War at Town Hall,” *Grassroots Editor*, Fall, 1983..
- “Shop Talk at 30: Newsroom Management Update,” *Editor & Publisher*,

August 14, 1982.

“Shop Talk at 30: The Good and Bad of Reporting and Editing,” *Editor & Publisher*, February 27, 1982.

“To Boost or Not to Boost,” *Grassroots Editor*, Spring, 1982.

“Profiles of Newsroom Leaders Examined,” *SNPA Bulletin*, April, 1982.

* Refereed publications.

PAPERS PRESENTED

“The Media Effect: How the News Influences Politics and Government,”

The University of Magdeburg, Magdeburg, Germany, June, 2009.

“The Media Effect and the 2008 Presidential Election,” Potsdam University, Potsdam, Germany, June 2009.

“The Media Effect: How the News Influences Politics and Government,”

International Summer School for German and Polish Honor Students, Wittenberg, Germany, August, 2007.

“Journalists and the Role of Emotions,” International Conference on The Media and War Reporting, co-sponsored by the University of Tübingen and the University of Freyburg, Tübingen, Germany, June, 2006.*

“The Human Journalist: Reporters, Perspectives and Emotions,” International Conference on New Paradigms in German and American Journalism,” Co-sponsored by the University of Mainz and the Atlantic Alliance, Mainz, Germany, June, 2006.*

“The Human Journalist,” presentation for the American Corners program of the U.S. State Department, Daugavpils, Latvia, June, 2006.

“Journalists, Emotions, and Trends in American Journalism,” presentation to faculty and students at the University of Riga, Riga, Latvia, June, 2006.

Respondent for panel on “The Media and the 2004 Election,” Regional Conference of the National Communication Association, April, 2006, Indianapolis, IN.*

“Terrorism and the American Media,” paper presented to the University of Pamplona, March, 2002, Pamplona, Spain.

“American Journalists and Environmental Issues,” paper presented to journalists in Madrid, Spain, at the U.S. Embassy, November, 1999.

“Trends in American Journalism,” paper presented to communication students at Universidad de Navarra, Pamplona, Spain, November, 1999.

“The American Media Reporting on Terrorism,” paper presented at the University of Leipzig, March, 2002, Leipzig Germany.

“Germany’s Image in the American Media,” paper presented to the University of Dresden, Fall, 1999, Dresden, Germany.

“The American News Media and Germany,” paper presented at Catholic University, Eischtett, November, 1999, Eischtett, Germany.

“Trends in American Journalism,” paper presented at the University of Mainz, November, 1999, Mainz, Germany.

“The Oklahoma City Bombing and Its Coverage,” paper presented at the University of Giessen, November, 1995, Giessen, Germany.

“America’s Top Stories of 1995,” paper presented at the University of Nuremberg,

November, 1995, Nuremberg, Germany.
“New Directions in American Reporting,” paper presented to the editorial staff of German Television ZDF, November, 1995, Mainz, Germany.
Numerous presentations to the state press associations of Tennessee, Oklahoma, and Texas, 1999, 1998, 1996, 1989.

- Refereed presentatons.

RESEARCH & LECTURE GRANTS

2009 Faculty Scholarship Award, presented by Azusa Pacific University.
German Academic Exchange Service (DAAD) grant approved for research and lecture in Germany, July/August 2007.
State Department Lecture Grant for Germany and Latvia, Summer, 2006.
Alternate, Fulbright Senior Teaching and Research Grant (Germany), 2005-06.
Finalist, Fulbright Senior Teaching and Research Grant (Spain), 2008-2009.
DAAD Grant, Johannes Gutenberg University, (University of Mainz) Mainz, Germany, November, 2003.
State Department Lecture Grant for Germany and Spain, November, 1999.
State Department Lecture Grant for Germany, November, 1995.
Research Incentive Grant for \$5,000, awarded by Boston College, 1993.

PROFESSIONAL/ACADEMIC LECTURES AND SERVICE

Lecturer on State Department Grant, Germany and Latvia, Summer, 2006.
Scholar-in-Residence, Johannes Gutenberg Universitatis, Mainz, Germany, November-December, 2003.
Director, Linder Center for Urban Journalism, University of Memphis, 1995-2003.
Member, Provost’s Council, University of Memphis, 2002-2003.
Lecturer on State Department Grant, Germany and Spain, Fall, 1999.
Member, Faculty Senate, University of Memphis, 1999-2000.
Member, President’s Task Force on International Projects, University of Memphis, 1996-1998.
Member, College Council, College of Communication and Fine Arts, University of Memphis, 1997-1999.
President, three terms, Society of Professional Journalists, Mid-South Pro Chapter, 1997, 1998, and 2001.
Lecturer on State Department Grant, Germany, Fall, 1995.
Member, National Newspaper Foundation Journalism Education Committee, 1995-96.
Online Course Developer and Instructor, Mass *Media and Cultures*, University of Tennessee Regents Online Degree Program, 2002--..
Lecturer, U.S. State Department’s United States Information Service, in Germany and Spain, 1995, 1999, and 2002.
Speaker, German Television ZDF Conference on The Media and New Technology, Mainz, Germany, Spring, 2002.
Founding Director of four professional development seminars at the University of Memphis, all targeted to working journalists: *Covering the Disaster Scene*, *Covering the Health Care Story*, *Victims and the Media*, and *The Media*

and Terrorism, 1995-2002.

Founder, "M3 + ZDF Student Exchange Program," creating consortium among The University of Memphis, Ball State University, Johannes Gutenberg University in Mainz, Germany, and German Television ZDF. 2001-2003.

Founding Director of "The Memphis Opportunity," a U.S.-based training seminar for staff members of German Television ZDF, held at the University of Memphis, 1998--.

Founder and Online Instructor of Distance-Learning Program of the National Newspaper Association, 1997-2001.

Editor-in-Chief, *APME Gazette*, National Convention of the Associated Press Managing Editors, Memphis, Tennessee, 1999.

Line Editor, *APME Gazette*, National Convention of the Associated Press Managing Editors, Anaheim, California, 1998.

Sub-Committee Chair, Presenter and Moderator, "Credibility and the Bottom Line," Conference on Credibility, ASNE Values and Ethics Committee, Philadelphia, Pennsylvania, November 14-15, 1997.

Contributing Editor and Member, APME Reporting, Writing and Editing Committee Report, *Line Editors Speak Out: Here's How They Make a Difference*, October, 1997.

Guest Professor of American Media, Justus Liebig Universitatis, Giessen, Germany, Fall, 1996.

Founding Adviser, SPJ Chapter, Boston College, Boston, Massachusetts, 1983.

Associate Editor, *Massachusetts Communication Journal*, 1993-94.

Member, Board of Chairs, College of Arts & sciences, Boston College, Boston, Massachusetts, 1992-95.

Chair, Promotion and Tenure Committee, Department of Communication, Boston College, Boston, Massachusetts, 1993-95.

Member, Arts & Sciences Peer Evaluation Committee, Boston College, Boston Massachusetts, 1993-95.

Speaker, numerous meetings of the New England, Tennessee and Texas Press Associations, 1982-2000.

Coordinator, National Journalism Writing Award Contest (sponsored by Nixon Newspapers, Inc.), Ball State University, Muncie, Indiana, 1988-92.

Mentor for new faculty, Journalism Department, Ball State University, Muncie, Indiana, 1989-92.

Member, College Curriculum Committee, College of Science and Humanities, Ball State University, Muncie, Indiana, 1988-90.

Member, Promotion and Tenure Committee, Department of Journalism, Ball State University, Muncie, Indiana, 1988-91.

Coordinating Judge, High School Journalism Day, Ball State University, Muncie, Indiana, 1988-92.

Founding Director, Graduate Program in Journalism, Northeastern University School of Journalism, Boston, Massachusetts, 1984.

Judge, Alabama Better Newspapers Contest, Alabama Press Association, 1988.

Judge, Annual Better Newspapers Contest, Vermont Press Association, 1985.

Judge, Regional SPJ/SDX Reporting Competitions, 1980, 1984 and 2001.

Judge, Newspapers in the Classroom Competition, Boston, Massachusetts, 1983.
Judge, Air Force Publications Contest, Belleville, Illinois, 1981.
Judge, Investigative Reporting Contest, IRE, Columbia, Missouri, 1980.
Founding Adviser, Kappa Tau Alpha, Northeastern University Chapter, 1986--.
Member, Research and Scholarship Council, Northeastern University, Boston,
Massachusetts, 1986-87.
Member, Honors Committee of College of Arts & Sciences, Northeastern
University, 1982-83.
Adviser, SPJ Chapter, University of Missouri, Columbia, Missouri, 1978-79.
Adviser, newspaper and yearbook, Dallas Baptist University, Dallas, Texas, 1974-76.

COURSES TAUGHT (* Indicates Courses I Developed in one or more schools.)

Introduction to Communication Studies
Introduction to Mass Communication
Communication Ethics
Intercultural Communication
Organizational Communication
American Media and U.S. Foreign Policy*
News Writing
Reporting, Basic and Advanced
Public Affairs Reporting
Advanced Journalistic Writing
Media Ethics*
Editing and Design
Media Management*
Mass Media and Cultures*
International Reporting
Literature of Journalism*
Research Methods in Mass Communication*
Media and Society
History of Journalism*
Mass Communication Theory*

REFERENCES

David Weeks, Ph.D., Dean, College of Arts and Sciences, Azusa Pacific
University, 901 E. Alost Avenue, Azusa, CA 91702. 626-815-6000.
dweeks@apu.edu.

Martina Kohl, Ph.D., Senior Cultural Affairs Specialist, U.S. Embassy, Berlin, Germany,
kohlm@state.gov.

Otis Sanford, Editorial Page Editor of the Commercial Appeal and Hardin Chair
Of Excellence in Journalism, the University of Memphis, Memphis, TN. 38152,
901-678-2000. o.sanford@memphis.edu.

