

WENDY M. WHITT

Instructor, School of Mass Communications

University of South Florida | College of Arts & Sciences
4202 E. Fowler Ave., CIS 3093, Tampa, FL 33620
813.974.9594 | ww hitt@usf.edu

QUALIFICATIONS

Veteran newsroom manager in metro newspapers, with the majority of 18-year career spent in a converged news organization. Editing, managing, multimedia storytelling and news presentation are among areas of expertise.

EDUCATION

Master of Arts, Journalism and Mass Communication, University of North Carolina at Chapel Hill, School of Journalism and Mass Communication, May 1996

- Media Law Concentration
- Thesis title: "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

Instructor, School of Mass Communications

University of South Florida, August 2013-present

- *Writing for the Mass Media* (MMC 2100)
- *Introduction to Reporting* (JOU 2100)
- Designing a blended course: *Writing for the Mass Media* (MMC 2100)

Adjunct Instructor, School of Mass Communications

University of South Florida, 2008-2011

- *Newswriting & Editing* (JOU 5105)
- *Multimedia Journalism* (JOU 5344)
- *Multimedia Journalism*, Selected Topic (MMC 4936)

Reading Instructor

Durham Technical Community College, Durham, N.C., 1994-1995

- Reading/study skills

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 nonprofit association magazine and coordinated all public relations, sponsorship and marketing programs.

Senior Editor

The Tampa Tribune, October 2002-May 2012

Directed news coverage and managed reporters and special projects in a converged newsroom. Teams delivered news in the newspaper, online at TBO.com, on WFLA-TV and on social media. Led award-winning investigative, narrative and deadline reporting teams and copy editors. Reporting teams covered police, courts, politics, health, city, county and state government, military, transportation and general assignment. Also edited coverage of the Florida Legislature and national politics. Planned and edited multimedia packages and the Sunday newspapers. Led initiatives aimed at sustaining the newspaper while building online audience. Worked on leadership teams for three newspaper redesigns. Managed through economic challenges and significant workforce reductions. Positions held: metro editor, audience editor, senior editor for weekends/enterprise and news editor.

Deputy Copy Desk Chief

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

Managed copy editors, edited news sections and projects and approved pages for publication.

Editor

Sarasota Herald-Tribune, July 1996-May 2001

Directed news coverage of breaking and enterprise reporting, collaborating with the website and cable television station. Positions held: night city editor, bureau city editor, copy editor.

Freelance Reporter

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

Covered university, government and general assignment stories.

MEMBERSHIPS

- Association for Education in Journalism and Mass Communication
- Radio Television Digital News Association
- Public Relations Society of America
- Public Relations Society of America, Tampa Bay Chapter

FELLOWSHIP

Poynter Institute for Media Studies, Media Management Fellow, Fall 1995

OTHER RELEVANT TRAINING

- Enrolled in *Teaching Online* at USF (TO101)
- Enrolled in *Developing a Successful Journalistic Blog*, Poynter Institute News University
- Poynter Institute News University webinar participant (Fall 2013): *Six Things Educators Can Do Right Now To Go Digital; Videolicious* and *Getting Started with Geofeedia*
- Academy for Teaching and Learning Excellence at USF: *Learning Activities That Work* (Fall 2013)
- Turnitin webinar participant: *Web-based Technology for Interactive, Formative Feedback in Online Learning* (Fall 2013)
- Frequent participant in seminars and conferences during newspaper career, including Poynter Institute, Florida Society of News Editors, Investigative Reporters and Editors