

CURRICULUM VITAE

Dwight DeWerth-Pallmeyer

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EDUCATION

Doctor of Philosophy, Northwestern University. Major Field: Communication Studies. Dissertation Title: "An Analysis of the Impact of Audience on News: A Multiple-Level Analysis." (1994).

Master of Arts, University of Minnesota. Major Field: Mass Communication. Related Fields: statistics and psychology. Master's Thesis focused on the impact of memory and note-taking on reporting errors. (1981).

Bachelor of Arts, Valparaiso University. Major: Journalism. Minor: Political Science. (1979).

POSITIONS

Academic

Director of Communication Studies, (1999-2014) Widener University, Chester, Pennsylvania.

Acting Associate Dean, Social Science Division (2006-2007) Widener University, Chester, Pennsylvania.

Associate Professor, (2004-) Widener University, Chester, Pennsylvania.

Assistant Professor, (1999-2003) Widener University, Chester, Pennsylvania.

Assistant Professor, (1996 – 1999) California State Polytechnic University, San Luis Obispo.

Assistant Professor, (1993-96) Utica College of Syracuse University.

Teaching Assistant, (1991-93) Northwestern University,

Visiting Lecturer, (1991). University of Illinois at Chicago,

Instructor, (1984-1990). Augustana College, Rock Island, Illinois.

Visiting Instructor, (1989). St. Ambrose University, Davenport, Iowa

Non-Academic

Owner & Talent, thevoiceoverbiz.com (2009 -)

News Director, (1984-1987) WVIK, Rock Island, Illinois.

News Director, (1983-84) KOJO/KIOZ radio stations, Laramie, Wyoming.

COURSES

Taught at Widener

COMS 130 Mass Media in Society

COMS 217 Broadcast News writing (New Course at Widener)

COMS 230 Communication Theory

COMS 265 Radio Production

COMS 330 Popular Culture

COMS 330 Popular Culture (honors)

COMS 315 Mass Media Industries

COMS 316 Media Criticism (Reconfigured from TV Criticism)

COMS 409 Senior Research/Capstone

COMS 410 Senior Research/Capstone

COMS 420 Internship Supervision

COMS 499 Independent Studies

FRS 101 Freshman Seminar/Radio Production (College Adjustment Skills)

MIN 101 Introduction To Media Informatics

Taught at other institutions

Broadcasting and the Public Interest

Survey of Radio and TV Broadcasting

News Writing and Reporting

Broadcast Journalism

Essentials of Radio

Introduction to Radio

Introduction to Radio Production

Writing and Announcing for Radio/Television

Public Relations Campaigns

Public Speaking

International Communication

Media Processes and Effects
Freshmen Seminar (college Adjustment Skills)
Senior Projects

PUBLICATIONS

Refereed Publications

DeWerth-Pallmeyer, Dwight, "Multiple Social Constructions Implicit in Media Critics' Junkets: How the Critic Constructs the Media and How the Media Construct the Critic," *National Social Science Journal*, Volume 22-1, 2004, pp. 8-16.

DeWerth-Pallmeyer, Dwight, "The Media Criticism Class: Balancing Professional and Academic Orientations and The Necessity for Developing Critical Thinking," *National Social Science Journal*, Volume 20-2, 2003, pp. 45-55.

DeWerth-Pallmeyer, Dwight, "[The Nature and Function of the Media Arts Critic](#)," *New Jersey Journal of Communication*, Volume 11-1, 2003, pp. 100-114.

DeWerth-Pallmeyer, Dwight, [The Audience In the News](#), Mahwah, N.J.: Lawrence Erlbaum Associates, 1997.

Non-refereed Publications

DeWerth-Pallmeyer, "Assessing the role audience plays in digital broadcasting today and tomorrow," for inclusion in the book [Digital Technology and the Future of Broadcasting: Global Perspectives](#), Abingdon, Oxon, UK Routledge, Forthcoming.

DeWerth-Pallmeyer, "The Post-Web News Audience" Poynter.Org, July 23, 2014.
<http://about.poynter.org/about-us/press-room/post-web-news-audience>

DeWerth-Pallmeyer, Dwight, "Lisa Ling: the Thrill of Story-Telling" Professor's Epilogue, Philadelphia Speakers Series, Widener University, Nov. 2012.
http://www.widener.edu/news-events/philadelphia_speakers_series/epilogue/dewerth-pallmeyer-ling.aspx

DeWerth-Pallmeyer, Dwight, "Lisa Ling: A Story-Teller with Purpose" Professor's Prologue, Philadelphia Speakers Series, Widener University, Nov. 2012.
http://www.widener.edu/news-events/philadelphia_speakers_series/dewerth-pallmeyer-ling.aspx

DeWerth-Pallmeyer, Dwight, "The Tightrope of Objectivity?" Professor's Prologue, Philadelphia Speakers Series, Widener University, April, 2012.
<http://www.widener.edu/leadershipworks/philadelphiaspeakersseries/dewerth-pallmeyer-brokaw.asp>

DeWerth-Pallmeyer, Dwight, "Cooperation, Not Competition, Heals. Letter to the Editor" Delaware County Times, Jan 21, 2012.
<http://www.delcotimes.com/articles/2011/01/21/opinion/doc4d39024d15564952838834.txt?viewmode=default>

DeWerth-Pallmeyer, Dwight, [The Critics: Stories from the Inside Pages](#) Feature-length documentary, distributed by Films Media Group, Lawrenceville, NJ and by Contemporary Arts Media, Western Australia, 2006.

DeWerth-Pallmeyer, Dwight, "The Future Role of Radio," in the Encyclopedia of International Media and Communications, Academic Press, San Diego, Volume 4, 2003, pp. 25-32.

DeWerth-Pallmeyer, Dwight, "Good Intentions Make Bad News: Why Americans Hate Campaign Journalism," book review, Journalism & Mass Communication Quarterly Summer 1996, p. 487

Ettema, James S. and Pallmeyer, Dwight W., "[Race and the Horse Race: Newspaper Coverage of the 1989 and 1991 Chicago Mayoral Primaries](#)," Research Monograph of the Institute for Modern Communications, Northwestern University, 1992.

Pallmeyer, Dwight W., [Our Neighbors in Hiding](#), Study Guide on the plight of undocumented persons in the U.S. Prepared for the American Lutheran Church, Augsburg Publishing, Minneapolis, 1981.

CONFERENCE ACTIVITY

Reviewer, Broadcast Education Association Conference (2013 – 2014)

Conference Paper Presentations

Laker, Dennis, & DeWerth-Pallmeyer, Dwight, "TV, Popular Culture, and Career Choice," Paper presented at the Hawaii International Conference on Arts and Humanities Annual Conference, Honolulu, Hawaii, 2008.

DeWerth-Pallmeyer, Dwight, "The Social Construction of Quality in Mass Media Criticism," Paper presented at the Mid-Atlantic Popular/American Culture Association Annual Meeting, Philadelphia, Pennsylvania, 2007.

DeWerth-Pallmeyer, Dwight, "The Nature of the Mass Media Critic and the Subjective Voice," Paper presented at the International Communication Association Annual Meeting, Seoul, South Korea, 2002.

DeWerth-Pallmeyer, Dwight, “The Media Criticism Class: Balancing Professional and Academic Orientations and the Necessity for Developing Critical Thinking,” Paper presented at the International Communication Association Annual Meeting, Seoul, South Korea, 2002.

DeWerth-Pallmeyer, Dwight, “[How Journalists Write About Their Audiences: A Social Construction](#),” Paper presented at the Association for Education in Journalism and Mass Communication Annual Convention, Washington D.C., 1995.

DeWerth-Pallmeyer, Dwight, “Structural and 'Loyalty' Determinants of Late Local News Ratings,” Paper presented at the Association for Education in Journalism and Mass Communication Annual Convention, Atlanta, 1994.

DeWerth-Pallmeyer, Dwight and Hirsch, Paul M., “[TV News Magazines vs. the New Tabloids: Getting Past Content--An Organizational Perspective](#),” Paper presented at the Association for Education in Journalism and Mass Communication Annual Convention, Atlanta, 1994.

DeWerth-Pallmeyer, Dwight, “When Media Ratings Become an Occupational Psychosis,” Paper presented at the International Communication Association Annual Convention, Washington D.C., 1993.

DeWerth-Pallmeyer, Dwight, “Getting a Read on its Readership: A Small Town Paper's View of its Audience,” Paper presented at the Speech Communication Association Annual Convention, Chicago, 1992.

Non-refereed Conference Participation

DeWerth-Pallmeyer, Dwight, “Speaking to Make a Point,” Presentation to the Delaware Valley Chapter of the National Association of Church Administration, at its monthly meeting, Wilmington, Delaware, Nov. 6, 2008.

Participant in the Maine Media Workshop class, “Documentary Camera.” Rockport, Maine, July 2008.

DeWerth-Pallmeyer, Dwight, “The Critics: Stories from the Inside Pages—Applying the Work of Professional Critics to Teaching Critical Thinking in Writing.” Presented at the Hawaii International Conference on Arts and Humanities Annual Conference, Honolulu, Hawaii, 2008.

DeWerth-Pallmeyer, Dwight, “Multiple Social Constructions Implicit in Media Critics’ Junkets: How the Critic Constructs the Media and How the Media Construct the Critic,” Paper presented at the National Social Science Association Spring Meeting, Las Vegas, 2003.

DeWerth-Pallmeyer, Dwight, "Keeping it Simple isn't Stupid," panelist (developed PowerPoint presentation) at the Text and Academic Authors Annual 14th Annual Convention, San Antonio, Texas, June 8, 2001.

DeWerth-Pallmeyer, Dwight, "Gender Issues in Communication." Address before the Delaware Nurses Association at its Spring 2000 Convention, Dover, Delaware, April 7, 2000.

Respondent to "The Ad and the Ego," video documentary presented at the Broadcast Education Association Annual Convention, Las Vegas, 1997.

DeWerth-Pallmeyer, Dwight, "Using Students & Volunteers in the Newsroom," Workshop presented at the Public Radio News Director's Association Annual Meeting, Chicago, 1985.

ASSOCIATIONS

Past & Current

National Communication Association
Sigma Delta Chi (Professional Journalism Fraternity)
Public Radio News Directors Association
International Communication Association
Association for Education in Journalism and Mass Communication
(Conference Reader/Reviewer: 2013-2014))
Broadcast Education Association
Text and Academic Authors

SERVICE

Widener University (1999 -)

University Service

Faculty Advisor, Widecast (2014 -)
Voiced character of "father" in University radio commercial, "Like Father, Like Son-in-Law" (11/2013)
Presentation to high school counselors, "Freedom Hall" (11/7/2013)
Organized Homecoming reception for opening of Freedom Hall (10/19/2013)
Presentation to "Sexperts" "Basics of Public Speaking" (10/2/2013)
Presentation to Admissions, "Communication Studies in Freedom Hall" (9/2/2013)
Presentation to Admissions, "Reflections on the Widener Academic Experience" (10/28/2012)
Presentation for New Faculty with University Relations, "Best Practices with ProfNet" (10/17/2012)
Prepared for Admissions, "New Building Podcast (two versions-long and short)" (2012)

<http://thevoiceoverbiz.com/index/Podcast/Podcast.html>
Social Media Committee (2012-)
Chaired COMS, Computer Science and Informatics Ad hoc Building Committee
(2012-2013)
Chaired Media Informatics Advisory Council (2012-2013)
Health Informatics Planning Committee (2011-2012)
Produced recording of Mandarin language narration of “virtual tour of Widener” (2011)
Vision 2015 task force on Academic Freedom (2009-2010)
Voice-over narration for the Confucius Institute at Widener University website
(9/14/2009)
Voice-over narration for the Osher Lifelong Learning Institute at Widener University
DVD (11/2008)
Co-Leader Workshop on Organizational Communication for University’s 3rd Annual
Leadership Development Conference (9/24/05)
Widener-Chester Small Business Task Force (2005 -2006)
Led session for University student Ambassadors on Public Speaking (11/11/04)
Trained student leaders in interviewing skills for Project Pericles
Conference in St. Paul Minnesota (11/4/04)
Image, Culture and Climate task force of the Strategic Planning Committee (2002-2003)
Faculty Advisor, WDNR (1999 - 2014)
Student Services, Media Advisory Board (1999 -)
Widener Day participant (1999 -)
Faculty Marshall, Commencement Activities (2002 - 2008)
Fine Arts Council (2003-2004)
Instructional Technology Council (2001- 2002, 2003 -2004)
Interviewee as “Expert” for Media Relations (2000 -)

College of Arts and Sciences Service

Faculty Affairs Committee (2014 -)
Chaired Media Informatics Department (2012-2013)
Chaired Faculty Affairs Committee (2007- 2009)
Executive Committee (2006-2007)
Curricular & Planning Committee (2006-2007)
Promotion, Tenure & Academic Freedom Committee (2006-2007)
Alternate to Faculty Affairs and to Academic Affairs (2005-2007)
Academic Assessment and General Education Committee (2005-2007)
Departmental Representative to meet with Dean’s Search Professional
Consultants (10/29/04)
Master of Arts in Liberal Studies Advisory Committee (2004 – 2006)
College Representative to University’s Faculty Council (2002-2004)
Ad Hoc Committee on the Recruitment of Female Undergraduates (2002-2003)

Division of Social Sciences Service

Recruitment & Retention Committee (2013-2014)

Acting Associate Dean (2006-2007)
Led development of Committee on Mentoring (2006-2007)
Chaired Promotion, Tenure & Academic Freedom Committee (2006-2007)
Web Design and Content Committee (2005-)
Curriculum and Planning Committee (1999-2000) (2001-2002)
(2004-2005)(2006-)
Certificate Committee (1999 – 2000)
Library Committee (2003-2004)
Represented Division in Project Prepare Summer Session (2001)
Ad hoc Committee on Teaching Evaluation (2001-2002)

Department of Communication Studies Service

Director (1999-2014)
Organized Communication Studies accepted student day with Admissions (2014)
Led development of departmental advisory board (2013-2014)
Visited and developed foreign study semesters with
Westminster University, London and John Cabot University, Rome (2013)
Spear-headed numerous phases of planning and moving into Freedom Hall
Created Departmental Blog (and authored several entries)
Managed Departmental Facebook Page
Chaired Faculty Search Committees (2000, 2003, 2010)
Advisor, Lambda Pi Eta (Communication Studies Honor Society) (2001-2002)
Freshmen Advisor (1999-2000, 2003-2004)
Led Communication Studies Day (2001-)
Developed Various Grant Proposals for departmental facilities and equipment

California Polytechnic University (1996 – 1999)

University Service

Assistant Marshal for the College's Commencement Exercises
University's Commencement Committee
Housing & Residential Life's Faculty Associate Program
Faculty Senate's Research & Professional Development Committee
Library's Information Competency Workshop College's Faculty Development Program
"Using the World Wide Web for Teaching."

College Service

PSSI Guidelines Committee

Journalism Department Service

Faculty Advisor to KCPR

Cal Poly Plan Acquisition Committee
Professional Development Committee
Career Day Planning Committee

Utica College of Syracuse University (1993-1996)

Presiding Officer, College Council
Faculty Advisor to WPNR
Announcer for the College's Commencement Exercises.
Chaired AAUP's Hearing Committee
Committee-on-Writing
AAUP's By-Law Review Committee
Planning Committee for Family Weekend
Reader for annual Playwright Contest

Augustana College (1984 – 1990)

Faculty Advisor to WAUG
Faculty Senate
Publications Committee
Chaired College's Radio Board

GRANTS, AWARDS, HONORS

*Widener University Provost Grant, 2012

*Widener University Faculty Development Grant, 2009

*Cambridge Who's Who among Executives, Professionals and Entrepreneurs, 2008-2009

*Widener University Faculty Development Grant, 2008

*Elder, Wallingford Presbyterian Church, Wallingford, PA, 2008 -

*Omicron Delta Kappa, National Leadership Honor Society, 2006.

*Widener University Sabbatical leave, spring 2006.

*Manchester Who's Who Among Executives and Professionals in Broadcasting,
2005-2006.

*Empire Executives Honored Member, 2005/2006.

- *Who's Who Among Executives and Professionals in Education, 2005/2006.
- *Who's Who Among America's Teachers, 2005.
- * Widener University Performance & Lecture Series Mini-grant, 2005.
- *Manchester Who's Who Among Executives and Professionals in Broadcasting, 2004-2005.
- *AcademicKeys Who's Who in Social Sciences Higher Education, 2004.
- *President, leadership team, Nativity Lutheran Church, Chester, PA, 2002-2003.
- *Who's Who Among America's Teachers, 2002.
- *Widener University Faculty Development Grant, 2001.
- *Judge, Text and Academic Authors annual "Texty" award, 2001
- *Widener University Provost's Office Grant, 2000.
- *Utica College Summer Research Grant, 1995.
- *Vice-chair, Christ Lutheran Church, Chicago, IL, 1990
- *University Scholar, Northwestern University, 1990.
- *Filed and aired numerous radio reports for National Public Radio and CBS Radio, 1983-1997.
- *Best Spot News prize for station's division in Illinois UPI contest, for report on the closing of the International Harvester plant in Rock Island, Illinois, WVIK-FM Radio, 1984.
- *Elected to Kappa Tau Alpha, honorary journalism fraternity at Valparaiso University, 1979.
- *Member and later Chairperson of the Walther League Board of Governors, Chicago (1974- 1984).