

# Joe Dennis

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## Profile

Fifteen years of combined professional experience in journalism, broadcasting, public relations, academic administration and mass communication instruction.

## Experience

### **Director of Diversity and High School Outreach, Grady College of Journalism and Mass Communication, The University of Georgia, Athens, Ga.**

#### ***2004-Present***

Serve as director of the Georgia Scholastic Press Association and Georgia Journalism Academy, as well as the College's diversity director. Manage combined annual budgets of more than \$100,000, supervise staff of undergraduate and graduate students, organize multiple annual events attended by more than 500 people, administer annual statewide journalism competitions with more than 2,000 entries, develop, administer and write grants for minority recruitment programs, develop diversity-related and journalism-oriented programming for high school students and teachers, developed and maintain [www.gspa.uga.edu](http://www.gspa.uga.edu), serve as a liaison for the College at the University of Georgia for diversity-related matters, manage public relations duties for GSPA and diversity, and serve on the College's external relations team providing assistance when needed, specifically in public relations duties.

### **Instructor of Journalism, Grady College of Journalism and Mass Communication, The University of Georgia, Athens, Ga.**

#### ***2007-Present***

Primarily teach multimedia-oriented production courses, including "Editing" (4 hours, 16 students) and the lab for "Graduate Newsroom" (3 hours, 10 students), while serving as faculty adviser for *UGAZine*. Instruction includes classes on copy editing, graphic design, website creation, social media, photojournalism, audio editing, digital slideshow production and video editing, with an emphasis on service-learning final projects (i.e. [www.athelect.com](http://www.athelect.com) and [www.ugadesegregation.wordpress.com](http://www.ugadesegregation.wordpress.com)).

### **Disc Jockey, Cox Radio Athens, Bogart, Ga.**

#### ***2000-2007***

Developed "Just Joe" personality and hosted music-intensive evening show, primarily voice-tracked. Also wrote, produced and voiced commercials and station spots, produced and hosted remote broadcasts, and developed other station programming.

**News Editor, The Walton Tribune, Monroe, Ga.**

2000-2004

Managed content of news section at twice-weekly, suburban Atlanta newspaper. Covered three beats, wrote weekly column, coordinated and shot photography, designed community and special sections, served as final publication copy editor and managed staff of 2-4 reporters and interns.

**Sports Information Director, North Central College, Naperville, Ill.**

1999-2000

Served as primary public relations coordinator for 19 NCAA Division III athletic teams. Coordinated with local media for coverage, wrote press releases, managed athletics website, designed programs and media guides, managed press box / press table duties at athletic events, supervised a staff of seven undergraduate student assistants, served on the college's public relations team contributing to the quarterly alumni magazine and weekly faculty/staff newspaper, and served as primary public relations director for the NCAA Division III Track & Field Championships, hosted by the college.

**Intern, Edelman Public Relations, Chicago, Ill.**

1998

Served as media relations and video intern in six-month, paid internship. Conducted media pitches, shot pitch videos, edited video copy and assisted with media training sessions.

## **Education**

The University of Georgia, Master of Arts in Mass Communication, 2007

North Central College, Bachelor of Arts *cum laude*, 1998

## **Service**

Public relations chair for Oconee Street United Methodist Church, developing and maintaining fundraising and news website ([www.rebuildoconeestreetumc.org](http://www.rebuildoconeestreetumc.org)) after fire destroyed church building. Training chair and certified diversity trainer for the National Coalition Building Institute of the University of Georgia, board member of the Southern Interscholastic Press Association, Adopt-A-Class partner for Burney-Harris-Lyons Middle School.

## **Professional Honors**

Distinguished Service Award, Southern Interscholastic Press Association (2010); Embracing Diversity Award, The University of Georgia (2010); Outstanding Faculty/Staff Member of the Year, National Association of Black Journalists UGA Chapter (2008); Furman Bisher Award, Georgia Sportswriters Association (2005); Best Serious Column, 2nd place, Georgia Press Association (2004).

## **Software Skills**

Adobe Creative Suite, Microsoft Office Suite, Apple Productivity Suite, Final Cut Pro, SoundSlides, Audacity, WordPress

## Academic Publications

*Adviser Update*, 50:3 (21), "Prior Review in Hands of Advisers," Dow Jones Newspaper Fund, 2010

*Diversity That Works*, 10:83-90, "Targeting Minority High School Students," Louisiana State Press, 2008

## Academic Presentations

"Journalism's Next Generation: How High School Journalists View the Future of Media," Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference, 2012, TOP STUDENT PAPER, scholastic journalism division

"Millenials and the Media: Consumption Habits of High School Journalists," Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference, 2010

"Prior Review in the High School Newspaper," AEJMC Annual Conference, 2008

"Diversity That Works" panel discussion, AEJMC Annual Conference, 2008

"The Community as a Teaching Resource," AEJMC Annual Conference, 2007

## References

Cecil Bentley, director of external relations, Grady College at The University of Georgia, 706-542-4993, [cbentley@uga.edu](mailto:cbentley@uga.edu) (current supervisor)

Mary-Claire Uselding, former director of communications (retired), North Central College, 515-277-1883, [mcuselding@yahoo.com](mailto:mcuselding@yahoo.com) (former supervisor)

The Rev. Lisa Caine, pastor of Oconee Street United Methodist Church, 770-725-0992, [ecaine0992@att.net](mailto:ecaine0992@att.net) (church supervisor of public relations efforts)

Professor Pat Thomas, Knight Chair in Health & Medical Journalism, Grady College at The University of Georgia, 706-254-1978, [pthomas@uga.edu](mailto:pthomas@uga.edu) (current colleague)

Elayna Rose, editorial assistant at *More Magazine*, 770-714-1794, [rose.layne@gmail.com](mailto:rose.layne@gmail.com) (former employee/student)