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RONALD SITTON, PH.D.

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Vita

Ronald W. Sitton Ph.D.

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TEACHING EXPERIENCE

Arkansas State University

College of Liberal Arts & Communication, School of Media & Journalism

8/19 – present

Assistant Professor of Multimedia Journalism



PRINTABLE
VERSION

- Taught civic reporting, media law & ethics, multimedia reporting, sports reporting, feature writing and freelancing, principles of journalism, mass communication in modern society, public affairs reporting (M.A.), quantitative research (M.A.)
- Served as [Undergraduate Graduation and Academic Credit Appeals Committee](#) member (2019-2020), CLAC Undergraduate Curriculum Committee (2019-2023), SMJ Curriculum Committee Chair (2019-2023); University Tutor Faculty Advisory Board.
- Coordinated A-State's hosting of Arkansas College Media Association (May 2022)

HONORS

Director of Arkansas College Media Association's Foundation (2022-present)

Thesis chair for Jacob Keene; thesis committee member for Hope McAlee

A-State [Lunch and Learn](#): "How is Your Information Hygiene? Developing Healthy Media Literacy Skills." Invited presentation with Dr. Brad Rawlins and Larz Roberts, ASUTV News & Red Wolf Radio adviser; Jonesboro, Arkansas April 7, 2021.

"Experts Weigh in On Current Job Market Trends." Zippia.com Jan. 11, 2021.

PUBLICATIONS

- "Incorporating Twitter in the Classroom," Journal of Media Education (Vol. 13, No. 4), October 2022
- "Employment," The SAGE Encyclopedia of Journalism (2e), March 2022. DOI: <https://doi.org/10.4135/9781544391199>

CONFERENCE PRESENTATIONS

- "Adapting Social Media to Supplement Courses." Arkansas Philological Association conference, Oct. 27-29, University of Arkansas at Monticello.
- "Winning with WordPress." Featured speaker at Arkansas Scholastic Press Association's annual convention April 18, 2022 in Jonesboro, Ark.
- "Awareness of Vaping Risks and Needs For Health Communication Campaign" Authors: Dr. Manu Bhandari, Dr. Ronald Sitton and Dr. Lillie Fears, Arkansas State. Moderated by A. Kix Patterson, Memphis. Presented at the AEJMC 45th Annual Southeast Colloquium [virtual conference](#) presented by the University of Memphis March 19-21, 2020.
- "[Starting a Student Media Service](#)." This poster presentation detailed the background and implementation of the Delta Digital News Service. Presented at the 2019 Southwest Symposium of the Southwest Education Council for Journalism & Mass Communication in New Orleans, Louisiana on Oct. 3-4, 2019.

College of Liberal Arts & Communication, Media Department

7/17-8/19

Instructor of Multimedia Journalism, Adviser to Delta Digital News Service

- Taught *Media Regulation, Public Interest and the Law* (seven-week master's level course online), multimedia reporting, editing, and mass communication for modern society
- Served as adviser to Delta Digital News Service; [Undergraduate Graduation and Academic Credit Appeals Committee](#) member (2017-2019), multimedia journalism curriculum co-coordinator (2017-18), mass communication assessment co-coordinator, Communication Day 2018 committee member

HONORS

AcademicKeys Who's Who in Humanities Higher Education, 2018

Honors thesis chair for Tucker Crain's "An Evaluation of Post-Modern Government as Represented in Video Games of the Twenty-First Century."

PUBLICATIONS

- "Memphis Blues Masters, Queen Ann Hines Deliver Fun Concert, Powerful Vocals at Newport's Bluesday Tuesday" – [Arkansounds.com](#) (May 2018)
- "A-State News Outlets Win Diamond Journalism Awards" – [Arkansas State News](#) (November 2017)
- "Rockabilly Legend Dies" – [Delta Digital News Service](#) (August 2017)

CONFERENCE PRESENTATIONS

- "The Changing World of Multimedia Journalism." Featured speaker at Arkansas Scholastic Press Association's annual convention April 18, 2019 in Springdale, Ark.; judged ASPA student work and recruited students.
- "**Media Made: Explaining Trump's Presidential Win Through Media Routines, Theory**" This paper examined Donald Trump's 2016 presidential election victory through the lenses of media routines and media theory. Presented at the 2017 Southwest Symposium of the Southwest Education Council for Journalism & Mass Communication in Phoenix, Arizona on Oct. 6-7, 2017.

College of Media & Communication

8/15-6/17

Visiting Instructor of Multimedia Journalism

- Taught multimedia reporting, sports reporting, communication writing, editing, news design, reporting for electronic media, and mass communication for modern society
- Served as originator and adviser to Delta Digital News Service; judged, attended 2016 Southwest Symposium of Southwest Education Council for Journalism & Mass Communication; mass communication assessment co-coordinator; Communication Day 2017 committee member; attended Communication Day 2016, 2017
- Performed Handel's "Messiah" with Arkansas State Community Choir

PUBLICATIONS

- Marshall Morrison – [Arkansas Democrat-Gazette](#), Bunkie Record, The Times of North Little Rock (August 2016)

CONFERENCE PRESENTATIONS

- "**Intercoder Reliability and Accurate Measurement: Assessment for a General Education Course**" This paper examined intercoder reliability in grading media literacy essays among professors and instructors teaching the Mass Communication in Modern Society courses. Presented at the Learn @ StAte conference in Jonesboro, Arkansas, March 15, 2017.

University of Arkansas at Monticello

School of Arts and Humanities, Communication Department

8/09-5/13

Associate Professor of Journalism

- Taught media literacy, communication writing, reporting, editing, feature writing, public relations writing, communication law & ethics, newspaper and magazine design, and public speaking after helping merge journalism and speech into a communication department
- Served as communication assessment coordinator; internships coordinator with local and regional publications; adviser for online newspaper, Journalism Club and the Tau Kappa Epsilon fraternity; Assembly secretary ('09-'10); committee work on Student Affairs, Faculty Excellence, independent film festival, student publications (chair), foreign film festival, speech faculty hiring committee, and tenure committee chair for Paula Reeves
- Performed in Mocha Madness for the Creative Society; made organizational blog and social media sites for Arkansas College Media Association and gained sponsorships for annual awards from the Arkansas Newspaper Foundation and the Society of Professional Journalists' Arkansas Pro chapter
- judged Connecticut media entries as SPJ Board Member ('12).

HONORS

Board member, Society of Professional Journalists' Arkansas Pro chapter, 2010-2013; Alpha Chi induction co-sponsor for Douglas Boultinghouse, 2009; director, Arkansas College Media Association, 2009-2013; Arkansas Press Association Education Committee, 2008-2013; referenced in 2008 LSU master's thesis http://etd.lsu.edu/docs/available/etd-06112008-122621/unrestricted/Master_Document.pdf.

PUBLICATIONS

- "Restaurant Review: Tiny Thai Place" – [SEARK Today](#) (March 2013)
- "Defenders of Honor Stand Guard for Fallen Pine Bluff Soldier" [The Southerner Journal](#) (July 2012)
- Vivian Hemmert – [Arkansas Democrat-Gazette](#) (March 2012)

- "Suite: Occupy Little Rock" [The Southerner Journal](#) (October 2011)
- *[Shriners aka Ancient Arabic Order of the Nobles of the Mystic Shrine](#)*. Author: Ronald William Sitton. *The Encyclopedia of Arkansas History and Culture*, 2011.
- "Arkansas Loses Trooper, Mason" – [Arkansas Democrat-Gazette](#), *The Times of North Little Rock*, *Harrison Daily Times* (January 2011)
- "Celebrating National Parks' Week" – [The Southerner Journal](#) (October 2009)
- "Service with a Smile" – [The Southerner Journal](#) (January 2009)
- "Early Voters Unfazed by Long Lines" – [The Southerner Journal](#) (October 2008)

CONFERENCE PRESENTATIONS

- *[What Do You Think Journalism Graduates Know?](#)* Authors: Dr. Ronald Sitton, John Cary and Roger Hall. This paper analyzed a survey of Arkansas journalism professionals and educators to determine what graduating journalists should know when entering a "converging" profession. Presented at the Arkansas Press Association's Super-convention in Rogers, Ark, July 10, 2009.

School of Arts and Humanities, Journalism Department

8/04-7/09

Assistant Professor of Journalism

- Taught mass communication, general and advanced reporting, editing and design, feature writing, public relations writing, journalism ethics and literature, newspaper and magazine design, and public speaking as a one-man department
- Served as internship coordinator with local and regional publications; adviser for yearbook, award-winning online newspaper and Journalism Club; took students to conferences in Little Rock, Kansas City, St. Louis and New York City; oversaw production of three yearbooks in 2007; hosted Arkansas College Media Association's annual awards banquet on UAM campus; brought gubernatorial debate of independents and elections issue forum to campus; committee work on Academic Appeals, Centennial Celebration, independent film festival, and student publications (chair);
- Performed in Shakespeare Festivals and multiple coffee shop settings for the Creative Society.

HONORS

named to State Press Association's education committee; state representative for American Democracy Project's southern consortium; Alpha Chi "Teacher of the Year" nominee, 2009; Marquis Who's Who of Emerging Leaders, 2007; Marquis Who's Who in American Education, 2006-2007; Marquis Who's Who in the World, 2005; Alpha Chi "Rookie of the Year" nominee, 2005

PUBLICATIONS

- "Tell Me, Who are You?" [Arkansas Free Press](#) (August 2008)
- "Students Visit the Big Apple" [UAM Alumni Magazine](#) (June 2008)
- "American Democracy Project Encourages Civic Participation" [Arkansas Free Press](#) (December 2007)
- "Honky-tonk a Natural Fit in Arkansas" [Little Rock Free Press](#) (September 2007)
- "Businesses Not By-passed During Construction" [Little Rock Free Press](#) (July 2007)
- "Suckin' Gas? Biofuels Industry Plans to Alter Consumption Patterns" [Little Rock Free Press](#) (March 2007)
- "Using Social Networks Politically" [The Southerner Journal](#) (January 2007)
- "Taking the Time to Find Hope" [The Southerner Journal](#) (January 2007)
- "How Do You Make It Pay?" [The Southerner Journal](#) (January 2007)
- "Jackson Invokes King's Memory, Purpose" [The Southerner Journal](#) (January 2007)
- "Looking Forward Rather than Looking Back" [The Southerner Journal](#) (January 2007)
- "Making a Scene" [Little Rock Free Press](#) (September 2006)
- "Grounds for Optimism in Argenta" [Little Rock Free Press](#) (July 2006)
- "Independent Plans Ride to Capitol" [Little Rock Free Press](#) (June 2006)
- "Perpetual Notions: Driving Down Gas Prices" [Little Rock Free Press](#) (May 2006)
- "What Will They Think of Next?" [Little Rock Free Press](#) (January 2006)
- "Give Something That Gives Back" [Little Rock Free Press](#) (December 2005)
- Edna Mae Macy [Arkansas Democrat-Gazette](#) (November 2005)
- "Hitchhiker feeds, promotes Little Rock music scene" [Little Rock Free Press](#) (August 2005)
- "red hawk Lands in Little Rock" [Little Rock Free Press](#) (May 2005)
- "Something in the Water" [Little Rock Free Press](#) (April 2005)
- "Award recognizes state's 'Natural Resource'" [Little Rock Free Press](#) (December 2004)
- "Soppin' the Blues: King Biscuit Links Past to Present" [Little Rock Free Press](#) (September 2004)
- "KABF: Little Rock's Alternative Radio Station Celebrates 20 Years" [Little Rock Free Press](#) (August 2004)

Muskingum College

English Department

8/02-5/03

Instructor of Journalism

- Taught general reporting, editing and design, feature writing, public relations writing, writing and design practicums
- Served as advisor to journalism majors and the "Black & Magenta" newspaper; moved B&M online; Division of Arts and Humanities Ad-hoc Committee on Graphic Arts as a consultant; Disc Jockey for WMCO's "Eclectic Radio" show featuring Muskingum professors; worked with editors of local newspaper, "The Daily Jeffersonian," on production issues.

- Performed in the Southeastern Ohio Choral Society

University of Tennessee

School of Journalism

8/98-5/02

Graduate Teaching Associate

Taught Mass Media Research and Mass Media Writing; served on the Election Ethics Committee for Student Government Association; Graduate student paper reviewer for the Communication Theory & Methodology Division of the Association for Education in Journalism & Mass Communication

PUBLICATIONS

- ***Framing by media and social movement organizations : cross-cultural prestige press coverage of the Kyoto Protocol.*** Author: Ronald William Sitton. Dissertation, University of Tennessee, Knoxville, 2004.
- “Lawman retires after 31 years” *The Arkansas Trooper* (January 2001)
- Mike Stroud *Arkansas Democrat-Gazette* (January 2000)
- “Beale Street Culture Blues” *The Southerner* (November 1999)
- “Good Tunes for the Holidays” *The Southerner* (November 1999)
- “Secret Vistas: Lofty Perspectives” *The Southerner* (August 1999)
- “Disc Golf: Southern Style” *The Southerner* (August 1999)
- “Power Play: Hockey Skates South” *The Southerner* (May 1999)
- ***The UPS Strike of 1997: A Case Study Using Web-Based Content Analysis.*** Authors: Glynn R. Wilson, Ron Sitton, Dr. Robert Gwynne, Kendra Jones, Gene Costain. University of Tennessee College of Communications Twenty-First Annual Communications Research Symposium proceedings, volume 19, May 1999.

CONFERENCE PRESENTATIONS

- ***Voting Green: The Environment Factor and Media Use in the 1996 Presidential Election.*** Authors: Ronald Sitton and Dr. M. Mark Miller. This paper analyzed the 1996 National Election Studies panel data to determine which presidential candidate voters chose as the best candidate to protect the environment. It was presented at the 25th annual meeting of the Midwest Association for Public Opinion Research (MAPOR), Chicago, Nov. 17-19, 2000.
- ***The UPS Strike of 1997: A Case Study Using Web-Based Content Analysis.*** Authors: Glynn R. Wilson, Ron Sitton, Dr. Robert Gwynne, Kendra Jones, Gene Costain. This paper used a computerized content analysis of UPS strike coverage in major American newspapers from August 1 through September 1997. It was presented at the Twenty-First Annual University of Tennessee Communications Research Symposium.

University of Arkansas at Little Rock

Journalism Department.

7/95-6/96

Graduate Assistant, photo lab supervisor

PROFESSIONAL EXPERIENCE

Freelance Features Writer 11/03 – present

Articles appeared in *Arkansounds, SEARK Today, Arkansas Free Press, UAM Alumni Magazine, MonticelloLive, The Southerner Journal, Arkansas Democrat-Gazette, Springdale Morning News, Arkansas Trooper*

The Southerner 12/98-1999

Managing Editor, Arts & Entertainment Editor

The Trucker 12/96-7/97

Reporter, Copy Editor, Circulation Manager, Production Assistant

Increased circulation from 25,000 to 50,000; coordinated advertising production for National award-winning biweekly

The Benton County Daily Record 1/97-3/97

Capitol Correspondent

1997 Arkansas Legislative session

UALR Forum 7/95-6/96

Arts & Entertainment editor, columnist, photographer, copy editor

The Times, North Little Rock, Ark.

7/92-8/93

City Hall reporter, photographer, feature reporter, columnist

EDUCATION

University of Tennessee at Knoxville 1997-2004

Doctor of Philosophy in Communication

- Graduate Teaching Associate
- Graduate Student Association (GSA) Communication College Representative (1997-1999)
- [Who's Who In America](#) — Millennium Edition

University of Arkansas at Little Rock 1995-1996

Master of Arts in Journalism

- Kappa Tau Alpha journalism honor society vice president
- Alpha Epsilon Lambda graduate school honor society
- Public Relations Student Society of America vice president
- Who's Who Among Students in American Colleges and Universities
- Society of Professional Journalists member
- Jennifer Hopkins-Jackson journalism scholarship recipient

University of Arkansas at Little Rock 1987-1992

Bachelor of Arts in Journalism

- Minor in Criminal Justice
- UALR concert choir member — Carnegie Hall performance (1989)

Website Built with [WordPress.com](#).



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