

DR. ANDREW LINGWALL

118 Oak Ridge Drive, Clarion, PA 16214
(814) 221-3208 alingwall@clarion.edu

Education

Certificate for Online Teaching
Penn State University World Campus, 2016
Areas of concentration: accessibility, effective online teaching, online presence

Ed.D., Educational Leadership and Policy Studies
University of Washington, 2002
Areas of concentration: instructional design, higher education history and policy

M.Ed., Educational Leadership and Policy Studies
University of Washington, 1997
Areas of concentration: teaching and learning in the community college, student services, higher education history and policy

B.S., Public Relations, University of Florida, 1989
Areas of concentration: public relations, news reporting, news writing, visual communication, marketing

Academic Experience

Professor
Department of Communication
Clarion University of Pennsylvania
2004-present

Public Relations Consultant
Clarion University Office of Extended Programs
Virtual Campus
2007-2013

Assistant Professor
Department of Communication
Weber State University
2002-2004

Print Media Lecturer
Faculty Adviser to *The Ledger*
University of Washington, Tacoma
1999-2002

Media Experience

Public Relations Specialist
Tacoma Community College
Tacoma, Washington
1993-99

Freelance Features Writer and Theater Columnist
The News Tribune
Tacoma, Washington
1993-2002

Account Executive
Russell & Herder Advertising
Brainerd, Minnesota
1992-93

Staff Reporter
Successful Business
Rochester, Minnesota
1990-1992

Reporter/Editor
The Faribault Daily News
Faribault, Minnesota
1989-1990

Teaching and Curricular Design

Undergraduate

Strategic Communications in a Global Environment
Strategic Communications Law
Strategic Communication Principles and Practices
Strategic Communication Campaigns
Advertising Principles and Practices
Public Relations Principles and Practices
Public Relations Writing
Public Relations Ethics
Writing for the Media

Graduate

Public Relations Foundations
Public Relations Ethics and Professional Responsibility
Public Relations Cases and Campaigns
Principles of Integrated Communication
Advanced Public Relations Writing

Research

Scholarly Publications

Lingwall, J.A. & Kuehn, S.A. (2015). In their own words: a thematic analysis of student self-perceptions of writing skills in programs of journalism and mass communication. *Journal of Public Relations Education*.

Lingwall, J.A. & Kuehn, S.A. (2013). Measuring student self-perceptions of writing skills in programs of journalism and mass communication. *Journalism and Mass Communication Educator*, 68 (4), 365-386.

Lingwall, J.A. (2011). Rigor or remediation? Exploring student writing proficiency and assessment measures in journalism and mass communication programs. *Journalism and Mass Communication Educator*, 87 (3&4), 283-302.

Lingwall, J.A. (2009). IMC and its integration into programs of journalism and communication. *Journal of Advertising Education*, 13 (2), 25-36.

Textbooks

Lingwall, J.A. & Kuehn, S.A. (2017). *The Basics of Media Writing: A Strategic Approach*. Sage Publications, Inc., Thousand Oaks, Calif.

Lingwall, J.A. (2017). PowerPoint chapter presentations. *Advertising & IMC: Principles and Practice* by Sandra Moriarty, Nancy Mitchell, William Wells and Charles Wood. Upper Saddle River N.J.: Pearson Prentice Hall

Lingwall, J.A. (2016). Instructor's manual. *The Practice of Public Relations* (12th ed.) by Fraser Seitel. Upper Saddle River N.J.: Pearson Prentice Hall

Lingwall, J.A. (2012). Instructor's manual. *Principles of Marketing* (15th ed.) by Philip Kotler and Gary Armstrong. Upper Saddle River N.J.: Pearson Prentice Hall

Lingwall, J.A. (2012). PowerPoint chapter presentations. *Cutlip & Center's Effective Public Relations* (11th ed.), Upper Saddle River N.J.: Pearson Prentice Hall

Lingwall, J.A. (2010). IMC and its integration into programs of journalism and mass communication. In David Parker (Ed.) *Advertising Principles and Practices* (9th ed., p. 58). Upper Saddle River N.J.: Pearson Prentice Hall

Conference Proceedings

Lingwall, J.A. & Kuehn, S.A. (2014) *In their own words: a thematic analysis of student self-perceptions of writing skills in programs of journalism and mass communication*. Research paper presented at the Association for Education in Journalism and Mass Communication 2014 National Conference, Montreal, Canada.

Lingwall, J.A. (2012). *Measuring student self-perceptions of writing skills in programs of journalism and mass communication*. Research paper presented at the Public Relations Society of America 2012 International Conference, San Francisco.

Lingwall, J.A. (2010). *Analyzing student writing proficiency and assessment measures in programs of mass communication*. Research paper presented at the Public Relations Society of America 2010 International Conference, Washington D.C.

Lingwall, J.A. (2010) *Analyzing student writing proficiency and assessment measures in programs of journalism and mass communication*. Research paper presented at the Association for Education in Journalism and Mass Communication 2010 National Convention, Denver, Co.

Lingwall, J.A. (2009). *Curricular integration in programs of journalism and communication: how are we doing?* Research paper presented at the Eastern Communication Association 100th Annual Convention, Philadelphia, Pa.

Lingwall, J.A. (2008). *IMC and its integration into programs of journalism and mass communication*. Research paper presented at the Public Relations Society of America 2008 International Conference, Detroit, Mich.

Lingwall, J.A. (2008) *Determining the level and nature of curricular integration in programs of journalism and mass communication*. Research paper presented at the Association for Education in Journalism and Mass Communication 2008 National Convention, Chicago.

University Leadership

University Committees

University-Wide Tenure Committee
Member, 2011-13

University-Wide Sabbatical Committee
Chair, 2010-11; Member, 2008-10

Faculty Senate Committee on Institutional Resources: Technology Subcommittee
Member, 2005-08

Department Committees

Department Evaluation Committee
Chair, 2009-12

Graduate Curriculum Committee
Chair, 2006-2013

ACEJMC Accreditation Committee
Member, 2006-2008

Departmental Search Committee
Member, 2006-07, 2007-08, 2012-13

Governance

Faculty Senate
Secretary, 2011-14

University Graduate Council
Chair, 2007-10

APSCUF University Executive Committee
Mobilization Committee Chair, 2009-13, 2016-17

APSCUF Statewide Public Relations Committee
Member, 2008-13

Service to Student Organizations

Public Relations Student Society of America (PRSSA)
Faculty Advisor, 2005-present

Professional Leadership

External Program Evaluator
Public Relations Major
The University of Pittsburgh Bradford
2014

Public Relations Society of America (PRSA) Member, 2003-present
Professional Ethics Chair, 2005-13
Job Bank Coordinator, 2016-present

Grants and Proposals

Office of Extended Programs
\$8,000 for curriculum development, Graduate Certificate in Public Relations
Spring 2008

Pennsylvania State System of Higher Education (PASSHE)
Graduate Certificate in Public Relations curricular proposal
Spring 2008

Honors and Awards

The Wilcox Teaching Prize
“In their own words: a thematic analysis of student self-perceptions of
writing skills in programs of journalism and mass communication”
AEJMC National Conference, Montreal, Canada
2014