

David Ritchey

Professor	Telephone: 330-972-5743 (office)
School of Communication	330-864-7851 (home)
The University of Akron	E-Mail: DR4@uakron.edu
Akron, Ohio 44325-1003	

EDUCATIONAL BACKGROUND

Ph.D., Major: Communication, Louisiana State University, Baton Rouge
M.A., Major: Communication, Louisiana State University, Baton Rouge
B.A., Major: Communication, Georgetown College, Georgetown, KY

ADDITIONAL PROFESSIONAL TRAINING OR DEVELOPMENT:

- A. National Communication Association's Public Relations Educator's Conference, 1998
- B. Society of Professional Journalists' Writers' Conference, 1994
- C. Direct Marketing Institute, conducted by the Direct Marketing Educational Foundation, Inc., Chicago, June 1993
- D. Midwest Writers' Conference, 1991, 1994 and 1995
- E. Breadloaf Writers' Conference, 1988

PROFESSIONAL EXPERIENCE:

- A. 2003 - present Professor, School of Communication,
The University of Akron

Fall semester 2007 – taught the Communication Learning Community.

September 2007 – received Society of Professional Journalists award for writing

June 2007 – received the Hermes Award (gold) for writing

April 27, 2007 – Inauguration of Dr. Lester A. Lefton, the new president of Kent State University. I represented LSU.

Mentor of the Year Award, University of Akron, 2007

Mentor of the Year Award, University of Akron, 2008

“The Global Experience to Open PR Borders,” *O’Dwyer’s PR Report*, August 2009, page 14.

This article received the MarCom Gold Award, 2010.

This article received the PRSA Gold Award, 2010

Fulbright Scholar, 2002-2003, The University of Buchrest, Romania (January - May 2003)

- B. 1995 - 2003, Associate Professor, School of Communication,
The University of Akron.

PR Professional of the Year: 2003 – PR News, PR People Award

Distinguished Communication Teacher of the Year-2001, presented by the
Speech Communication Association of Ohio

- C. 1990 - 1995, Assistant Professor, School of Communication,
The University of Akron.

TEACHING: At The University of Akron, I've taught Public Relations Writing. Public Relations Strategies, Public Relations Cases, Sports and Entertainment Public Relations, Political Public Relations, Advanced Public Relations Writing, London: Public Relations, International Public Relations and Crisis Public Relations.

Mentoring Relationships with students:

1. The following students from Crisis PR had their papers accepted for the Ohio Communication Association’s October 2007 conference.
Brittanie Tillman
Phil Hoffman
Stephanie Kirkpatrick
Melissa Adams
Stacy Willett
Drew Veeneman
Mili Banerjee (received graduate award for poster session)
2. Public Relations Cases program sponsored by Central States Communication Association. Students selected by a panel of members of the PR Interest Group of CSCA.
 - A. 1999 -- four students accepted: Jill Herbruck, Carrie Johnson, Melissa Kulka and Eric Veigel
 - B. 2000 -- three students accepted: Justin Eisinger, Svetlana Grushina and Kristy Wisner.
 - C. 2001 -- two students accepted: Betsy Elwell and Mary Muhammad
 - D. 2002 -- three students accepted: Christine Lyell, Tina Miller and

Rebecca Schrager

3. Sports Writing Seminar, Churchill Downs -- this is the weekend of the Derby Trials
 - A. 1994: Diane Greenwood and Jeff Shirley selected and attended
 - B. 1995: Kevin Real selected and attended. Because of this seminar, he was selected to work The Cotton Bowl and has worked that event for several years.
 - C. 2000: Jason Blom selected and attended in 2000. As the result, he has been invited to work the Kentucky Derby every year since.
4. Direct Mail Marketing Association
 - A. Paul Miller received a scholarship and spent a week in Chicago at the DMMA Student Seminar -- 1991
 - B. Kristopher Barnette received a scholarship and attended the DMMA Student Seminar, 1994.
5. PRNEWS -- students participated in the *PRNEWS* competition in 2000. [*PRNEWS* is a trade publication for professionals in the PR field.]
Bridget Tanner, top five finalist, 2000.
Josh Harris, top five finalist, 2001.
6. John S. Knight Scholarship. This scholarship is awarded by the Akron Chapter of the Public Relations Society of America and the Akron Press Club.
I have helped two of my students apply for this scholarship and they won.
 - A. Mark Aufdenkamp
 - B. Rebecca Schrager
 - C. Molly Howard
7. Honors Projects:

Heather Faeth	Kristy Wisner
Christine Sabaca	Todd Derringer
Andrew Harris	
8. Speech Communication Association of Ohio -- I nominated students for the Speech Communication Association of Ohio's "Distinguished Awards."
 - A. Distinguished Undergraduate, 2001 -- Penny Fox
 - B. Distinguished Graduate Student, 2001 -- Joe Watson
 - C. Distinguished Graduate Student, 2005 -- Carol Savery
9. University of Akron's awards for Outstanding Research Scholars.
I nominated the follow from my classes and both won.

- A. Carol Savery for Graduate Student, Outstanding Research Scholar, 2005
 - B. Monica Ditka for Undergraduate Student, Outstanding Research Scholar, 2005
10. Donny Davis named PRNews PR Student of the Year, 2009.
I nominated him.

Guest Lectures and Public Presentations

Since joining the faculty at The University of Akron in 1990, I have spoken to several groups.

1. "Public Relations for Student Leaders," Mid-American Leadership Conference -- Student Government Leaders (The University of Akron), February 13, 1993.
2. "Secretaries and Business Ethics," Professional Secretaries, Inc., (featured speaker) (Akron), November 22, 1993.
1. "The Public Relations of Leadership," The University of Akron Student Government Leadership Program, Saturday, March 2, 1991.
2. "Are You Ready for Public Relations," IABC (The University of Akron), November 6, 1990.
5. "Politics, the Media and Public Relations," Bliss Institute program on media and politics (The University of Akron), October 29, 1990.
6. "Business and Campus Ethics," Sigma Nu Fraternity (The University of Akron), November 26, 1990.

Scholarly and Professional Publications

1. "The White Nights: "A Public Relations Case Study of a Russian Company," (accepted for publication in the book, *Toward the Common Good: Perspective in International Public Relations*, scheduled for publication by Allyn and Bacon, in 2003.
(Refereed)
2. "The Public Relations of Layoffs," (with Dudley B. Turner), *Public Relations Quarterly*, Summer 2001, pages 32-39. (Refereed)
3. "Lessons from London, *International Educator*, Winter 2001, page 5-6.
(Invited and Edited by a Professional Editor)

6. "How long does it take to forgive and forget the pain of war?" *The Cleveland Plain Dealer*, June 24, 1998, page 13-B
Circulation: 364,708 Readers' Impressions: 911,770
7. "Eight years ago today, in Beijing's Tiananmen Square," *The Cleveland Plain Dealer*, June 4, 1997, page 11-B.
Circulation: 364,708 Readers' Impressions: 911,770
8. "Good speeches enhance image of a company," *The Cleveland Plain Dealer*, January 18, 1994, 9-C.
Circulation: 364,708 Readers' Impressions: 911,770
9. "High ethical standards vital for PR firms," *Crain's Cleveland Business*, August 31, 1992, page 16.
Circulation: 25,000
10. "Writing a business ethics column," *Editor & Publisher*, September 5, 1992, page 44 and 35.
Circulation: 22,000
11. "Joys of Summer Camp," *Magazine of the Beacon Journal*, July 19, 1992, page 7.
Circulation: 196,124 Readers' Impressions: 490,310
12. "A Night to Remember," *Magazine of the Beacon Journal*, May 17, 1997, page 15.
Circulation: 196,124 Readers' Impressions: 490,310
13. "Beware you don't air your errors," *Small Business News/Akron*, February 1992, page 26.
14. "Channel One," *The Cleveland Plain Dealer*, September 21, 1990, page 3-B
Circulation: 364,708 Readers' Impressions: 911,770

Articles Published in Newspapers or Magazines

[I have written over 1,000 articles that have been published in newspapers and magazines. The following is a list of the publications that have used my work.]
West Side Leader (Akron), *AntiqueWeek* (national), *Cleveland Plain Dealer*, *Senior Focus* (Akron), *Editor & Publisher* (national), *Crain's Cleveland Business*, *Beacon Magazine* (Akron), *The Akron Beacon Journal*, *Small Business News* (Akron), *Arkansas Business* (state-wide), *Arkansas Gazette* (state-wide), *Christian Science Monitor* (national), *Presbyterian Survey* (national), *Spectrum* (local), *Arkansas Publisher* (publisher), *AmericanWay* (American Airlines in-flight magazine), *USA*

Today (national), *The State: Down Home in North Carolina* (state-wide), *Arkansas Democrat Sunday Magazine* (state-wide), *Inside Arkansas* (state-wide), *Jacksonville Magazine* (Jacksonville, Florida, city magazine) , *New Orleans Magazine*, *Arkansas Democrat* (state-wide), *Arkansan* (state-wide), and *Arkansas Times* (state-wide).

Professional Presentations

I have delivered 13 papers in competitive programs. The following is a list of papers I've delivered in competitive programs since I joined The University of Akron Faculty in 1990.

"Negative Aspects of Service-Learning Projects," Ohio Speech Communication Association, Westerville, Ohio, October 6, 2001. (Invited)

"The Learning Community as an Approach to Student Retention," International Society for Exploring Teaching Alternatives, Los Angeles, October 10-13, 2000. (Refereed)

"The Changing Face of Public Relations in China and Hong Kong," Global Fusion 2000: An International-Intercultural Communications Conference, St. Louis, Missouri, October 2000. (Refereed)

"Building Widespread Faculty Support to Internationalize the Campus Community," presented at the Region VI meeting of NAFSA: Association of International Education, November 7, 2000. (Refereed)

"Public Relations and Community Based Learning," presented at the Ohio Speech Communication Association, October 7, 2000. (Refereed)

"Coordinating a Study Abroad Program for Students of Communication," presented at the Ohio Speech Communication Association, October 7, 2000. (Refereed)

"Public Relations in Hong Kong," Central States Communication Association, April 1999. (Refereed)

"Human Rights in China and Public Relations in China," Central States Communication Association, April 1998. (Refereed)

"The Business of Public Relations," Central States Communication Association, April 1997. (Refereed)

"Simulation in the Public Relations Class," Central States Communication Association, April 1996. (Refereed)

"*The Gods Must Be Crazy*: Using Cinema to Teach Interpersonal Communication." Central States Communication Convention, Spring 1995. (Refereed)

"The Public Relations of Layoffs: New Challenges for Old Problems,"(with\ Dudley Turner). Central States Communication Convention, April 15, 1993. (Refereed)

"WAKR Radio: A History," (with Tom Miles). American Journalism Historians Association Conference, October 1993. Included in ERIC. (Refereed)

Writers' Conferences (Presentations)

1. "Newsroom Ethics" Society of Professional Journalists, 1994, Indianapolis Indiana.
2. "Nonfiction -- Concept to Publication" Midwest Writers; Conference, 1997, Canton, Ohio

Guest Lectures and Public Presentations

Since joining the faculty at The University of Akron in 1990, I have spoken to more than 25 organizations. This is a partial list:

- Bliss Institute program on media and politics;
- IABC;
- Rotary Club, Tallmadge, Ohio;
- Guest on ETA, Channels 45 & 49, business program;
- University of Akron Student Government Leadership Program;
- Summit County Women's Clubs (Akron);
- Ohio Bell managers' meeting (Akron);
- Mansfield Business College, Canton, Ohio, graduation speaker;
- Unitarian Fellowship (Akron);
- Tallmadge Chamber of Commerce;
- Leadership Medina County (Medina, Ohio);
- Mideast Ohio Regional Association of Consulting Engineers (meeting in Canton);
- American Society of Quality Control engineers (meeting in Hudson, Ohio);
- Professional Secretaries International (meeting in Akron);
- Downtown Akron Optimist Club;
- Babcock-Wilcox (Barberton, Ohio);
- WDLI-TV, public affairs program;
- NTMA (Akron),
- YWCA (Akron),
- Club Managers of America (Greater Cleveland Chapter);
- Mid-America Leadership Conference -- Student Government Leaders (University of Akron);
- Professional Secretaries, Inc. (Akron); and
- Rhone-Poulenc Pharmaceutical Company (Akron).

Memberships in Professional Societies:

1. Public Relations Society of America
2. Society of Professional Journalists
3. Akron Press Club
4. Speech Communication Association of Ohio
Co-Editor of The Ohio Speech Communication Journal (1995-1999)
5. Central States Communication Association
Chair-Elect of PR Interest Group, 2002-03

University of Akron Service

1. University:
 - A. The University of Akron Press, member of the board,
January 1991 to December 1994
 - B. University Faculty Senate, August 1998-2001, 2009-present.
 - C. University Faculty Senate Executive Committee, August 2000-2001
 - D. Campus Facilities Planning Committee, 1998 - present
2. College of Fine and Applied Arts:
 - A. Dean's Advisory Committee, 1993-1994
 - B. College Curriculum Committee, 1994 -1995
3. School of Communication:
 - A. Scholarship Committee 1990 - 1992
 - B. Public Relations Committee (chair of committee), 1992 -1996
 - C. Curriculum Committee, 1994 -1995
 - D. Advisory Board, 1996 - 1998
 - E. Search Committees (several over the years)
 - F. Director of Graduate Program, 2000-2003

Professional Service

- A. Co-Editor of the *Ohio Speech Communication Journal*, 1995-1999
- B. Chair of the Public Relations Interest Group,
Central States Communication Association, 2003

Grants:

- A. "One Government, Two Systems," College of Fine and Applied Arts, Spring 1998.
(Internally funded). Paid airfare for my work in Hong Kong, Fall 1998.
- B. "Cleveland Women," a 1917-1918 publication, A Friends of the Library grant to buy this publication for The University of Akron's Bierce Library. The grant awarded with Dr. Kathleen Endres, School of Communication, 1994. (Internally funded)
- C. "The Ladies Who Brunch," (with Tom Smith, School of Dance), University

Grant to fund a ballet based on a story by David Ritchey (School of Communication), choreographed by Tom Smith (School of Dance), with music composed by Roger Zahad (School of Music), 1994. (Internally funded)
Performed in The E. J. Thomas Hall on The University of Akron campus in the School of Dance's spring concert, 1994. Performed by The Cleveland Ballet, March 1995.

- D. "The Public Relations of Layoffs," (with Dr. Dudley Turner,) School of Fine and Applied Arts 1991. (Internally funded)

Awards and Honors: The University of Akron

1. Mentor of the Year, 2008
2. Mentor of the Year, 2007
3. Fulbright Scholar to Romania, 2002-2003
4. Distinguished Teacher of the Year, 2001, Speech Communication Association of Ohio
5. Faculty Honoree – The University of Akron, Board of Trustees Recognition Program, 1992-1993
6. Faculty Recognition -- Interfraternity & Panhellenic Councils, November 1992
7. Favorite Faculty -- Certificate of Appreciation, Mortar Board and Omicron Delta Kappa, March 1994
8. Golden Key -- honorary member, 1993

Additional Materials -- Professional Recognition

Communicator Award for "Castro's Old, Worn Metaphors," (op-ed category), 2001.
Published in *The Cleveland Plain Dealer*, January 5, 2000, p. B6.

Public Relations Society of America (East Central District -- Akron/Cleveland)
Honorable Mention, op-ed category, "Castro's Old, Worn Metaphors," 2001.
Published in *The Cleveland Plain Dealer*, January 5, 2000, p. B6.

Public Relations Society of America (East Central District -- Akron/Cleveland)
First Place Award for Speech Writing --- 1994

Public Relations Society of America (Arkansas Chapter)

Prism Award for Public Relations Campaign
"Arkansas People -- Looking Forward" -- 1987
"The Flight of the Concorde" -- 1988

Prism Award for Single Item
Radio Writing -- 1986
Feature Writing -- 1987

International Association of Business Communicators
Silver Quill Awards (Regional Award)
Radio Writing -- 1986
Editorial Writing -- 1987

Bronze Quill Awards (State Award)
Speech Writing -- 1984, 1985, 1986, 1987, 1988, 1989, 1990
Editorial Writing -- 1985, 1987, 1988
Feature Writing -- 1986, 1988
Public Service -- 1987, 1988
Specialty/Promotion -- 1988
Technical Writing -- 1988
Public Affairs Campaigns -- 1989

Health Marketing -- Gold Award, 1988
(First place in category -- Dr. James Tanner, client)

Arkansas Advertising Federation
Addy -- 1989

American Gas Association (national award)
First Place -- Public Relations -- 1990

INTERNATIONAL EXPERIENCES -- chronological order

China Experience -- 1997:

I taught the first western-style public relations class offered in The People's Republic of China. I taught this course in Renmin University, Beijing, China, May 1997.

Articles based on this opportunity:

"Mastering the Fundamentals: PR in China," *PR Tactics*, September 1997, page 16.

The article was reprinted in the newsletter of the School of Fine and Applied Arts, The University of Akron.

"Eight Years ago today, in Beijing's Tiananmen Square,"
Cleveland Plain Dealer, June 4, 1997, page 11-B.

"Human Rights in China and Public Relations in China," paper presented at the Central States Communication Association's Convention, April 2, 1998.

"The Changing Face of Public Relations in China and Hong Kong," Global Fusion 2000 Conference, St. Louis, October 24, 2000.

"The Changing Face of Public Relations in China and Hong Kong," *Public Relations Quarterly*, Winter 2000, p. 27-32.

Russia Experience--1998:

I volunteered for the Citizens for Democracy Corps in St. Petersburg, Russia, May 1998. The Citizens for Democracy Corps (CDC), a government sponsored program started by President George Bush in 1990. The CDC provides help for small and medium sized business in Russia and Central/Eastern Europe. The purpose of the program is to stabilize democratic institutions and provide new market opportunities and jobs for the region's companies and citizens.

I worked with the White Nights Company, which owns a hotel and restaurant, a second restaurant, a language school and a tourism office.

Articles that grew out of this experience:

"White Nights: A Case Study of a Russian Company,"
in a book titled: *Toward the Common Good: Perspectives in International Public Relations*.

Edited by Donn James Tilesen and Emmanuel C. Alozie, Allyn & Bacon, 2004.

"How long does it take to forgive and forget the pain of War?" *Cleveland Plain Dealer*, June 24, 1998, page 13-B.

"Can travelers expect free antique trade in Russia? Nyet!" *AntiqueWeek*, June 29, 1998, page 2.

Hong Kong Experience --1998:

I was invited to teach public relations in The City University of Hong Kong, October and November 1998.

Articles that grew out of this experience:

"Students face up to ethical challenges at home, school," *South China Morning Post*, October 29, 1998, p. 21.

"Changes in Business in Hong Kong since the Chinese Took Control,"
Central States Communication Conference, St. Louis, April 1999.

"The Changing Face of Public Relations in China and Hong Kong," Global Fusion 2000:
An International-Intercultural Communications Conference, St. Louis, Missouri,
October 2000.

"The Changing Face of Public Relations in China and Hong Kong," *Public Relations Quarterly*, Winter 2000, p. 27-32.

Cuba Experience:

I was invited to visit Cuba, December 9 - 19, 1999. I toured with a group of American writers. We visited important geographical sites, talked with political leaders, citizen groups and arts foundation leaders.

Articles that grew out of this experience:

"Castro's old, worn metaphors," *Cleveland Plain Dealer*, January 5, 2000, p. 9-B.
This article received The Communicator Award in the Writing/Editorial Division.2001.

This article received an "Honorable Mention" Award in the East Central District,
PRSA Bronze Quill Competition, 2001.

"Paradise under the stars -- Cuban style," *West Side Leader*, January 13, 200, p. 20+.

London, England, Experience: Special Topics Class—2000:

May 16-31, 2000, I led 13 students to London to study public relations.

Articles that grew out of this experience:

"London theaters rely on American productions," *WestSide Leader*, August 10, 2000,
p. 17+.

"International Study and Travel: Leading Students on a PR Tour of London,"
presentation at the Ohio Speech Communication Association,
October 7, 2000.

"Building Widespread Faculty Support to Internationalize the Campus Community,"

presentation at the Region VI meeting of NAFSA: Association of International Educators, November 7, 2000.

"Lessons from London," *International Educator*, Winter 2001, pages 5-6.

London, England, Experience: Special Topics Class-- 2001
May 15-31, 2001, led 20 students to London to study public relations.

Article that grew out of this experience:

"London Theater for Tourists," *WestSide Leader*, August 16, 2001, p. 20+.

"Egg on their Faces," *WestSide Leader*, September 6, 2001, p. 6.

London, England, Experience: Special Topics Class-- 2002
May 16-20, 2002, led 13 students to London to study public relations.

Article that grew out of this experience:

"Queen Elizabeth II and British-American Friendship," *WestSide Leader*, July 2002.

Romania, Experience. Fulbright Scholar – January through May 2003

Articles that grew out of this experience:

"A Winter in Bucharest," *Akron Life and Leisure*, January 2004, p. 46-51.

"Seven Tourists and Seven Times as Much Money," *Romanian Business Journal*, April 9, 2003, p. 7. (English language journal, published in Romania.)

"Relatiile publice se practica intr-o anumita tara, pentru oamenii de acolo," *Media & Advertising*, May 28, 2003, pages 14-15. (Romanian publication, article in Romanian)

"Ce schimbari se impun in sistemul educational al universitatilor romanesti?" *Marketing Strategia*, June 2003, p. 25. (Romanian publication, article in Romanian)

"Relatii publice, publicitate si publicity," *Media & Advertising*, September 4, 2003, p. 22.
(Romanian publication, article in Romanian)

"Stay as you are. Stay as you are." *Media & Advertising*, September 18, 2003, p. 18.

(English language in a Romanian-language publication.)

London, England, Experience: Special Topics Class – May 2005.

London, England, Experience: Special Topics Class – July-August 2006.

London, England, Experience: Special Topics Class – May 2008

London, England, Experience: Special Topics Class – May 2009

Hawthornden Castle, Scotland, International Writer's Retreat – June 2009.

“Global ‘Experience’ To Open PR Borders,” *O'Dwyer's PR Report*, August 2009, page 10. This essay received a PRSA-Cleveland Chapter award for Best Editorial Writing, December 2009.

London, England, Special Topics Class -- May 11-22, 2010.