

Alan D. Blanchard, Ph.D.

Academic Training

Ph.D. (Media & Information Studies/Journalism) Michigan State University, E. Lansing, MI

Business Concentration: Business/Management courses in MSU's School of Business

B.A. (Communication/Journalism major; Bus. Admin minor) Eastern New Mexico University, Portales, NM

Attended: Indiana University, Bloomington, IN – freshman year of undergraduate career

Academic (Taylor University, Upland, IN)

Co-Chair, Communication Department – 2018 to present

Associate Professor of Journalism – 2017-present

Member, Retirement Investment and Administration Committee – 2018 to present

Student Newspaper Faculty Adviser – 2017-present

National Scripps Howard Academic Leadership Academy – June 11-14, 2017 – LSU, Baton Rouge, Louisiana. The Manship School of Mass Communication, in partnership with the Scripps Howard Foundation, annually hosts the Scripps Howard Leadership Academy for academics and professionals from diverse backgrounds. Program designed for new chairs, deans and directors, and faculty and professionals interested in journalism education leadership. The Academy selects 12-15 participants. By bringing together professionals and scholars with seasoned administrators, the program aims to give participants the opportunity to learn about the challenges and rewards of leading an academic program.

Academic (Cornerstone University, Grand Rapids, MI)

Associate Professor of Journalism – 2008-2017

Faculty Senate Chair – 2012-2013

Represents Communication & Media Studies Division; vice chair, 2011-12, member 2005-2011

Assistant Professor of Journalism – 2003-2008

Student Newspaper Faculty Adviser – 1997-present

Administration (Cornerstone University, Grand Rapids, MI)

Director, Journalism Program – Developed journalism scholarships totals of \$22,500 for 2017-18 school year. Between 2003-2017, raised \$147,000 for journalism program.

Director – Pulliam Journalism Center – 2015-2017

Director – Journalism Dept. – 2007-2017

Interim Chair of Communication & Media Studies Division - November 2008-January 2009

Assistant to the Executive V.P./Chief Media Relations Officer - 2004-2006

Institutional Research, coordination publication production, internal/external PR/media relations.

Executive Director of Cornerstone University Journalism Institute - 2003-2016

Developed, launched, managed CU high school journalism residential weeklong workshop.

Marketing/Media Relations/PR – 2000-2003

Directed marketing, public/media relations, tri-annual magazine, annual report, Web site. Chief PR officer.

Research & Scholarship (Cornerstone University, Grand Rapids, MI)

Research Interests: Advertising, Online Media, Media Economics, Media Management

Journalism & Mass Communication Quarterly – co-authored article with MSU's Dr. Stephen Lacy

The impact of public ownership, Profits, and competition on number of newsroom employees and starting salaries in mid-sized daily newspapers

Unpublished article – researched and written by Dr. Alan D. Blanchard

Rural weekly newspapers do little to differentiate themselves to advertisers

Doctoral Dissertation – researched and written by Dr. Alan D. Blanchard

Weekly newspapers navigate rapidly changing advertising market, yet to fully adopt online sales strategy

Awards – Professional

Michigan Collegiate Press Association, Lansing, Mich.

2016 – Cornerstone’s campus newspaper named 1 of 3 finalists for statewide Newspaper of Year Award in its division. Winner to be announced in January 2017.

2012 – General Excellence Newspaper of Year for campus newspaper, The Herald (Division 2)

2008 – General Excellence Newspaper of Year for campus newspaper, The Herald (Division 2)

Michigan Press Association, Lansing, Mich.

2010 – 1st Place Editorial Writing (weekly newspapers – The Clare Sentinel)

2008 – 1st Place Editorial Writing (*weekly newspapers – The Clare Sentinel*)

2007 – 1st Place Editorial Writing (*weekly newspapers – The Clare Sentinel*)

2006 – 1st Place Editorial Page (*weekly newspaper – The Clare Sentinel*)

1998 – Newspaper of Year (*daily under 15,001 circulation/Greenville Daily News*)

1997 – Newspaper of Year (*daily under 15,001 circ/Gvl Daily News tied w/Morning Sun*)

1996 – Newspaper of Year (*daily under 15,001 circulation/Greenville Daily News*)

1997 – 1st Place Lifestyle section (*staff-produced section on abuse*)

1996 – 1st Place Editorial page (*daily under 15,001 circulation/Greenville Daily News*)

1996 – 1st Place Editorial writing (*daily under 15,001 circulation/Greenville Daily News*)

1995 – 1st Place Editorial writing (*daily under 15,001 circulation/Greenville Daily News*)

Michigan AP Editorial Association, Detroit, Mich.

1996 – Sweepstakes Award (*staff-produced section on spouse/child/elder abuse*)

1996 – Public Service Award – 1st Place (*staff-produced section on abuse*)

1994 – Investigative reporting – 2nd Place (*stories I wrote @ MI Dept. Social Services*)

Hoosier State Press Association, Indianapolis, Ind.

1991 – 1st Place News photography (*taken at Kuwait City after Persian Gulf War*)

New Mexico Publishers’ Association, Albuquerque, New Mexico

1989 – 1st Place Investigative reporting (story about county manager committing fraud)

Program Development (Cornerstone University)

Journalism Major Expansion - Fall 2015

Expanded journalism major into 6 concentrations: News Reporting, Business Reporting, Health-Science Reporting, Sports Reporting, Broadcast Reporting-Producing and Editing-Publishing.

Journalism Major Expansion - Fall 2008

Expanded major by creating 3 emphases: journalism, photojournalism or PR.

Journalism Major – 2006-2017

Led initiative to create journalism major.

Journalism Minor – 2001-2017

Led initiative to create journalism minor.

Media Careers Panel – Fall 2009-2017

Cornerstone Journalism Institute – 2003-2017

Founded and coordinate high school camp that introduces 9th-12th-graders to journalistic writing from news reporters, editors, photojournalists, faculty members who instruct. Keynote speaker: Russ Pulliam.

Board, Committee, Professional Involvements

- AEJMC – member of this academic organization for journalism university educators
 - Association of Fundraising Professionals – member – 2016 to present
 - Cornerstone University Student Admissions Committee – 2016 to present
 - Cornerstone University (PPC) Planning & Prioritization Committee – 2014 to present
 - Board member for Michigan Council of Professional Investigators – 2013 to present
 - Elected Treasurer of Michigan Press Association Board, Lansing, MI – 2012-13
 - Elected Vice President of Michigan Press Association Board, Lansing, MI – 2011-12
 - Elected as board member of Michigan Press Association, Lansing, MI – 2008-2011
 - Michigan Collegiate Press Association, Lansing, MI – board member 2002-2006
 - Public Relations Society of America, W. Michigan Chapter – past board member
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Professional, Non-Academic

Editorial Writer – Wrote opinion pieces reflecting the newspaper’s position on various issues in West Michigan. The Grand Rapids Press, Grand Rapids, MI, 2013.

Consultant, The Blanchard Group, LLC, Greenville, MI, 2002-present

Serve as a representative of the Pulliam Journalism Fellowship, interviewing candidates for one of 25 prestigious, 10-week, \$6,500 summer fellowships at either Arizona Republic or Indy Star.

Editor & Publisher, Sentinel-Standard, Ionia, MI, 1998-2000

CEO with bottom line responsibility, served also as ad manager for daily newspaper with staff of 25; generated \$1.2 million in annual revenues, up by \$100,000 from prior year.

Editor, The Daily News, Greenville, MI, 1993-1998

Daily News named MPA Newspaper of the Year for 3 consecutive years, 1996-97-98.

Copy Editor, Fort Wayne Journal-Gazette, Fort Wayne, IN, 1993

Managing Editor, Peru Tribune, Peru, IN, 1990-1992

Managing Editor/Publisher Trainee, Ironton Tribune, Ironton, OH, 1989

Managing Editor, Clovis News-Journal, Clovis, NM, 1985-1989

Staff earned 1st place investigative reporting, beating out state’s largest daily, *Albuquerque Journal*.

News Editor, The Reporter, Vacaville, CA, 1983-1985

Editor, Irvine Mirror & Mission Viejo Mirror, Costa Mesa, CA, 1982

Edited and managed two 27,000 circulation news weeklies in Southern California.

Assistant Managing Editor, Clovis News-Journal, Clovis, NM, 1979-82

Paper’s first f-t photojournalist/police reporter. Promoted to asst. managing editor in 1981.

News Correspondent, Roswell Daily Record, Roswell, NM, 1979

Worked as a free-lance writer/photographer for this daily newspaper while in college.

Professional Development

- Advertising Conferences – Michigan Press Association (2005 to present)
- Crisis Management Certification – Institute for Crisis Management, Jeffersonville, IN (2001)
- Advertising Sales Seminar – Liberty Group Publishing, NY (2000)
- Ken Blanchard's Situational Leadership – Davenport College, Grand Rapids (1997)
- Senior News Executives Program – American Press Institute, Reston, VA (1996)
- Executive Development Program – American Press Institute, Reston, VA (1988)
- Leadership Training for Managers – Dale Carnegie, Grandville, MI (1995)
- Training Tomorrow's Newspaper Talent – Inland Newspaper Assn., Chicago (1992)
- Circulation & Advertising Managers – Nixon Newspapers, Peru, IN (1991)
- Editorial Writers' Conference – Freedom Newspapers, Alexandria, VA (1988) St. Louis, ('81)

Magazine Freelance Credits

Published articles in Mackinac Center for Public Policy educational magazine, Midland, Mich., Lions Club magazine, Cotton Grower magazine, Farm Chemicals magazine, New Mexico Stockman magazine and New Mexico Business Journal, Albuquerque, N.M.

Experience – U.S. Military

U.S. Army Reserve – served in Saudi Arabia, during Persian Gulf War

U.S. Air Force – San Antonio, Texas, Monterey, California, Minot, North Dakota

Favorite News Story Published

Authored an article for Clovis (N.M.) News-Journal about possibility Billy the Kid did not die in a shootout with Sheriff Pat Garrett, but lived to an old age in city of Hico, Texas. Story based on copy of grand jury witness list that included the name of a man called “Brushy Billy,” who claimed in the 1950s to be none other than Billy the Kid. Article was nationally distributed by The Associated Press.

LIST ARTICLES & PRESENTATIONS BY DR. ALAN D. BLANCHARD

ACADEMIC & PROFESSIONAL PRESENTATIONS

<u>Conference Name</u>	<u>Presentation Title</u>	<u>Presentation Date</u>
Writers Conference Norton Shores, MI	"Nonfiction Feature Story Writing"	October 2016
AEJMC Conference, Miami, FL	"The Impact of Public Ownership, Profits and Competition on Number of Newsroom Employees and Starting Salaries in Mid-Sized Daily Newspapers" <ul style="list-style-type: none"> • by Alan Blanchard, CU, and Stephen Lacy, Mich. State U. • This study of 77 dailies between 25,000 and 100,000 circulation found publicly held daily newspapers produced higher profit margins than did privately held dailies. Public ownership and higher profits were associated with smaller newsroom staffs. Public ownership was positively related with starting salaries. Also the presence of competition was positively correlated with newsroom size and starting salary. The impact of profitability on newsroom size was progressively greater for newspapers with higher than average profit margins. 	August 2002

ACADEMIC & PROFESSIONAL PUBLICATION CREDITS

<u>Publication Name</u>	<u>Article Title</u>	<u>Date published</u>
Unpublished	"Rural weekly newspapers do little to differentiate themselves to (new car dealer and real estate firm) advertisers"	09/17/2008
Journalism & Mass Com Qtrly	"The impact of public ownership, Profits, and competition on number of newsroom employees and starting salaries in mid-sized daily newspapers"	Winter 2003
Unpublished research article	"Newspaper strike in Detroit: Why did it happen and how did it affect unions and labor"	06/10/2002
Unpublished research article	"Computer assisted research: Are editorial page editors adopters or laggards?"	04/25/2002
The Daily News, Greenville, MI	"Former Sheridan resident back in Ukraine calls Putin invader"	03/19/2014
The Daily News, Greenville, MI	"Greenville tourist encounters Egyptian protest"	08/20/2013
The Daily News, Greenville, MI	"Rainbow shines on U.S. Air Force Memorial"	08/19/2013
The Daily News, Greenville, MI	"Three alumni siblings sustained by God"	06/04/2007
The Grand Rapids Press	"Spirit of Santa Claus Girls, 105 years of giving strong"	12/01/2013
The Grand Rapids Press	"Aquinas, Ferris, GVSU, GRCC: 'game-changers'"	11/24/2013
The Grand Rapids Press	"A (Grand Rapids) city plan for success"	09/29/2013
The Grand Rapids Press	"Downtown Market: Good for our downtown"	09/08/2013
The Grand Rapids Press	"Meijer invests in Detroit future"	08/11/2013
MiBizWest Magazine	"Thinking like an editor will increase ink for your firm"	01/03/2002
Business Direct Weekly	"Teaching drivers how to operate the big rigs"	08/31/2000
Business Direct Weekly	"Taking the Old World approach to design-build engineering"	08/17/2000
Business Direct Weekly	"Mail rooms get just due"	08/03/2000
Business Direct Weekly	"Roaring economy also spurs used car sales"	07/20/2000
Michigan Privatization Report	"Privatized Water Treatment Plant Saves \$1 million annually"	06/13/2000
<i>(Wrote additional freelance articles between May and July 2000 for this Mackinac Center for Public Policy, Midland, MI)</i>		
Clare County Cleaver, Harrison, MI	Wrote weekly columns & editorials, occasional news stories	2012-2014
The Clare Sentinel, Clare, MI	Wrote weekly columns & editorials, occasional news stories	2005-2012
Ionia Sentinel-Standard	Wrote weekly columns & editorials, occasional news stories	1998-2000
Greenville (Mich) Daily News	Wrote weekly columns & editorials, occasional news stories	1993-1998
Peru (Indiana) Tribune	Wrote weekly columns & editorials, occasional news stories	1990-1992
Ironton (Ohio) Tribune	Wrote weekly columns & editorials, occasional news stories	1989
Clovis (New Mexico) News-Journal	Wrote weekly columns & editorials, occasional news stories	1985-1989