

# Lynn C. Owens, Ph.D.

School of Media and Journalism  
University of North Carolina  
Carroll Hall, Chapel Hill, NC

E-mail: [lynncowens@gmail.com](mailto:lynncowens@gmail.com)  
Website: [www.lynncowens.com](http://www.lynncowens.com)

## EDUCATION

---

**University of North Carolina at Chapel Hill**, Chapel Hill, NC  
Ph.D., School of Journalism and Mass Communication, 2006  
Research Stream: Race, Class, Gender/ International Communication

**Northwestern University**, Evanston, IL  
Master of Science in Journalism, Medill School of Journalism, 2001.  
Sequence: Broadcast Journalism

**University of Pennsylvania**, Philadelphia, PA  
Bachelor of Arts in International Relations, 2000.  
Minors in Asian and Middle Eastern Studies and History

## PROFESSIONAL POSITIONS

---

**University of North Carolina at Chapel Hill** 2015-Present  
*Lecturer, Broadcast and Electronic Journalism*

**William Peace University**, Raleigh, NC 2008-2015  
*Associate Professor. Communication.*  
*Department Chair, 2012-2014*

**Virginia Commonwealth University**, Richmond, VA 2006-2008  
*Assistant Professor. School of Mass Communications.*

**WNCT-TV (CBS)**, Greenville, NC 2001-2003  
*Reporter.* Worked as a general assignment reporter for the top-ranked station in Eastern North Carolina. Wrote, edited, and reported live daily.

**Reuters Television**, London, England 2001  
*Technical Producer.* Edited raw footage into packages under tight deadlines for the international feeds. Wrote anchor lead, shot list, and script to accompany each package.

## PUBLICATIONS (Peer-Reviewed)

---

Wenger, D. & Owens, L.C., (2014). "HELP WANTED: Mobile journalism skills required by top U.S. news companies." *Electronic News Journal*. 8(2), 138-149.

- Wenger, D. & Owens, L.C., (2013). "An Examination of Job Skills Required by Top U.S. Broadcast News Companies and Potential Impact on Journalism Curricula." *Electronic News Journal*. 7(1), 22-35.
- Owens, L.C., Tuggle, C.A., Holman, L. (2012). "Should Certification of Meteorologists Serve as a Model for Broadcast Journalists?" *Electronic News Journal*. 5(2), 112-126.
- Wenger, D. & Owens, L.C., (2012). "Help Wanted 2010: An Examination of New Media Skills Required by Top U.S. News Companies." *Journalism and Mass Communication Educator*. 67(1), 9-25.
- Wenger, D. & Owens, L.C., (2011). "Help Wanted: An Examination of New Media Skills Required by Top U.S. News Companies." *The Future of Journalism Education, Training and Employment*. Taylor & Francis.
- Owens, L.C., (2009). "Network News: The Role of Race in Source Selection and Story Topic." *Howard Journal of Communications*. 19(4), 355-370.
- Wenger, D. & Owens, L.C., (2008). "Resource Allocation & Managerial Oversight of Local Morning Newscasts." *Electronic News Journal*. 2(2), 102-116.
- Owens, L.C., (2007). "International News: What Makes College Students Want to Keep Reading?" *Newspaper Research Journal*. 28(1).
- Owens, L.C., (2007). "Race in the Television Newsroom: Do On-Air Personalities Reflect the Communities They Serve?" *Electronic News Journal*. 1(1), 9-19.

#### **PUBLICATIONS (Non Peer-Reviewed)**

- Owens, L.C., (2009). "Book Review: China Ink – The Changing Face of Chinese Journalism" *Journalism Studies*. 10(1), 135-136.

#### **REFEREED CONVENTION PAPERS**

- Wenger, D. & Owens, L.C. (2013, July). "Help Wanted: Expanding Social Media, Mobile, and Analytics Skills in Journalism Education," Paper presented at the 2016 AEJMC National Convention, Minneapolis
- Wenger, D. & Owens, L.C. (2013, July). "Help Wanted 2012: An Examination of New Media Skills Required by Top U.S. News Companies." Paper presented at the 2013 World Journalism Education Congress  
-- Winner, 3<sup>rd</sup> Place, Best Paper
- Wenger, D. & Owens, L.C. (2012, August). "Help Wanted 2011: An Examination of New Media Skills Required by Top U.S. News Companies." Paper presented at the 2012 AEJMC National Convention, Chicago

Wenger, D. & Owens, L.C. (2010, July). "Help Wanted 2009: An Examination of New Media Skills Required by Top U.S. News Companies." Paper presented at the 2010 World Journalism Education Congress, South Africa.

-- *Winner, Best Abstract*

Wenger, D. & Owens, L.C., (2009, July). "Help Wanted: An Examination of New Media Skills Required by Top U.S. News Companies." Paper presented at the 2009 World Journalism Education Congress, Wales, UK.

Owens, L.C., Tuggle, C.A, & Holman, L. (2008, August). "Should Certification of Meteorologists Serve as a Model for Broadcast Journalists?" Paper presented at the AEJMC National Convention, Chicago, IL.

Owens, L.C. (2007, April). *Minorities and Network News: The Role of Race in Source Selection and Story Topic*. Paper presented to the Broadcast Education Association, Las Vegas, NV.

-- *Second Place Paper, Multicultural Division.*

Carpentier, F.D., & Corney, L. (2006, May). *Adolescent Movie Preferences, Mental Health, and Temperament*. Paper presented to the International Communication Association, Dresden, Germany.

Corney, L. (2006, March). *International News: What Makes Readers Want to Keep Reading?*. Paper presented to the Association for Education in Journalism and Mass Communication, Tuscaloosa, AL.

-- *Top Student Paper, Newspaper Division.*

Corney, L., & Tuggle, C.A. (2005, April) *Race in the Television Newsroom: Are On-Air Personalities Reflecting the Communities They Serve?* Paper presented to the Broadcast Education Association, Las Vegas, NV.

-- *First Place Paper in the Debut Competition, Multicultural Division.*

Corney, L. (2005, May). *Watchdogs or Actors?: Student Perception of Television Journalists*. Paper presented to the International Communication Association, New York, NY.

Corney, L. (2005, March). *'Little Sammy Lee: Newspaper Coverage of the First Asian-American Olympic Champion*. Paper presented to the Association for Education in Journalism and Mass Communication, Athens, GA.

Corney, L. (2004, August). *Sunshine laws: How are states making lawbreakers pay?* Paper presented to the Association for Education in Journalism and Mass Communication, Toronto, Canada.

Corney, L. (2004, March). *Sunshine laws: An analysis of access in the 50 states*. Paper presented to the Association for Education in Journalism and Mass Communication, Tampa, FL.

## **SERVICE & PROFESSIONAL DEVELOPMENT**

President, Asian American Journalists Association (AAJA), North Carolina Chapter (2015- Present)

Vice President, Asian American Journalists Association (AAJA), North Carolina Chapter (2011-2014)

Program Coordinator, CBC-UNC Diversity Fellowship Program, 2015 – Present.

Guest Lecturer, CBC-UNC Diversity Fellowship Program, 2014 - Present.

Editorial Board, *Journal of Communication*, 2014.

Panelist, “Tweet This: Two Weeks on the Social Media Frontlines”, AEJMC and Scripps Howard Foundation, AEJMC National Convention, San Francisco, August 2015

Panelist, “Dim, Grim or Brighter Than Ever: Professionals and Academics Assess the Future of Broadcast Journalism.” 2010 Broadcast Educators Association Conference, Elon, NC.

Judge: Tankard Book Awards. 2009 AEJMC Convention.  
U.S. Book Review Co-Editor, *Journalism Studies*. (2006 to 2009)

Editorial Board, *Electronic News Journal*. (2006 to 2010)

Panelist, “Should Journalists Be Accredited? And Would Accrediting Them Improve Journalism?” 2008 AEJMC National Convention, Chicago, IL.

Judge: 2008 South Carolina Broadcasters Association Star Awards.

## **MEDIA APPEARANCES**

WPTF News Radio (February 10, 2015). Guest discussing journalism ethics and the Brian Williams case.

Time Warner Cable News (July 15, 2014). Guest discussing social media use.

Time Warner Cable News (March 6, 2014). Guest discussing social media use.

“Preparing Students for the Labor Force” (December 15, 2013). *Diverse Education*. Interview.

WPTF News Radio (August 15, 2013). Guest discussing research on journalism job skills.

“How the class of 2013 can set itself apart in today’s labor market” (July 31, 2013). *Nerd Wallet*. Interview.

News 14 Carolina (July 8, 2013). Guest discussing preparing students for the workforce.

“Novelty Gone, Couric’s Losing viewers at CBS” (October 27, 2006). *Richmond Times Dispatch*. Interview.

## **HONORS**

**2015 McCormick Distinguished Teaching Award**, William Peace University.

**2014 Scripps Howard/AEJMC Social Media Fellowship** – C-SPAN, Washington, D.C.

**2013 Academic Advisor of the Year**, William Peace University.

**2003 Regional Edward R. Murrow Award**, *Best News Documentary*: “Eye on Eastern Carolina: The Outlying Landing Field – Ally or Enemy?” Contributed several interviews to this team project.

**2003 NC Associated Press Award**, *Best Newscast*. Contributed live report.

**2003 National Communicator Awards**, Honorable Mention. “The Post-War Watch.” Contributed one of four packages.

**2003 Emmy Nomination**, *Best Coverage of a Special Event*: “9/11, The Day That Changed America.” Contributed one of four packages.

**2003 Emmy Nomination**, *Best Weekend Newscast*: “Showdown with Saddam.” Contributed one of three live reports.

## **TEACHING**

---

**Producing Television News, “Carolina Week”**, UNC Chapel Hill. 2015-Present

**Media Ethics**, UNC Chapel Hill, 2015-Present

**Voice and Diction**, UNC Chapel Hill, 2015-Present

**Introduction to Video Storytelling**, UNC Chapel Hill, 2015-Present

**Communication Research**, William Peace University. 2012-2015

Students learn the fundamentals of research in the mass communication field – from designing quantitative, qualitative and mixed methods studies to applying mass communication theory.

**Media and Culture**, William Peace University. 2008-2015

A survey course covering the past, present and future of mass communication.

**Interactive and Social Media**, William Peace University. 2011-2015

Students learn to write and report for Web and social media. Students become local experts in a subject, create and maintain blogs, and promote his/her work through social media.

**Writing for the Media I**, William Peace University. 2008-2015

Recognize and apply different kinds of media writing, including print journalism, broadcast journalism and public relations. Also emphasized are key concepts such as accuracy, objectivity and attribution.

**Writing for the Media II**, William Peace University. 2008-2015

Students function as real reporters to produce substantive articles of publishable quality. Assignments are more demanding, and emerging concepts such as media convergence and computer-assisted reporting are addressed.

**International Communication**, William Peace University 2008-Present

A research course examining the rapid spread of communication technologies and globalization. Focus on international communication's impact both politically and culturally.

**Newspaper**, William Peace University. 2008-2012

Developing print reporting skills through practice. Students report, copyedit and layout the Peace College newspaper, The Peace Times. Oversee assignment meetings, editing, ad sales, publication and distribution.

**Public Speaking**, William Peace University. 2008-2015

**Writing for Mass Media**, Virginia Commonwealth University. 2006-2008.

Study and practice in fact gathering and development of the basic skills needed for writing for the media. Focus on news writing under deadline, stressing grammar skills and knowledge of current affairs.

**Newscasting**, Virginia Commonwealth University. Spring 2007, Fall 2007

Developing on-air skills in television studio and field situations. Oversee production of the twice-monthly student public affairs program, VCU InSight, airing on Richmond PBS. Emphasize journalistic principles in delivery of news, public affairs, editorial and interviews.

**Introduction to Broadcast Writing**, Virginia Commonwealth University. 2006-2008.

Developing news writing and reporting skills for television and radio. Course work includes writing assignments and the production of broadcast-quality radio and television stories.

**Electronic Journalism I**, University of North Carolina at Chapel Hill. Spring/Summer 2005

Introductory broadcast news writing and reporting. Analysis of broadcast journalism; theory and practice in communicating news in oral and visual modes.

**Electronic Journalism II**, University of North Carolina at Chapel Hill. Fall 2004.

Examination and application of in-depth broadcast news reporting techniques, especially investigative reporting, special events coverage and the documentary.

**Producing Television News**. University of North Carolina at Chapel Hill. 2003 – 2006.

Worked as an assistant to faculty to produce "Carolina Week," a national award winning student television news program. Assisted students with all production tasks: producing, reporting, anchoring, directing and graphics.

**Virginia Commonwealth University Honors Program Lecturer**. "Diversity in the Media,"  
September 2006

**Instructor, North Carolina Scholastic Media Institute**. Summer 2004 & 2005.

Taught North Carolina high school students broadcast news writing, reporting, shooting, and editing.

## **SERVICE**

---

Curricular Issues Committee, William Peace University 2012-2015

SACS Reaccreditation Committee 2010-2012

Peace Bulletin (alumni magazine), Faculty Representative, 2011-2015

Faculty Advancement Committee 2011-2012

Liberal Education Committee 2008-2010

## **MEMBERSHIPS**

---

Association for Education in Journalism and Mass Communication (AEJMC)

Asian American Journalists Association (AAJA)

Broadcast Education Association (BEA)

International Communication Association (ICA)