James Devitt

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## EXPERIENCE

# ***Managing Director of Public Affairs*,New York University, New York, NY** *2018-present*

* Develop, manage, and supervise communications and public relations initiatives for various NYU schools and centers to enhance name identification and image in local, national, and international media and with campus constituencies.
* Manage six-person team of press officers in NYU’s Office of Public Affairs.
* Prepare press releases on academic research and appointments, pitch stories to national media, write and edit op/ed submissions, write stories for campus publications, publicize campus events to external media, identify faculty experts in response to media queries.
* Outline and execute university’s initiatives in social media as part of communications team.
* *Director of Public Affairs*, 2017-2018
* *Deputy Director of Media Relations*, 2008-2017
* *Senior Public Affairs Officer*, 2003-2008

# ***Senior Public Affairs Officer*, Columbia University, New York, NY** *2000-2002*

* Developed and managed communications and public relations initiatives for Columbia’s Graduate School of Arts and Sciences, School of Social Work, School of International and Public Affairs, Columbia College, and Arts and Sciences departments, centering on promotion of research and events.
* Prepared press releases, pitched stories to national media, wrote and edited op/ed submissions, collaborated on production of videos for Columbia’s web site, wrote stories for campus publications, publicized campus events to external media, prepared and distributed statements pertaining to crises on campus, identified faculty experts in response to media queries.

***Communications Director*, The White House Project, New York, NY** *1998-2000*

* Developed and implemented organization’s communications and public relations strategies. Cultivated and worked with journalists in positioning and conveying the project’s messages.
* Produced press kits, news releases, and media alerts. Coordinated and prepared staff for interviews with the media.
* Conducted research on news coverage of female candidates and presented findings to members of Congress.

***Senior Researcher*, University of Pennsylvania, Philadelphia, PA** *1996*

* Coded broadcast and print news and debates, supervised undergraduate news team, assisted in writing and editing bi-weekly reports of findings for distribution to national news media as part of study on presidential campaign discourse.
* Handled media queries pertaining to findings.

***Media Relations Officer*, Council for Advancement and Support of Education, Washington, DC** *1993-1995*

* Wrote press releases, addressed reporters’ queries, and pitched stories.
* Wrote and edited publications that offered communication strategies to college and university public relations officers.
* Created electronic newsletter that covered higher education issues and the news media and served as liaison for the Alliance to Save Student Aid, a higher education coalition.

**TEACHING EXPERIENCE (partial list)**

* “Public Relations: Theory and Process,” Adjunct Professor, New York University, Fall 2004-present
* “Managing Media Relations,” Adjunct Professor, New York University’s School of Continuing and Professional Studies, Summers 2013, 2014, 2016
* “Communication in Public Settings,” Adjunct Professor, School of Public Affairs, Baruch College, City University of New York, National Urban Fellows Program, Summers 2004-2012
* “The Culture Industries,” Adjunct Professor, New York University, Summer 2008
* “Mass Media and Society,” Adjunct Professor, Fairfield University, Fall 2003
* “Public Sector Marketing, Strategic Planning and Communication,” School of International and Public Affairs, Columbia University, Fall 2002
* “Introduction to Communication,” Adjunct Professor, College of Staten Island, City University of New York, Summer 1998
* “The History of Print Media,” Adjunct Professor, College of Staten Island, City University of New York, Spring 1997

**PUBLICATIONS (partial list)**

* Devitt, James (2002). Framing Gender on the Campaign Trail: Female Gubernatorial Candidates and the Press. *Journalism and Mass Communication Quarterly*, v. 79, pp. 445-463.
* Aday, Sean and James Devitt (2001). Style Over Substance: Newspaper Coverage of Elizabeth Dole’s Presidential Bid. *Harvard International Journal of Press/Politics*, v. 6, pp. 52-73.
* Jamieson, Kathleen, James Devitt, Paul Waldman, and Michael Hagen (2000). Who’s to Blame? Is the Perception Gap in the Campaigns, Media Coverage or Both? (37-47) In *Everything You Think You Know About Politics…And Why You’re Wrong*. New York: Basic Books.
* Waldman, Paul and James Devitt (1998). Newspaper Photographs and the 1996 Presidential Election: The Question of Bias. *Journalism and Mass Communication Quarterly*, v. 75, pp. 302-311.
* Devitt, James (1992). The Daily Newsweekly. In Philip Cook, Douglas Gomery, and Lawrence Lichty (eds.), *The Future of News* (137-141). Washington, DC: The Woodrow Wilson Center Press.

**ADVISING**

* Served as advisor for masters degree capstone projects, reviewing and guiding graduate students’ research and shaping lines of academic inquiry at New York University, School of Professional Studies, Department of Marketing and Public Relations (Summer 2015, Fall 2015, Fall 2016, Spring 2018)

## AWARDS AND ACTIVITIES

* Kappa Tau Alpha Award (1998). Top Student Paper, Association for Education in Journalism and Mass Communication, Radio-Television Journalism Division. “Priming Reporters: A Study on How the Willie Horton Case Altered the Portrayal of Criminals.”
* Coach, Catholic Youth Organization basketball (2011-2015)
* Board member, Larchmont-Mamaroneck Little League (2011-present [umpire coordinator, 2011-2016])
* Umpire, Larchmont-Mamaroneck Little League (2018-present)
* Parish Council, St. Augustine’s Church (2017-present)

## EDUCATION

University of Pennsylvania, Ph.D., Communication, 2001

University of Pennsylvania, M.A., Communication, 1992

University of California at Berkeley, B.A., Rhetoric, 1989