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University of South Carolina
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Education

- * University of South Carolina, College of Journalism and Mass Communications, M.A., December 1992
- * University of South Carolina, College of Journalism and Mass Communications, B.A., December 1978

Academic Positions

- * Associate Professor and Coordinator of Adjunct Instruction and Undergraduate Writing, University of South Carolina, School of Journalism and Mass Communications, October 2015 -
- * Associate Professor (tenured), University of South Carolina, School of Journalism and Mass Communications, January 1999 to October 2015:
- * Assistant Professor, University of South Carolina College of Journalism and Mass Communications, January 1993 through January 1999

Professional Positions

- * Night City Editor, The State, June 1992 through November 1992
- * Urban Affairs Editor, The State, April 1990 to February 1992
- * Assistant Metro Editor/Lexington County, The State, April 1989 to April 1990
- * Copy Editor, The State, August 1988 to April 1989
- * Staff Writer, The State, June 1985 to August 1988
- * Staff Writer, The Columbia (S.C.) Record, June 1982 to June 1985

Publications and Presentations

- *Wiggins, E. (2019) Review of "It's Just the Normal Noises: Marcus, Guralnick, No Depression and the Mystery of Americana by Thomas Gray, Communication Booknotes Quarterly, Volume 50, Issue 1-2, 16-41. <https://www.tandfonline.com/toc/hcbq20/50/1-2?nav=tocList>
- *Wiggins, E. (2019) "The Three C's of Fake News." MacMillan Community. <https://community.macmillanlearning.com/t5/communication-blog/the-three-c-s-of-fake-news/ba-p/5646/jump-to/first-unread-message>. (March 21, 2019).
- *Wiggins, E. (2019). "Wordiness – Know What I'm Saying." Macmillan Community. <https://community.macmillanlearning.com/t5/communication-blog/wordiness-know-what-i-m-sayin/ba-p/6520/jump-to/first-unread-message>. (Feb. 7, 2019)
- *Wiggins, E. (2018). "Advertisers take refreshing approach to sexuality and gender in campaigns." Macmillan Community. <https://community.macmillanlearning.com/t5/communication-blog/advertisers-take-refreshing-approach-to-sexuality-and-gender-in/ba-p/6567/jump-to/first-unread-message>. (October 4, 2018)
- * Wiggins, E. (2016). "Purple Passion and the Press: An analysis of selected front-page coverage of the death of Prince Rogers Nelson", Popular Culture Association / American Culture Association in the South, Nashville, October 2016.
- * Wiggins, E. (2016). "What's in a name? Maybe not so much," The State, Jan. 5, 2C.
- * Wiggins, E., Smith L., and Sisk L. (2016). "Writing for Mass Communications," Dubuque, Iowa: Kendall-Hunt.
- * Campbell, K. and Wiggins, E. (2016). "Editorial Advocacy Frames Explanatory Model: An Analysis of Newspapers Withdrawing from Presidential Endorsements," Sur Le Journalisme, Vol. 5, No. 2.
- * Wiggins, E., and Campbell, K. (2015). "(Un)Comfortable Contact? Viewing Race and Interaction in 25 Years of Super Bowl Commercials through the Lens of Social Distance," in Berry, Fleming-Rife, and Dayo (2015), Black Culture & Experience: Contemporary Issues, Peter Lang: New York

- * Wiggins, E. (2015). "Present in the Forest" in Rogers, Aida, ed., *State of the Heart: South Carolina Writers on the Places They Love, Volume II*, University of South Carolina Press: Columbia, SC.
- * Campbell, K. and Wiggins, E. (August 2014). "Framing Themselves Out of Relevance: An Analysis of Newspapers Withdrawing from Presidential Endorsements," Political Communications Scholar-to-Scholar poster session at the Association for Education in Journalism and Mass Communications conference, Montreal, Canada.
- * Campbell, K. and Wiggins, E. (2014). *Walking a Tightrope: Obama's Duality as Framed by Selected African American Columnists*, Journalism Practice.
- * Pitner, R., Wiggins, E., Hastie, S., Wang, K., & Yu, M. (2013 August). Mapping neighborhoods for crime and ownership, presented at annual convention for the American Psychological Association, August 2013, Honolulu, HI.
- * Pitner, R., Wiggins, E., Hastie, S., Wang, K., & Yu, M. (2013, June). Assessing the threshold for neighborhood resilience. Poster presented at the biennial meeting for the Society for Community Research and Action, Miami, FL.
- * Wiggins, E. (2013). Journalists' framing of climate change debate, presentation for Dr. Katherine Robinson's class on environmental ethics, April 9, 2013.
- * Wiggins, E. (May to October 2012). Weekly S.C. Insider columns for *discoversouthcarolina.com*, May to October 2012.
- * Wiggins, E. (2010). "(Un)Comfortable Contact: Measure Social Distance in Television Commercials," 16th Annual Martin Luther King, JR., Commemoration, Utah Valley University, Jan 2010.
- * Campbell, K., and Wiggins, E. (2010) "Walking a Tightrope: Obama's Duality as Framed by Selected African American Columnists," Newspaper Division Association for Education in Journalism and Mass Communications, Southeast Colloquium, March 11-13, 2010, Chapel Hill, North Carolina.
- * Wiggins, E. (2009). (2009) "Dads in Ads: The 'Evolution' of Fatherhood in Television Commercials," Popular & American Culture Association in the South Conference, Wilmington, N.C., October 2009.
- * Wiggins, E. (2009). "Reflections of a Native Son in the New South," a collection of essays and short fiction, Red Letter Press, Columbia, S.C., February 2009.
- * Wiggins, E. (2008). "(Un)Comfortable Contact: Viewing Commercials Through the Lens of Social Distance Theory," Popular & American Culture Association in the South Conference, Louisville, Kentucky, October 2008.

- * Wiggins, E. (2008). "Moderation a Virtue? How 10 Top Sites Handle Online Comments," Editor & Publisher online edition, August 24, 2008. (www.editorandpublisher.com)
- * Wiggins, E. (2008). "From Bush to your back yard, is there an American competency crisis," The Champion Free Press (Atlanta, Ga.), Aug. 1, 2008, 5A.
- * Wiggins E. (2008). "Journalism more than a job, it's a civic duty," The State (Columbia, S.C.), July 23, 2008.
- * Wiggins, E. (2008). "Competence Crisis," Free Times (Columbia, S.C.), July 23, 2008.
- * Wiggins, E. (2008). "By George I think he's got it," The Champion Free Press (Atlanta, Ga.), May 30, 2008, 4A.
- * Wiggins, E. (2008). "The racial conversation Obama inspires," The State (Columbia, S.C.), May 24, 2008.
- * Wiggins, E. (2008). "A nation where nothing is wrong," The State (Columbia, S.C.), Feb. 25, 2008.
- * Wiggins, E. (2007). "(Un)Comfortable Contact: Applying Social Distance Theory to the Analysis of Super Bowl Commercials." Super Bowl Symposium, University of South Carolina School of Journalism and Mass Communications, January 2007.
- * Wiggins, E. (2006). "Considering the Alternatives: Using Alternative Weeklies to Teach Media Literacy," Popular Culture Association in the South, Savannah, Ga., Oct. 5, 2006.
- * Wiggins, E. (2006). "Un-heroic Journalists at the Movies," The State, July 15, 2006, A9.
- * Wiggins, E. (2006) "Lifestyles of the Rich and Famous," The State, May 21, 2006, D3.
- * Wiggins, E. (2006). "Telling Journalists from their Imitators," The State, March 17, 2006, A13.
- * Wiggins, E. (2005). "Scholastic newspaper work gets in the blood," Accents, November 2005, 4.
- * Wiggins, E. (2005). "Hucksters in the News Bazaar," The State, Aug. 14, 2005, D3.

- * Wiggins, E. (2005). "Unsupported figures worse than unnamed sources," The State, Aug. 14, 2005, D3.
- * Wiggins, E. (2005). "Don't Forget Where You're From," The State, May 2, 2005, A11.
- * Wiggins, E. (2005). "A Public University Power Play," The State, Feb. 2, 2005, D3.
- * Wiggins, E. (2004). "Letting politics into the pulpit," The State, Saturday, November 13, 2004, A9.
- * Wiggins, E. (2004). "Time for campaign watchdogs to hunt," The State, Wednesday, October 6, 2004, A9.
- * Wiggins, E. (2004). "Missing an old friend," The State, Monday, August 16, 2004, A7.
- * Wiggins, E. (2004) "Savoring 'Deadwood' salty brew," The State, Monday, May 10, 2004, A11
- * Wiggins, E. (2003) "The face that launched a thousand questions," The State, November 25, 2003.
- * Wiggins, E. (2003). "Drawing Lines in the Ether: Ethics in the Changing Information Environment," Expanding Convergence: Media Use in a Changing Environment," University of South Carolina College of Mass Communications and Information Studies, November 2003.
- * Wiggins, E. (2003). "Revisiting the DuMont Network: An Analysis of the Prime Time Programming of the Original Fourth Network," Popular Culture in the South and American Culture in the South," Jacksonville, Fla., October 2003.
- * Wiggins, E. (2003) "Importance of Accuracy, Truth Evident in Fiasco," The State, Sunday, June 8, 2003, D1.
- * Wiggins, E. (2003). "A cinematic drama, starring the NAACP," The State, Mary 9, 2003.
- * Wiggins, E. (2002). "Can the just wage war any way they see fit," The State, Dec. 12, 2002.
- * Wiggins, E. (2002). "Bridging the Curriculum: The Evolution of Instruction in a Converged World," The Dynamics of Convergent Media, University of South

Carolina College of Mass Communications and Information Studies," November 2002.

* Wiggins, E. (2002). "Outside Augusta, looking in," The State , Sept. 18, 2002, A7.

* Wiggins, E. (2002). "At war at home and abroad: The Pittsburgh Courier columns of George S. Schuyler in Roosevelt's America," Association for Education in Journalism and Mass Communication annual convention, August 2002.

* Wiggins, E. (2002). "How can we possibly measure these threats," The State, May 23, 2002.

* Wiggins, E. (2002). "The age of the bogeyman," The State, Thursday, March 7, 2002, A13.

* Wiggins, E. (2001). "Skip the analysis; California shootings had no meaning," The State, Tuesday, March 13, 2001, A9.

* Wiggins, E. (2001). "Preparing for the unthinkable," The State, Thursday, Sept. 20, 2001, A15.

* Wiggins, E. (2001). "When is the job done," The State, Tuesday, Oct. 23, 2001, A7.

* Wiggins, E. (2001). "The Right Synergy for Sports," South Carolina Business Vision, Fall 2000 (published Winter 2001), pgs. 8-11.

* Wiggins, E. (2001). "Tourism Dollars for Non-Profits: The South Carolina accommodations tax helps fund some non-profit organizations that promote tourism," South Carolina Business Vision, Summer 2001, pgs. 28-30.

* Wiggins, E. (2001). "Frames of Conviction: The Intersection of Social Frameworks and Standards of Appraisal in Letters to the Editor Regarding a Lesbian Commitment Ceremony," Framing Public Life: Perspectives on Media and Our Understanding of the World," Lawrence Erlbaum Associates, 2001.

* Wiggins, E. (2001). "Getting Government Business: How to maximize the government procurement process for your business," South Carolina Business Vision, Winter 2001, pgs. 22-23.

* Wiggins, E. (2000). "Rocker's gaffes may help us all," The State, Saturday, Jan. 22, 2000, A11.

- * Wiggins, E. (2000). "Experiencing Poverty Might Do Us All Good," The User's Guide to Reading, Analyzing and Writing. Commack, NY: DK Research, Inc. Summer 2000.
- * Wiggins, E. (2000) "Crisis in Confidence: How the Educational System Helps Fail Middle School Students in Rural South Carolina," The State of Black South Carolina. Columbia, S.C.: Columbia Urban League, Inc. Spring 2000.
- * Wiggins, E. (2000) "Measuring Diversity: A Content Audit of a Major Statewide Newspaper," The State of Black South Carolina. Columbia, S.C.: Columbia Urban League, Inc. Spring 2000.
- * Wiggins, E. (1999). "The numbers don't mean a thing," The State, Monday, Aug. 16, 1999, A9.
- * Wiggins, E. (1999). "Words and deeds," The State, Wednesday, Nov. 24, 1999, A17.
- * Wiggins, E. (1998). "The Kerner Fallacy: A Critical Analysis of News Media Failure," presented at AEJMC Southeast Colloquium, New Orleans, La. March 1998.
- * Wiggins, E. (1997) "Fixing Problem Connections with Newspaper Readers," Editor and Publisher, February 1, 1997.
- * Wiggins, E., (1993). "Why It's Not Working for Minority Journalism Students," Editor and Publisher, November 6, 1993, Reprinted in "The Newswriter's Handbook: An Introduction to Journalism," edited by M. L. Stein and Susan F. Paterno.

Courses Taught

- * Journalism 201(101), Survey of Mass Communications
- * Journalism 202 (291), Mass Media Writing
- * Journalism 335, Reporting Journalism 333, Copy Editing
- * Journalism 463 (499), African American Perspectives in Literary Journalism
- * Journalism 463 (499), The Alternative Press
- * Journalism 501, Freedom, Responsibility and Ethics in Mass Media Journalism
- * Journalism 506, Mass Media Criticism

- * Journalism 515, Mass Communications Capstone Portfolio
- * Journalism 540, Magazine Article Writing
- * Journalism 542, Public Opinion and Persuasion
- * Journalism 573, Editorial and Opinion Writing

Thesis / Project Work

- * Director, Magellan Scholar Project, From Oconee to Awendaw: The Impact of the Palmetto Trail on South Carolina Towns, Austin Price, May 2014
- * Director, Honors College Senior Thesis: "Corrected Memory: A Study of South Carolina Historical Monuments and Markers, Tom Benning, May 2009.
- * Director, Honors College Senior Thesis: "Growing Panes: A View into the Coming of Age Process, Stephen Demedis, May 2007.
- * Director of Honors College Senior Thesis: "The Newspaper, as Seen Through the Eyes of an Intern," Allyson Bird, December 2005.
- * Director of Master's Thesis, " Team Work Concept's Effect on Coverage: A Comparative Analysis of Front Page Local News Coverage of The State and The Greenville News, 1988 and 1993," Jeff Shrewsbury, October 2003.
- * Director of Honors College Senior Thesis: "Defining the 'Cosmo Girl': A Qualitative Content Analysis of Selected Letters to Readers from Cosmopolitan editor in chief Helen Gurley Brown, 1965 to 1997, Christine Perkinson, August 2003.
- * Director of Honors College Senior Thesis: "Controlling Dissent: How a Climate of Fear Led to Changes in the Statement of Principles at The Gamecock, 1969-1971, Mary Hartney, May 2003.
- * Director of Honors College Senior Thesis: "Manning, S.C.." Profile of a Small Town During the 20th Century," Rebecca L. Cronican, April 2000

Committee / Service Work

- * Coordinator, Pre-Collegiate Fellowship in Investigative Journalism Workshop,
- * Faculty Senate
- * McNair / Carolina Scholars Review Committee

- * USC Connect E-portfolio reviewer
- * University Admissions Committee
- * University Committee on Special Admissions
- * Bookstore Committee, Chair
- * School Select Committee on Tenure and Promotion
- * Faculty Search Committees
- * Dean's Evaluation Committee
- * Student Life Committee
- * Journalism 201 Review Committee, Chair
- * Journalism Education Committee Society of Professional Journalists, Chair
- * Adviser, Campus Chapter of Society of Professional Journalists, 2004-2008
- * Adviser, Campus Chapter of National Association of Black Journalists, 2004-2008

Memberships in Associations and Institutional Affiliations

- * Society of Professional Journalists
- * American Civil Liberties Union
- * National Association of Black Journalists
- * American Association of University Professors