

## CURRICULUM VITA

### Gary Ritzenthaler

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## EDUCATION

**Master of Arts in Mass Communication**, University of Florida, December, 2006.  
Thesis Project: "Social Networking Options for Local Newspapers"  
Chair: Dr. William McKeen, Professor of Journalism.

**Bachelor of Science** in Information Science, SUNY@Oswego, 1992  
**Bachelor of Arts** in Philosophy, SUNY@Oswego, 1992  
**Bachelor of Arts** in Fine Arts, SUNY@Plattsburgh, 1986

## TEACHING EXPERIENCE

**Teaching Assistant**, "Communication on the Internet (MMC3260)," Fall 2006 – Fall 2007. Supervised by Prof. David Carlson, University of Florida. Taught two sections of lab to undergraduate students focusing on creation of web sites using XHTML, CSS and current web development standards.

**Instructor**, "Web Page Design (GRA2141)," Valencia Community College, Orlando, FL, 2000-2004. The course taught introductory web site design and coding skills from a graphic design perspective.

**Instructor**, "Advanced Web Page Design (GRA2143)," Valencia Community College, Orlando, FL, 2000-2004. This advanced course gave students the opportunity to work with real clients and improve the web site coding and design skills.

**Instructor**, "Intro to Computers and Logical Thinking (GRA2141)," Valencia Community College, Orlando, FL, 2000-2004. Taught the basics of critical thinking, along with an introduction to the logic of computers.

## OTHER EXPERIENCE

**1998-2003:** Helped to design and develop websites and web advertising campaigns for PUSH clients including Walt Disney World, Cable & Wireless, CHEP International, and a multitude of smaller business clients. Some of these sites went on to win local and regional Addy Awards.

**1997:** Columnist and Advisor to The Slant, Orlando's community web-zine, an alternative news, sports and entertainment source for Central Florida

**1996:** Technical and conceptual work for the Orlando Sentinel's newspaper web site, and some early planning and structural work for Digital City Orlando.

**1995:** Consulting for Warfield's Tampa Bay Review, (now called Review Net Florida), on all aspects of translating a small local business newspaper on to the web. The Review won Editor & Publisher's Interactive Newspapers award for Best Small Newspaper on the Web in 1995. (Now called the EPpys.)

<http://www.editorandpublisher.com/eandp/eppys/96winners.jsp>

**1995-7:** Creation of an online media consulting company, Atlas Consulting, with Sherwood Lawrence. Atlas provides clear, concise analysis of network, content, and conceptual concerns involved in translating media to the Web, and training needed to implement the best options.

**1994:** Writer and Associate Editor of Computer-Mediated Communications Magazine, published by December Communications.

**1993-95:** Creator and developer of the original web site for the University of Florida's College of Journalism and Communications. Launched in October, 1993, at UF's Interactive Media Lab, considered the first journalism-related web site in the world.

## **PUBLICATIONS**

**Ritzenthaler, G. and Ostroff, D.H.** (1996), "The Web and corporate communication: Potentials and pitfalls", IEEE Transactions on Professional Communication, Vol. 39 No. 1, pp. 16-22.

**Ritzenthaler, Gary.** (1994, October) Computer News Flash: Building the Global Student News. Computer Mediated Communication. Retrieved September 2, 2007, from: <http://www.december.com/cmc/mag/1994/oct/gsn.html>

**Ritzenthaler, Gary.** (1994, August) Pyxis Cybarea: Discovering content in a new medium. Computer Mediated Communication. Retrieved September 2, 2007, from: <http://www.december.com/cmc/mag/1994/aug/pyxis.html>

## **SERVICE POSITIONS**

**2006-2007** Vice-President, Web Communications, Graduates in Mass Communication, University of Florida

**2004-2007** Chairman, Web Communications, Graduate Student Council, University of Florida

**2000** Web Committee Chair, American Institute for Graphic Arts, Orlando, FL chapter.  
I was the first person to hold this position.