

Aloni C. Hill, Ph.D.

Assistant Professor of Mass Communications
Robertson School of Media & Culture · Virginia Commonwealth University
(office) 804-631-3838 · achill@vcu.edu

CURRICULUM VITAE

Enthusiastic, focused multimedia specialist with excellent media production, photography, video and audio editing, camera operation, public relations and research skills, serving as an Assistant Professor of Mass Communications for the Robertson School of Media and Culture at Virginia Commonwealth University.

EDUCATION

Ph.D., Regent University, Virginia Beach, VA, May 2019

Concentration: Communication

Dissertation Title: *The Steve Harvey Signifyin(g) Effect in the Post-Literate Era: A Comparison of Parasocial Interaction and Identification through Afrocentric and Eurocentric Lenses*

Dissertation Description: This research expands on celebrity-fan relationship and involvement scholarship; more specifically, it evaluates how Steve Harvey fans perceive his preference to communicate using the African American vernacular instead of Standard English.

M.A. in Media and Communications, Norfolk State University, Norfolk, Virginia, December 2010

Concentration : Media Management

Research Proposal: *The Effects of Heavy Television Consumption on the Development of Stereotypical Perceptions of African-Americans*

Academic Advisor: Dr. Stanley Tickton, Graduate Program Director and Professor

B.S. in Mass Communications, Norfolk State University, Norfolk, Virginia, December 2009

Concentration : General Broadcasting

Affiliations : National Broadcasting Society, Public Relations Student Society of America, Golden Key International Honors Society, Alpha Kappa Mu National Honors Society, AERHO National Broadcasting Honors Society, Norfolk State University Honors College, Alpha Phi Omega National Service Fraternity

RECENT SCHOLARLY RESEARCH

O'Donnell, N. H., Karabas, I., Hill, A. (in press). *Reducing food waste during COVID19: Testing role model stories as a strategy for promoting conservation behaviors*. *Frontiers in*

Communication: Food, Media and the Environment Special Issue. DOI:
10.3389/fcomm.2022.774009

Guidry, J.P.D., O'Donnell, N.H., Meganck, S.L., Lovari, A., Miller, C.A., Messner, M., Hill, A., Medina-Messner, V. & Carlyle, K.E. (2022). *Tweeting a Pandemic: Communicating #COVID19 across the globe*. In press and Published online at Health Communication.

CONFERENCE PRESENTATIONS

Bin Khualyf, S., Carlyle, K.E., Alkazemi, M.F., Fine, R., Hill, A. & Guidry, J.P.D. (2023, Apr. 29). *What Motivates Saudi Females' Intentions to Get a Mammogram? A Randomized Control Trial to Evaluate Effective Preventative Message*. Paper accepted for presentation at 17th Annual Women's Health Research Day at Virginia Commonwealth University, Richmond, VA, April 26, 2023. (*Internal Conference at VCU*)

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Bin Khuaylf, S., Carlyle, K.E., Alkazemi, M.F., Fine, R., Hill, A. & Guidry, J.P.D. (2023, Apr. 29). What Motivates Saudi Females' Intentions to Get a Mammogram? A Randomized Control Trial to Evaluate Effective Preventative Message. Paper accepted for presentation at 26th Annual Research Symposium & Exhibit at Virginia Commonwealth University, Richmond, VA, April 25, 2023. (**Internal Conference at VCU**)

Bin Khuaylf, S., Carlyle, K.E., Alkazemi, M.F., Fine, R., Hill, A. & Guidry, J.P.D. (2023, Apr. 29). What Motivates Saudi Females' Intentions to Get a Mammogram? A Randomized Control Trial to Evaluate Effective Preventative Message. Paper accepted for presentation at the D.C. Health Communication Conference, Herndon, VA, April 27-29, 2023.

O'Donnell, N., Karabas, I., & Hill, A. (2020, November). *Reducing food waste is easy and worth it: Analyzing the efficacy of role model stories in an environment context* [Paper presentation]. National Communication Association, Virtual.

Guidry, J. P., Meganck, S. L., O'Donnell, N. H., Lovari, A., Medina-Messner, V., Hill, A., & Messner, M. (2020, August). *When public health meets Twitter communicating #globalhealth issues across the globe, 2018-2019* [Paper presentation]. The Association for Education in Journalism and Mass Communication, Virtual. <https://www.aejmc.org/home/2020/06/2020-abstracts/>.

Guidry, J., Meganck, S., O'Donnell, N., Lovari, A., Medina-Messner, V., Hill, A., & Messner, M. (2020, February). *When public health meets Twitter communicating #globalhealth issues across the globe* [Paper presentation]. International Public Relations Research Conference, Orlando, FL.

Hill, A. C. (2017, November). *Taking the World to Church: Fantasy Theme Analysis of YouTube Comments About Whitney Houston*. [Paper presentation]. National Communication Association 103rd National Convention, Dallas, Tx.

Hill, A. C. (2016, November). *Cliford Christians: Communicating Theological Principles Through Media Ethics*. [Paper presentation]. National Communication Association 102nd National Convention, Philadelphia, PA.

RESEARCH AWARDS

International Aberje Award, International Public Relations Research Conference, 2020

International Public Relations Research Conference 2021 International ABERJE Award

International Public Relations Research Conference 2021 Top Paper Award

INSTRUCTIONAL EXPERIENCE

Assistant Professor August 2018 - Present Robertson School of Media and Culture, Virginia Commonwealth University, Richmond, VA Duties include teaching Audio and Video Journalism, Introduction to Broadcast Writing, and Advanced Reporting courses. Responsible for creating lesson plans that provide interactive and hands-on learning environments for students in both in-person and online environments. Also serves on the technology and facilities committee, diversity committee, recruitment and community outreach task force, the research and scholarship task force, the Robertson School's Media + Health Lab, Media Production Sequence Task Force, and the 2021 Virginius Dabney Distinguished Professorship search committee. Presently advising a group of students interested in starting a VCU chapter of the National Association of Black Journalists. Serves as a

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member of the dissertation committees for VCU Media Art, and Text Ph.D. candidates Mohammed Alasmari and Saleh Bin Khulayf.

Assistant Professor January 2013 - July 2018 Virginia Union University, Richmond, VA Duties included teaching the following courses: Television Production I, Television Production II, Public Relations Principles, Broadcast News Writing, Multiculturalism in the Mass Media, Civil Rights and the Mass Media (learning community course), and Freshmen Orientation. Was responsible for developing lesson plans and providing group and individual instruction to students. Oversaw department YouTube page, television studio, and all department audiovisual activities. Also, served as an academic advisor for the department, club advisor and chartering advisor of the Virginia Union University Association of Black Journalists chapter, and former club advisor to the Virginia Union University chapter of Alpha Kappa Mu National Honors Society. Wrote multiple grants to acquire new broadcast equipment for students and for professional development activities for faculty. Coordinated event planning with students to plan department events featuring guest speakers from the media industry such as Marc Davis, Sheilah Belle, Mark Tenia, Raymond Hawkes, and Karla Redditte.

Substitute Teacher March 2012 - 2013 Chesterfield County Public Schools, Chesterfield, VA Duties include managing student learning in accordance with the goals and directives of the school and the division in the absence of the full-time instructor.

Counselor June 2011 Phoenix Summer Enrichment Program, Chesterfield, VA
Conducted reading and writing enrichment activities with students in elementary, middle, and high school. Developed lesson plans and coordinated daily instructional schedules.

Graduate Assistant August 2010 Norfolk State University, Norfolk, Virginia

INSTRUCTIONAL AWARDS

VCU 2021 Black History in the Making Award Recipient

PROFESSIONAL EXPERIENCE

Photographer: 2020 - Present - Dr. Aloni Hill Photography, LLC.

Professional portrait and event photographer specializing in headshots, senior portraits, corporate events, lighting, and retouching in Adobe Lightroom, Adobe Photoshop, and Capture One editing softwares. Also serves as a photography mentor and educator.

News Content Specialist: June 2012 WWBT NBC 12 News, Richmond, VA

Specialized in all areas of broadcast operations including microwave, linear and non-linear editing, graphics, camera and audio. Responsible for editing the 5:30PM, 6PM, 11PM and Fox newscasts. Coordinated signals for live shots and live feeds. Operated teleprompter during live broadcasts and conducted routine airchecks.

Production Assistant/Writer: 2011 - 2013 - Rise-N-Grind and Icon Magazine, Richmond, VA Assisted with video production, guest screening, setting up interviews, public relations, pitching story topics, video editing and travel logistics. Conducted interviews and wrote articles for an online magazine. Researched potential story topics

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and maintained one sheet references for potential story topics.

CAREER-RELATED EXPERIENCE

Audiovisual Specialists 2011-Present Union Branch Baptist Church, Chesterfield, VA
Responsibilities include: capturing and streaming services live

Radio Production Assistant (Intern) May 2010 HOT 91.1, Norfolk, VA
Involved in audio production, radio spot production, public service-announcements production and board operation during live broadcast. Edited the news segments for the morning show. Assisted with overall station promotions and public relations.

Television Producer May 2010 L.G. Studios, Portsmouth, VA
Helped with studio production, lighting and set design, camera operation, script writing, interviewing, video editing, audio editing, digital image editing and constructing reporter packages.

Associate Producer (Intern) August 2009 WHRO-TV Public Broadcasting Service (PBS), Norfolk, VA
Assisted with script writing, basic field production, research, guest screening, pitching potential story topics and constructing reporter packages.

News Reporter/ Correspondent January 2009 Spartan Echo Newspaper, Norfolk, VA
Involved in article writing, interviewing, pitching story ideas and conducting research for the Spartan Echo Newspaper.

TECHNICAL SKILLS/KNOWLEDGE

Computer Software

Proficient in Microsoft Office Suite (Word, Publisher, Access, Excel, Outlook, PowerPoint); iWork (Keynote, Numbers, Pages); Avid Media Composer; Adobe Creative Suite (Audition, InDesign, Dream Weaver, Photoshop, Premiere Pro, Lightroom, Illustrator); Edius Pro; Final Cut Pro; Précis; Bitcentral; Media Encoder; Essential News Production System (ENPS); Pro Tools; Capture One

Audio/Video/Production Equipment and Operations

Proficient in using VU Meters; Microwave (satellite transmitters and receivers); Microphones; Teleprompter, Character Generator; Video Cameras; Digital Cameras; DVC Pro; VTR, Tripods; Monopods; Switcher; Audio Console Board; Router; Bars & Tones; Set Lighting; Green Screen Production; Strobos; Speedlights; LED Lights; Disc Jockey Controllers; Mixers

ACCOMPLISHMENTS

- Charter Advisor of the the National Association of Black Journalists at Virginia Commonwealth

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University Student Chapter (June 10, 2021)

- Charter Advisor of the Virginia Union University Association of Black Journalists Chapter of the National Association of Black Journalists (2016-2018)
- 2016 Recipient of the National Association of Black Journalists Scholarship Award
- Awarded grant for new iMac computers for students in the Virginia Union University Department of Mass Communications (2015 and 2017)
- Recipient of the Parson's Vice Presidential Scholar Award (2009)
- Who's Who Among American College Students (2009)
- Inducted into AERO, which is the Honors Society of the National Broadcasting Society (2009)
- Charter Member of the Phi Mu chapter of Alpha Phi Omega National Service Fraternity at Norfolk State University (2007)

PROFESSIONAL AFFILIATIONS

- National Association of Black Journalists
- National Communication Association