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Contact: Stacia Momburg
805-756-6262

Cal Poly Names Newspaper Veteran Chip Visci Associate Vice President for Advancement

SAN LUIS OBISPO – The Cal Poly University Advancement Division today announced the appointment of Chip Visci, former newspaper publisher and executive, as the new associate vice president for strategic communications.

Visci has more than 30 years experience in the newspaper industry as a reporter, editor, publisher and corporate executive for Knight Ridder, one of the nation's largest newspaper companies.

Most recently, he served as publisher of The Tribune in San Luis Obispo for the past four years.

"Chip will be a valued addition as he provides leadership for Cal Poly communications at a time when we are reviewing and updating the university's strategic and master plans," said Provost and Vice President for Academic Affairs Bob Koob. "In addition, his experience and knowledge of the local area and state politics will serve Cal Poly well as he oversees government and community relations."

Visci said, "Cal Poly has an excellent national reputation, and I'm honored to be part of it. I'm especially excited about what Cal Poly has done – and will continue to do – to produce graduates who will help America retain its leading edge in a fiercely competitive global economy."

As vice president of operations for Knight Ridder, Visci oversaw 16 daily newspapers and played a key role in the company's internal communications. Over the years, Visci held a variety of leadership positions as a journalist and general executive at the Detroit Free Press and the San Jose Mercury News.

Visci was awarded fellowships to The Poynter Institute in 1977, the Institute of Policy Science at Duke University in 1989, and the East-West Center at the University of Hawaii in 1992. He was a 2002 participant in Stanford University's Graduate School of Business Executive Program.

As a journalism major, he earned a bachelor's degree from Ohio Wesleyan University and a master's from The Ohio State University.

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