

# Thomas A.H. Palmer

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## Career overview

**Multimedia educator-journalist** whose online achievements include iPad news app UX concept designs for Hearst Corp. An extensive background in news design, publication redesign, news editing, copy editing, picture editing, video editing, photojournalism departmental management, and university-level teaching. Recent research and publishing focuses on the intersemiotic contextual misrepresentation of visual content.

## Education

- M.S., Communications Photography, Syracuse University (S. I. Newhouse School) 2013, Syracuse, New York. Thesis: “The Plight of a Vertical Photograph in a Digital World: An iPad News App Solution,” a historical analysis that has influenced how photographic usage is judged in online publishing.
- B.S., Economics, Auburn University, 1982, Auburn, Alabama.

## Primary research focus and publishing

### **I. Intersemiotic Contextual Misrepresentation In Text-Image Meaning** (2007 — present)

#### ■ **Background:**

The contextual misrepresentation of photographic images, published by online news organizations and news aggregators, is just as damaging to credibility as deep-fake videos and factually altering Photoshop alterations. The fusion of words and images creates a powerful third meaning which has been the hallmark of journalistic architecture for decades. But corporate quotas to propel the increase of online viewing metrics have metastasized into a culture where stories are integrated inappropriately with images. The resulting third meaning may deceive readers through a false narrative — and they won't even realize it. Now, in the “post-truth” era, the threat of intersemiotic contextual misrepresentation takes on even greater significance in social media platform sharing.

#### ■ **Publishing:**

**OpenEdX Massive Open Online Course — MOOC** (Commenced March 18 — May 1, 2019; currently online)

**“Empowering Yourself in a Post-Truth World.” Module 4 — titled, “False Representations in Constructed Media.”** Narrator for introduction and creator for content for the interactive exercise in Module 4 of this MOOC. In collaboration with metaliteracy authors Professor Thomas P. Mackey of Empire State College and Distinguished Librarian Trudi E. Jacobson of the Main Library at University at Albany.  
<https://learning.buffalo.edu/courses/course-v1:UBx+IITG.Sp19.1x+Sp2018/about>

#### **Metaliteracy Learning Collaborative Channel on YouTube** (March 7, 2019)

Promotional feature for the book “Metaliterate Learning in the Post-Truth World” and MOOC “Empowering Yourself in a Post-Truth World.” [https://www.youtube.com/watch?time\\_continue=18&v=zwpJ8Jw\\_pkc](https://www.youtube.com/watch?time_continue=18&v=zwpJ8Jw_pkc)

**Metaliterate Learning for the Post-Truth World — Chapter 5: “When Stories and Pictures Lie Together — and You Do Not Even Know It” pp. 103-142** (Editors Professor Thomas P. Mackey of Empire State College and Distinguished Librarian Trudi E. Jacobson of the Main Library at University at Albany; American Library Association, Chicago; ISBN: 0838917763; December 13, 2018)

**Synopsis:** Chapter 5 introduces how the synergistic relationship between text and image in photojournalism may be weaponized by fake news operators to create untruths — termed as intersemiotic contextual misrepresentation. Social semiotic analysis explores how audiences unknowingly fall prey and how metaliterate learning helps citizens discern this detrimental effect.

**Commentary: “A New York Times picture worth a thousand lies: How fake news websites use real photos to bolster untruths”**

(Times Union Perspective section, August 19, 2018)

**Synopsis:** The misappropriation of The New York Times’ photo of President Barack Obama from 2012 continues to support false narratives on many active websites, even after the relationship was debunked in 2016. A case of intersemiotic contextual misrepresentation that wasn’t detected or prosecuted by The New York Times’s editors. <https://www.timesunion.com/opinion/article/Commentary-A-New-York-Times-picture-worth-a-12706740.php>

**Commentary: “Time magazine’s misuse of photojournalism a pitfall in post-truth era”**

(Times Union Perspective section, August 19, 2018)

**Synopsis:** The Time magazine cover of July 2, 2018 steps into the quicksand of intersemiotic contextual misrepresentation by creating a photo illustration cover concept which pitted polarized segments of society against each other — and underscored the pitfalls of communicating effectively and honestly with photojournalism in the post-truth era. <https://www.timesunion.com/opinion/article/Commentary-Time-magazine-s-misuse-of-13166300.php>

**Commentary: “Mystery solved in N.Y. Daily News’ misidentification of two men as Dannemora escapees Richard Matt and David Sweat in leaked cam photo”**

(Times Union Perspective section, August 1, 2015)

**Synopsis:** Two homeowners caught on a surveillance cam led police to investigate that they weren’t Dannemora fugitives Rich Matt and David Sweat, but the New York Daily News editors published the photo leaked to them without authenticating it. By framing this front page photo with story text claiming these men were the escapees, the New York Daily News exposed itself for intersemiotic contextual misrepresentation. <https://www.timesunion.com/commentary/article/Mystery-solved-in-N-Y-Daily-News-6419727.php>

**The “Picture Prosecutor” blog website hosted on Timesunion.com**

(2015 — present)

**Synopsis:** Website identifies and prosecutes the contextual misuse of text-image relationships in online news publishing by using a semiotic analysis, including the “X factor,” named by the late Life magazine Executive Editor Wilson Hicks. <https://blog.timesunion.com/pictureprosecutor/>

Mission highlights and features:

– “Prosecutes” the contextual misuse of photojournalism, based on “case studies” about publishing-entity violators.

- Adaptable for metaliteracy learning, classroom assignments, presentations and discussions concerning media ethics and the future of journalism in online publishing
- Introduces paradigms for analysis, including semiotic models.

**Related research and writing in progress: “Trojan Horses in the Courtroom: How Modes Become Ad Hoc Evidence in Court Through Intersemiotic Contextual Misrepresentation,”** coauthoring with Ivan Pavlenko, Esq., for a law review publication. Date undetermined.

## **II. Organizer of Journalism Training Program for the Consortium for Humanitarian Service & Education — “New York Hope.”** (Events conducted August 15-19, 2019; initiative ongoing)

### **■ Background:**

The consortium invited a college journalism program to participate with its first-responder training for several disaster scenarios which also included law enforcement elements. Representing University at Albany, the Department of Communication and the Journalism Program, I volunteered to join the New York Hope staff to organize a journalism component for disaster simulation exercises conducted with the University at Albany College of Emergency Preparedness, Homeland Security and Cybersecurity, and other academic programs outside of New York state. The event took place in Oriskany, New York, at a state facility.

### **■ Accomplishments and ongoing work:**

- Developing a program to train University at Albany Journalism Program students how to conduct multimedia reporting in crisis news events with dangerous field conditions.
- Training first-responder students from several colleges and universities about the importance of the First Amendment and the public trust; case studies about journalism coverage in disaster news events; and journalists’ rights and restrictions for accessing disaster scenes.
- Filmmaking production of students in disaster simulation exercises and interviews with faculty for the creation of the first, bonified promotional video for recruiting first responder and journalism students to this program. The promotional film will also be customizable to recruit volunteer faculty and to generate fundraising to support continued training events. Journalism Program students Thomas Marra and Michelle Mullen participated in this initiative through an Independent Study arrangement in spring 2020.

### **■ Outlook:**

New York Hope was canceled during summer 2020 due to the pandemic’s impact — particularly with training concerns about COVID-19 transmission. Projecting participation with New York Hope in 2021 and with lessons prepared for teaching COVID-19 safety protocols to journalism students.

## **Professional experience**

**Digital Media Lecturer** August 2014 – present  
*Journalism Program, University at Albany, Albany, New York*

**■ Responsibilities:** Teaching upper-level courses in the multimedia sequence of the Journalism Program, including online reporting, video/audio/photography capture, editing and Web integration. Advisor to Albany Student Television (ATV). Conducting independent studies

with seniors.

**Interim Journalism Program Director** January 2019 – May 2019

*Journalism Program, University at Albany, Albany, New York*

■ **Responsibilities:** Conducting Journalism Program activities for Journalism Program Director Professor Nancy Roberts during her academic sabbatical. Responsibilities included: Promoting the Journalism Program for prospective students and their families. Organizing and promoting an event for incoming journalism majors. Participating in the hiring process for the Department of Communication Academic Advisement Assistant. Overseeing the Journalism Program's annual achievement award and scholarship competitions.

**Design Director / Executive News Editor** May 1994 – present (currently part time)

*Times Union, Albany, New York*

■ **Responsibilities:** Overseeing the print and online newsroom editing and production process on the evening news cycle. Redesigning the newspaper for its new press and cross-platform enhancement. Directing the visual storytelling process using photographs, graphics, artwork and various writing forms. Directing alternative story forms for special topics. Hiring staff for the Editorial Art and Design Department, reflecting diversity and inclusion opportunities. Organizing and designing content sharing solutions between Hearst newspaper properties to gain financial efficiencies. Experienced in managing departmental budgets, including capital projections, overtime and expenses. Diversity and inclusion: Regarding the Times Union's recognition and incorporation of initiatives related to the Black Lives Matter movement, I designed editorial page prototypes during the summer of 2020 for the Executive Committee named "New Voices" for inviting and representing members of the Capital Region's Black and Hispanic communities for increased presence in the Perspective section.

**Lecturer, Digital Media Design** January 2008 – May 2014

*Journalism Program, University at Albany, Albany, New York*

**iPad Concept Designer** November 2010 – May 2010

*Hearst Corporation, New York City, New York*

■ **Responsibilities:** Developing Hearst's first iPad news app using photographic concepts that extend the branding strength of the daily metro newspapers and introduce interactive features that demonstrate the potential of the tablet medium for users and advertisers.

- Working closely with the development team: Including concept feasibility, wire frames, design palettes, typography issues, asset creation, review, redesign and first-level QA.
- Creating explanatory presentations for Hearst executives and board members.

**News Editor, Design Director, Interim Picture Editor** February 1987 – May 1994

*The Charlotte Observer, Charlotte, North Carolina*

■ **Responsibilities:** Directing story selections and design strategies for daily and weekend editions. Reorganizing the photo desk, including the assignment process and the hiring of picture editors. Overseeing the design as The Observer's first design director. Redesigning the core newspaper and bureau-based tabloid publications.

**Lead Editorial Concept Designer for “The Charlotte Project” in Coordination with the Poynter Institute for Media Studies** December 1991 – December 1992

*The Charlotte Observer, Charlotte, North Carolina*

■ **Responsibilities:** Yearlong intensive design directing and management in partnership with The Poynter Institute for Media Studies and Knight Publishing Research which culminated in the book, “The Charlotte Project: Helping Citizens Take Back Democracy.” Creating formats with programmers and systems editors to enable reporters to present story content as graphic forms. Teaching reporters and editors in the newsroom and bureaus to write according to project parameters.

**Freelance Photojournalist, Picture Editor, Intern** 1980-1983, 1985, 1986

*Syracuse Newspapers, Syracuse, New York; Providence Journal, Providence, Rhode Island; Associated Press, Louisville, Kentucky, Southern Living Magazine, Birmingham, Alabama; Huntsville Times, Huntsville Alabama*

**Recognition awards**

- **Disability Resource Center Outstanding Service Award:** Honor “In recognition of individuals who have made outstanding contributions to people with disabilities.” 35th Annual Awards Reception, 2017, University at Albany.
- **University at Albany award for Excellence in Teaching:** Honor based on “a recommendation from a peer review committee that examined a nomination statement together with other testimony and materials documenting performance over a sustained period,” 2016, University at Albany.
- **Award For Innovation:** “For leadership and collaboration in the redesign of the Press Project, enhancing both journalistic and commercial success of the Times Union,” 2013, Hearst Newspapers.
- **Hearst Eagle Award:** Times Union newsroom employee of the year, 1999, Hearst Newspapers.
- **Equinox Citation:** For educating the public about domestic violence, 1996.
- **The Charlotte Observer Excel Recognition Award:** April 1990.
- **The Charlotte Observer Excel Recognition Award:** April 1988.

**Competition awards**

- **The New York News Publishers Association:** Distinguished Page Design/Presentation Award of Excellence: “Impeached” (Congressional response to President Donald J. Trump’s actions), 2018-2019.
- **New York State Associated Press Association:** Full Page Design: First Place, “Impeached” (Congressional response to President Donald J. Trump’s actions), 2019.
- **The New York News Publishers Association:** Distinguished Page Design/Presentation Award of Excellence: “20 Lives Cut Short in Schoharie Limo Crash,” 2018-2019.
- **New York State Associated Press Association:** Second Place, “20 Lives Cut Short in Schoharie Limo Crash,” 2018.
- **New York State Associated Press Association:** Full Page Design: First Place, “World Waits” (presidential election) 2016, and Second Place, “Preet Wiolds Ax” (Investigation of SUNY Poly), 2016.
- **New York State Associated Press Association:** Second Place, News-Presentation, “Our Hands at Work,” 2013.
- iMonitor Top 10 (iPad Hearst news app international ranking), McPheters & Company, fall 2011.

- **Times Union Publisher's Award** (iPad news app), fall 2011.
- **New York State Associated Press Association:** Second Place, News-Presentation, "Dead" (U.S. kills Osama bin Laden), 2011.
- **New York State Associated Press Association:** Third Place, Graphic Illustration, "Escaping The Valley of Death," 2010.
- **New York State Associated Press Association:** Third Place, News-Presentation, "Air Patterson," 2009.
- **New York State Associated Press Association:** Second Place, News-Presentation, "Tarnishing the Badge," 2009.
- **The New York News Publishers Association:** Distinguished Page Design/Presentation Award of Excellence, 2008-2009.
- **New York State Associated Press Association:** Honorable Mention, News-Presentation, "A Day for Honoring the Lost," 2007.
- **Times Union Editors' Award:** News Page Design, "A Son, a Murderer," 2006.
- **Times Union Editors' Award:** News Page Design, "Ethan Allen: Lake George Disaster," 2005.
- Scripps Howard Foundation National Journalism Award (online reporting), 2003.
- **New York State Associated Press Association:** Honorable Mention, News-Presentation, "Last Call," 2002.
- **Times Union Editors' Award:** Page Design: 9/11 Anniversary Section, 2002.
- **New York State Associated Press Association:** Honorable Mention, News-Presentation, "Freedom Under Siege," 2002.
- **Times Union Editors' Award:** Page Design: "Freedom Under Siege," 2001.
- **New York State Associated Press Association:** First Place, News-Presentation, "Troubled Waters: Threats to Adirondack Lakes," 2001.
- **The New York News Publishers Association:** Distinguished Page Design/Presentation Award of Excellence, 1999-2000.
- **New York State Associated Press Association:** First Place, News-Presentation, "Leaving Life: Seeking a Good Death," 1997.
- **New York State Associated Press Association:** First Place, News-Presentation, "Domestic Violence Series," 1996.
- **Society of News Design:** Award of Excellence: Redesign — Business section, 1994.
- **Society of News Design:** Silver Award: Breaking News, Hurricane Hugo, 1989-90.
- **North Carolina Press Association:** Second Place: Project on the Homeless, 1990.
- **Society of News Design:** Award of Excellence: Art & Illustration, "AIDS: Documenting Death's Embrace," 1987-88.
- **San Jose Graphics '88:** Third Place: Feature Page Design, 1988.
- **National Press Photographers Association:** First Place Feature-Single, June 1986.
- **National Press Photographers Association:** Third Place Sports, July 1985.
- **National Press Photographers Association:** First Place Sports Picture Story (student category), May 1986.

## Selected articles

"Kim Kardashian West wronged by Daily Mail's contextual misuse of her NYC photo for heist story," Timesunion.com (October 8, 2016).

Mystery solved in N.Y. Daily News' misidentification of two men as Dannemora escapees Richard Matt and David Sweat in leaked cam photo, Times Union, Perspective section (Aug. 2, 2015).



“Russia Today misuses Reuters’ cleft surgery photo to illustrate penis transplant story in South Africa,” Timesunion.com (June 16, 2015).

“Documentary photojournalism misused as ‘cannibal’ pictures for faux news stories,” Timesunion.com (June 12, 2015).

“AP photo is off by 6 years and 550 miles in contextual misuse by Ukraine Investigation site,” Timesunion.com (June 5, 2015).

“Reuters pistol pic is a misfire in The Daily Beast’s Ukrainian conflict story,” Timesunion.com (May 28, 2015).

“Renegade misuse of stock photo by N.Y. Daily News creates classroom from Hell,” Timesunion.com (April 2, 2015).

“Contextual misrepresentation tags celebrity Philippe Genion in revoked WPP prize-winning photos,” Timesunion.com (March 13, 2015).

“Still waiting for evidence of the Russian 32-tank blitz in eastern Ukraine,” Timesunion.com (Feb. 20, 2015).

“X-rated news story meets X factor analysis,” Timesunion.com (Feb. 5, 2015).

“The Romney reunion that wasn’t,” Timesunion.com (Feb. 5, 2015).

“Commentary: Crimeans confront their future — Heritage, cultural makeup weigh heavily in decisive referendum,” Times Union, Perspective section (March 16, 2014).

“A guest in Crimea: More than a decade after the Soviet breakup, the peninsula is buoyed by faith and hope,” Times Union, Travel section (April 18, 2004).

**University  
at Albany  
course  
teaching**

**AJRL 363 Visual Culture (General Education Course)**

(Fall 2014 — Fall 2020)

■ Integrated the optics of journalism into this sociologically-based course. Relevant for all majors at University at Albany. Emphasized the development of news judgment based on social-semiotics analyses and visual literacy (deconstructive practice and critical analysis) in a rapidly changing multimedia culture. These include but are not limited to virtual reality, augmented reality, video gaming, movies, online content dissemination by PC and mobile platforms, advertising, television, graphic novels, and alternative story forms. Students also acquire analytical skills to identify and to counter surreptitious media manipulations from public relations firms and political machinery. Furthermore, students learn how journalism will thrive, in part, through the assertive cultivation of new audiences – created by today’s visual culture.

**AJRL 390, Digital Media Workshop I: Online Publishing**

(Fall 2011, Fall 2012, Spring 2013, Spring 2014, Fall 2014 — Fall 2020)

■ Reshaped the program's foundation digital media course to reflect the most up-to-date online journalism practices in multimedia newsrooms. This includes a significant emphasis on photography, videography and branding strategies for journalists. About 25 percent of the course content is updated each semester, depending on industry changes. Journalism principles are integrated with new dissemination techniques — not compromised.

### **AJRL 392, Digital Media Workshop II: Desk-Top Publishing**

(Spring 2008, Spring 2009, Spring 2011, Spring 2012, Fall 2013, Fall 2014, Spring 2015, Fall 2015 — Fall 2019, Fall 2020)

■ Transformed the program's outdated print-design course into a multiplatform workshop that includes mobile UX design, visual design theory and editing. This production-oriented course now includes a significant emphasis on photography and videography. Course content is updated each semester, reflecting industry changes.

### **AJRL 490Z, Digital Media Workshop III: Digital Publication**

(Fall 2010, Spring 2020)

■ Began the overhaul of this outdated E-zine workshop. Students now execute advanced journalism projects on a range of online platforms — including customization of news content for smartphones. This course extends the practical and theoretical training of AJRL 390 and 392.

### **AJRL 497, Independent Study Journalism: Photographic and Video Lighting: Multiplatform Communication Theory and Practice**

(Spring 2017, Spring 2019)

■ Designed the Journalism Program's first theoretical course and workshop in photographic lighting techniques that included a range of individuals (studio and environmental/location), glass/metal product illustration and food illustration. The course finished with the preparation of final images for multiplatform design and the integration with typography.

## **Improving, expanding Journalism Program curriculum**

### **AJRL 475, (PROPOSED) Business Reporting**

(In development)

■ Designing a premium business reporting course for consideration and addition to the Journalism Program curriculum. Participated in the 2017 fellowship at the Donald W. Reynolds National Center for Business Journalism to develop the course proposal, including a syllabus, textbooks and other course content material.

## **Speaking, educating about societal issues and the Fourth Estate**

■ Panelist with Department of Communication colleagues for the “**Panel Discussion on Intercultural Dialogue about Diversity, Equity & Inclusion.**” Department of Communication webinar event via Zoom. July 28, 2020.

■ Speaker for Green Mountain Academy for Lifelong Learning, “**When Stories and Pictures Lie together — And You Don't Even Know it.**” Burr and Burton Academy, Manchester, Vermont. June 12, 2018.

■ Speaker for Capital District Humanist Society Lectures and Events presentation, “**Fake News in History.**” Sponsored by the Capital District Humanist Society. Presented with Journalism Program Director Professor Nancy Roberts. Sage College, Albany, New York,



November 12, 2017.

- Speaker for the Democracy Series presentation, **“Fake News - Truth vs. Lies.”** sponsored by Wood Library. Presented with Journal Program Director Professor Nancy Roberts. Canandaigua, New York, October 24, 2017.
- Speaker/presenter for **“Faked Out?! Again?! A News Reader’s Guide to Surviving ‘Fake News,’”** sponsored by NYLA Continuing Education Committee (CEC) for the New York Library Association. Presented with Journal Program Professors Nancy Roberts and Laney Salisbury. Saratoga Hilton, Saratoga Springs, New York, November 8, 2017.
- Speaker for **“Community Speakout on Real News/Fake News,”** sponsored by Indivisible Chatham NY, St. James Church, Chatham, New York, June 24, 2017.
- Moderator for **“Panel Discussion on Fake News,”** Presented by Public Relations Society of America — Capital Region, the University at Albany Department of Communication and Phi Beta Kappa Alpha Alpha Chapter of New York. SEFCU Arena, University at Albany, March 8, 2017.

### **Special topic lectures**

- **“Beyond Informational Graphics,”** Electronic Media Arts and Communication program, Professor Paul Miyamoto, Rensselaer Polytechnic Institute, December 1, 2003.
- **“Information Architecture,”** Massachusetts College of Liberal Arts, April 2009.
- **“Information Design and the Transformation from Print to Web,”** Electronic Media Arts and Communication program, Professor Paul Miyamoto, Rensselaer Polytechnic Institute, October 21, 2010.
- **“Informational Graphics: Maps, diagrams for News Projects,”** Electronic Media Arts and Communication program, Professor Paul Miyamoto, Rensselaer Polytechnic Institute, November 17, 2011.

### **Services to the Journalism Program and University as digital media lecturer**

#### **Advisor to Albany Student Television (ATV)**

(2017 — present)

- Advising and mentoring the ATV president, vice president, officers and student members. This may include a wide range of areas, including broadcast and management principles, budgeting, set design, staff succession, copyright, and defamation-prevention training.

#### **Organizer of Sports Photojournalism Workshops**

(Fall 2014, Fall 2018, Fall 2019)

- Initiated sports photojournalism workshops for ATV- and ASP-participating students. Accomplishments: Teaching all aspects of photojournalism for public sporting events, including: Observing NCAA event policies, digital camera and lens techniques for covering events for online and print, video editing, communicating with producers.

#### **Migration of Digital-Based Journalism Workshop Classes into an Apple iMac Lab**

- Identified needs for the Journalism Program to provide enhanced multimedia training to students, based on journalism industry demands.
- Evaluated an under utilized LC classroom equipped with large-screen Apple iMacs.
- Developed a proposal for Journalism Program Director Dr. Nancy Roberts to migrate journalism courses to this classroom – complete with cost estimates for multimedia software upgrades.
- Gained support from the Dean’s Office which has resulted in a plan to migrate certain journalism courses to this LC classroom in tiered phases.
- Updated Digital Media Workshop courses for full integration with new software in the Apple iMac lab.

- Collaborated with Instructional Support Technician David H. Dickinson of the Interactive Media Center to design a location-lighting video workshop to be held each semester for Digital Media Workshop students.

### **Albany Student Press**

- Directed journalism students in AJRL 392 (spring 2015) to conduct the first systematic and comprehensive visual redesign of the Albany Student Press in its history. Four teams developed prototypes based on the following criteria:
  - To represent the editorial design principles learned in AJRL 392. This included: photojournalism as the foundation for design, visual and typographic hierarchy, color theory, grid-based structure for consistency.
  - To create a nameplate and design branding philosophy that connects readers with the essence of the University at Albany campus community. This included: design elements related to the mood, movement and architecture around campus.
  - To identify new revenue, funding sources in addition to existing advertising sales.
  - To identify crossover online content opportunities (print to Web, Web to print).
  - To consider the diversity of the student body's readership habits — especially those from the New York metro region.
- Acting as an unofficial, on-call resource for mentoring the professional growth of newsroom staff, including photojournalism, news judgment, copy editing, visual design, printing and advertisement strategies.
- Supporting the expansion of journalism design strategies through prototype development — executed by students currently enrolled in AJRL 392.

### **Journalism Program Guide for Majors, Minors and Prospective Students**

(2017 — present)

- Designed a color trifold journalism guide, "The Mouse is Mightier Than the Sword," which includes an graphic representation of courses, writing by Professor Laney Salisbury, and testimonials by Journalism Program alumni. The enhanced design permits standing upright on tables for high visibility in open house events for prospective students. Designed for ease of customization and updates.

### **William Kennedy Chapbook**

(2015)

- Developed a chapbook design concept to commemorate William Kennedy's remarks about the 40th anniversary of the Journalism Program for print and online.
- Selected the contemporary-styled Bodoni display and text typography; designed the cover and inside pages.
- Participated in the selection of the printing company and the paper to ensure the quality and the essence of the chapbook reading experience.
- Digitally restored archival photographs that had been damaged.
- Edited and proofread at each stage of the design and production process.

### **Participation with the Society of Professional Journalists**

- Conducted the Smartphone Workshop for Journalists on March 24, 2015.
- Taught compositional strategies.
- Demonstrated numerous in-phone editing apps.
- Introduced low-cost accessories for extending the multimedia capabilities of reporters in the field.

### **Participation with Student Open Houses, Events**

(2015 — present, exception in Fall 2019)

- Represented the Journalism Program's courses and career opportunities for the Academic Overview Section for incoming undergraduate students.
- Represented the Journalism Program's courses and career opportunities for prospective undergraduate students.

### **Injection of Multimedia Emphasis in AJRL 200-201 Courses**

- Ongoing collaboration with journalism faculty members to develop assignment concepts for multimedia storytelling earlier in the Journalism Program's course sequence.

### **Digital Media Course Descriptions in the Journalism Program**

(2014-2015)

- Revised several digital media course descriptions to reflect current methods and technologies as practiced in the journalism industry.