

Pamela K. Fisher
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Multi-media work samples, online portfolio: <http://pamfishh.pressfolios.com>

CLINICAL FACULTY SKILLSETS: two decades of editorial leadership in the nation's most progressive, digital publishing, Fortune 500 convergence environments: Storytelling Coach for the *USA Today Network* and coaching graduate students from Columbia Journalism School (the nation's top-rated journalism program), Senior Editor and Innovation Team Leader at Zondervan HarperCollins, Editor at the *San Francisco Examiner* and Editor-in-Chief of a daily newspaper. My convergence communications experience spans coaching writers in stories that encompass: long form narrative, video, podcasting, and social media. Deep publishing background of over 400 articles for national magazines, major metros, city magazines, digital sites.

CONVERGENCE DIGITAL COMMUNICATION EDITORIAL EXPERT

- Skillssets in social media, SEO, RSS aggregation, multi-media and posting in a variety of CMS convergence editorial systems.
16 years of editorial management experience assigning, managing editorial budgets, editorial calendars, story packaging and shaping, coaching writers, web posting.
- Google analytics. Search Engine Optimization (SEO)
- Web site content management editorial systems: CCI, Saxotech web posting, Zope, Publicus, NewsEdit Pro, Harris, Blogger, Presto
- Social networking: Twitter, Facebook to monetize page views of digital content

ACADEMIC EXPERIENCE

Director Digital Media & Communications Studies, Assistant Professor, regional campuses Azusa Pacific University, Greater Los Angeles, 2017- present.

Administrative responsibilities:

- **Writing Curriculum** designing new BA completion degree 36 units
- **Designing course assessments** for WASC accreditation
- **Establishing ADT** agreements, meeting with community colleges for maximum transfer units in program design
- **Budgeting** for staff, program administration and outreach
- **Hiring adjuncts**
- **Building advisory boards** community relations and outreach for partnerships

Courses taught:

- **Global News Reporting** explore global media systems, emerging convergence media in the developing world, press freedoms in political systems.
- **Public Affairs Reporting** examining the issues of journalism as a public trust and the role of the Fourth Estate in democracy.
- **Media Ethics** examining new media practices in ethical reporting in a variety of platforms.
- **Feature & Entertainment Reporting** advanced story production of critical reviews: music, food, theater, film, sports and profiles.

- **News Writing & Reporting** an introduction to 21st century convergence media and systems, reporting ethics and principles, basic news writing forms, writing conventions, best digital practices.
- **Journalism Media Research** explore the ways in which journalists and media relations professionals incorporate surveys, big data, database reporting, focus groups, Pew Research, Likert scales and other research methods into stories, story pitches and publications for audiences.
- **Religion & the News** examining the relationship, responsibility and ethical obligations between news outlets, the media, and believers of many faiths.

Journalism Lecturer, College of Informatics and Scripps Digital Media Center, Northern Kentucky University. Greater Cincinnati metropolitan area university of 15,000 students. Jan. 2014 to May 2016.

- **Religion News Reporting:** explore a wide range of theological traditions, worship practices and faith celebrations, and reporting on the intersection of faith and public policy. Readings: *Reporting on Religion*, Religion Writers of America
- **Arts & Culture Journalism:** explores the intersection of arts journalism and civic cultural debate and the role of the journalist in curating the community dialogue. Readings: *New York Times Reader, Arts & Culture*
- **Feature & Magazine Writing:** writing long-form features, profiles, serial stories in literary journalism in narrative nonfiction genres that draw from New Journalism practices. Readings: *New, New Journalism, Best American Magazine Writing, Telling True Stories: Harvard's Nieman Foundation*
- **Public Affairs Journalism 330:** writing watch-dog and investigative features rooted in extensive research, including FOIA requests, records access and Sunshine Laws. New Journalism techniques of immersion journalism, and extensive research and scene development craft writing techniques from Literary Journalism. Readings: *New, New Journalism; The Art of Access, Acquiring Digital Records*
- **Media Ethics:** Readings: *The New Ethics of Journalism, Poynter; Ethics in Journalism, SPJ Code of Ethics*, and digital case studies
- **Newswriting & Reporting 220:** basic news writing forms, writing conventions, best digital practices. Readings: *Oxford Press, Writing & Reporting the News*.
- **Advanced Newswriting 230:** op-eds and beat reporting: sports, business, profiles, health, arts, immersion, literary journalism, column writing, social media live tweeting and reporting

Lecturer, University of Cincinnati. Ranked among the 100 best public universities in the United States. Aug. 2013-May 2014.

- **Civic rhetoric and discourse in the media:** freshman general education writing requirement focusing on critical thinking and rhetoric. Writing newspaper editorials, public affairs articles, cultural historical interrogation, opinion editorials and argument.

Writing instructor, Miami University. Ranked 30th among America's best 50 public universities by U.S. News & World Report. Aug. 2011-May 2013, teaching fellowship.

- **Writing and historical cultural interrogation:** Freshman general education requirement focusing on literary analysis as it relates to socio-economic disparities.
- **Civic rhetoric and discourse in the media:** freshman general education requirement focusing on critical thinking and rhetoric. Writing newspaper editorials, public affairs articles.

HONORS AND ACTIVITIES

- Phi Kappa Phi Honor Society, 2013, top 10% Miami University graduate students, 3.88 GPA
- Knight-Wallace journalism fellowship finalist, University of Michigan 2011-12
- California Society of Newspaper Editors 1996-2003
- Bay Area Critics Circle 1996-03
- Board member Holland Arts Council 2009-2011
- Board member Holland Historical Trust 2009-2011

PROFESSIONAL DEVELOPMENT

- Post-graduate studies with PhD cohort, University of Cincinnati, narrative writing craft techniques, 2014
- AWP, Associated Writing Programs conference, Chicago, 2012
- Michigan Associated Press Managing Editors conference 2010
- California Society of Newspaper Editors Conference 1997-2003
- Poynter Institute Journalism Workshop, Anaheim 1998

EDUCATION & PROFESSIONAL DEVELOPMENT

•Miami University, M.A., 2013, Creative Nonfiction focus in Literary Journalism, Narrative Nonfiction thesis, 3.9 GPA. Coursework: three semesters writing coaching pedagogy, 20 units nonfiction writing workshop.

Bachelor of Arts, Business Administration. Dual Majors in Marketing Communications and Management, minor in English. Coursework: Organizational Behavior, Business Communications. Northwood University, Michigan.

EMPLOYMENT HISTORY, EDITORIAL

USA Today Network Storytelling Coach/Features Editor, Naples News

Assign, edit stories in 110,000 circ. daily newsroom managing a reporting staff of five covering religion, health, relationships, trends and culture. March 2016 (Scripps acquired by Gannett April, 2016).

- Managed a reporting staff of five covering religion, health, relationships, trends and culture.
- Supervised graduate student summer interns from Columbia Journalism School
- Coach select A1 long form narrative journalism features in digital and print
- Host of Pop Studio, weekly Scripps TV show

Editor in Chief, Michigan daily newspaper

Managing two-shift newsroom of 24 reporters, editors, graphic designers, paginators, photographers, web team on award-winning daily newspaper (circ. 15k). Oversaw

editorial web site redesign increasing audience to 1.1 million views monthly. 2008 – 2010. Left for graduate school.

- Significantly increased number of awards for publication design, reporting, section redesign over two-year tenure.
- Reorganized editorial department of 25 editor, writer, designer staffers reducing \$1.25 million departmental budget and optimizing digital writing and editing content.

Senior Editor, HarperFaith, HarperCollins

Co-led new product innovation team, concepting non-fiction with major authors: Lee Stroebel, Cloud & Townsend. Copy editing, meeting with authors in development stages, collaborating with marketing team on book launches. Left when recruited for editor-in-chief position. 2007-2008.

Arts & Entertainment Editor, Cincinnati Enquirer

Assigning and editing, video, blogging and social media launch training. Managed department of 14 columnists, critics, editors, writers. Wrote family travel, theater, film and concert reviews. Left to take transfer to HarperCollins. 2004-2007.

- Launched redesigned website featuring UGC: reader ratings, microsites, reviews. Launched 8 blogs: film, tv, pop culture, art, music, books, family entertainment, theater. Social networking, aggregation.
- Wrote arts/culture trend stories, arts blog, arts education A1 features, theater and film reviews for touring Broadway, Fringe Festival, family travel features.

Features & Entertainment Editor, San Francisco Examiner-Independent Newsgroup (theater critic Examiner, Arts Editor Peninsula bureau.)

Assigning editor, line editing, story coaching, supervising writers. 1996-2003.

- Arts blogging, web write-throughs, web-first arts reviews.
- Reviewing theater, classical dramatic literature (Ibsen, Pinter, Chekhov, Moliere, Shakespeare), opera.

PUBLICATIONS & PRESENTATIONS

More than 400 articles in national magazines, educational journals and metros:

- *International Association for Literary Journalism Studies*, Narrative Frames in Disaster Reporting, May 2019.
- *American Culture Association*, Historical News Hurricane Narratives, March 2018, Indianapolis. Conference journalism narrative track paper presentation.
- Managing Editor, *Soapbox Cincinnati*, digital magazine 2016
- Dining and theater reviews, *Naples News/Ft Myers Press*, June, July 2016
- Farm-to-Table Dining in Grand Traverse Bay, *Cincinnati Magazine*, May 2016
- Inner-City Kids Creating Art, *Arts Education in the News*, 2007, Dana Foundation
- Education and the Arts: Student Decline in Arts Literacy and Cultural Visits since NCLB 2007, *Cincinnati Enquirer*, page 1 feature
- Magazine and Newspaper Journalism craft workshops, Northern California Writers Conference, San Francisco, annual presenter 1998, 1999, 2000, 2001