Thom Lieb

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# Expertise

Multimedia reporting, journalistic storytelling, digital content strategy, social media strategy, editing, digital publishing, search engine optimization, trends and skills in technology.

# Experience

## Professor | Towson University

* Currently leading efforts to redesign Journalism/New Media curriculum to update it to reflect recent shifts. Led previous curriculum redesigns in 1998 and 2008.
* Developed eight new courses and led major overhauls of three existing courses. Magazine Publishing class largely redesigned to focus on digital editions and entrepreneurial aspects.
* Served as lead on BaltimoreStories.com multimedia reporting project from 2001 through 2005.
* Served as lead on Journalists On Journalism podcast project, 2005-2009.
* Served for 10 years as Unit Coordinator for Journalism/New Media, planning annual events and leading curriculum change.

## Associate Professor | Eastern Michigan University

**Associate Professor | point park University**

* Taught a variety of undergraduate and graduate courses.

# COURSES TAUGHT

# The Active Media Consumer, a freshman seminar course for non-majors.

# Introduction to Mass Communication, a survey course required of majors.

# Journalism and New Media 1 and 2, which introduced convergence into the first skills classes.

# Digital Publishing, which teaches students fundamental technical skills.

# Mass Media Graphics, which lets them apply those skills, primarily in the print environment.

# Multimedia Capstone Reporting, which challenges students to rethink reporting and storytelling for digital media, taking advantage of all available multimedia tools in the process.

# Digital Content Strategy, my first graduate course designed to help our students master all aspects of this important area.

# Education

## Ph.D. | University of Maryland – College Park

Major: Public Communication/Journalism

## M.S. | Syracuse University

Major: Magazine Journalism

## B.S. | Point Park University

Major: Journalism

# Publications (books)

**editing for the digital Age (sage/cq Press, 2016)**

The only digital-first textbook to prepare students for careers in today’s and tomorrow’s evolving media landscape.

**all the news: writing and reporting for convergent media (pearson, 2009)**

The first journalistic writing text to take an entirely new approach for writing news across the media, with lessons on storytelling with text, audio, video and more.

**Editing for clear communication, second edition (mcgraw-hill, 2002)**

A virtually rewrite of my original text, with sections on editing for the Web incorporated into each chapter.

**Editing for clear communication (brown and benchmark, 1996)**

The first editing text to incorporate the Web into its structure, as well as to emphasize the importance of editing for all types of communication. Companion website Editing for the Web published in early 1996.

**encyclopedia of journalism (sage, 2010)**

“Online Distribution” (lead author) and “Discussion Boards” (second author).

# Publications (articles)

**journal of electronic publishing (University of michigan)**

Was sole contributing editor for six years for the open access journal that publishes research and discussion about contemporary publishing practices, and the impact of those practices upon users.

“Looking Forward, Looking Back,” April 2002

“Style Conscious,” December 2001

“How About a Little Privacy?” August 2001

“Breaking News,” March 2001

“Access Code Redux,” December 2000

“Learning from the Newbies,” September 2000

Journal of Electronic Publishing (continued)

“The X(HTML) Files,” June 2000

“Looking Good,” December 1999

“The Format Wars,” September 1999

“Content + Commerce = Conflict,” June 1999

“Copyright and Wrongs: Putting Visitors on Notice,” March 1999 (reprinted in American Association of Museums Intellectual Property Resource Pack, 2000)

“Where Do You Think You’re Going Today?” December 1998

“Visitor Information” September 1998

“Access Code,” June 1998

“Inactivity on Interactivity,” March 1998

“Caution: Speed Zone,” December 1997

“Basic Journal-ism: Tips for Electronic Publishers,” September 1997

# Papers/Panels

“Fact Checking in the News Editing Class”

MediaShift.org

9 November 2016

“Breakfast of Editing Champions: What skills do today’s editing students need to learn?”

Panel at the Association for Education in Journalism and Mass Communication Annual Meeting, Minneapolis, August 2016. Sponsored by the Newspaper and Online News Division and the Scholastic Division.

“5 Ways to Design Collaborative Courses for Digital Publications and Interactive Media”

Panel at the Association for Education in Journalism and Mass Communication Annual Meeting, San Francisco, August 2015.

“Teaching Style: Is AP enough in the age of Buzzfeed?”

Paper presented at the Association for Education in Journalism and Mass Communication Annual Meeting, San Francisco, August 2015.

“Rewiring the Ivory Tower”

Panel at the Association for Education in Journalism and Mass Communication Annual Meeting, Montreal, August 2014.

“Harnessing the Active Audience: The Challenge for Journalism”

Panel at the Association for Education in Journalism and Mass Communication Annual Meeting, San Francisco, August 2006.

“All in a Fishbowl: Campus Newspaper Initiatives with Community Newspapers”

Panel at the Association for Education in Journalism and Mass Communication Annual Meeting, San Francisco, August 2006.

“Up in Smoke: How the Media Created the Bra-Burning Myth”

Presentation to the Association for Education in Journalism and Mass Communication Annual Meeting, Toronto, August 2004.

“Doing Convergence on a Shoestring”

Presentation to the Association for Education in Journalism and Mass Communication Annual Meeting, Kansas City, August 2003.

“Tales of the Cities: Providing Insights though Alternative Narratives”

Panel at Eastern Communication Association conference, Washington, D.C., April 2003.

“The Story of Baltimore Stories”

Dynamics of Convergent Media conference, University of South Carolina, November 2002.

 “Technologies of Empowerment: Counter Arguments to the Digital Divide”

Presentation to the Association for Education in Journalism and Mass Communication Annual Meeting, Washington, D.C., August 2001.

“Technology vs. Content: How to Teach One Without Ignoring the Other”

Panel chair and presenter at the Association for Education in Journalism and Mass Communication Annual Meeting, Baltimore, Md., August 1998.

“Cutting Edge Visual Content: How to Avoid Stereotypes”

Presentation to the Association for Education in Journalism and Mass Communication Annual Meeting, Baltimore, Md., August 1998.

“The Internet Across the JMC Curriculum”

Presentation to the Association for Education in Journalism and Mass Communication Annual Meeting, Anaheim, Calif., August 1996.

“Redefining the News: Print Media Coverage of Women's Issues, 1963-1977”

Paper presented at the Popular Culture Association national conference, Philadelphia, April 1995.

“Improving Newsletter Editing”

Presentation to the Newsletter Publishers Association, National Press Club, Washington, D.C., October 1993.

“When Poor Health Is Good Business: Coverage of Cigarettes for Women in The New York Times”

Paper presented at the Popular Culture Association national conference, New Orleans, April 1993.

“Protest at The Post: Coverage of Blacks in The Washington Post Magazine”

Paper presented at the Association for Education in Journalism and Mass Communication Annual Meeting, Portland, Ore., July 1988.

# Recent Honors

# FACULTY SABBATICAL (TOWSON UNIVERSITY, 2012)

# Semester-long sabbatical to work on online journalism archive project with the Online News Association and the Newseum.

# FELLOWSHIP, POYNTER INSTITUTE FOR MEDIA STUDIES (2006)

# Fellowship covered expenses to attend week-long seminar on teaching convergent journalism.

# Association Memberships

## Online News Association

* Active member for nearly 15 years. Worked with executive director for several years to create an exhibit for the Newseum archiving and showcasing winners of the Online Journalism Awards.
* Served as Student Newsroom mentor for more than five years.
* Served as screener for Online Journalism Awards.
* Worked with students from Towson University to assist them in their applications to work in the highly competitive Student Newsroom. More than 10 students from TU have been selected over the last decade.

## Association for Education in Journalism and Mass communication

* Active member for more than 20 years.

**SOCIETY OF PROFESSIONAL JOURNALISTS**

* Active member for more than 20 years.

# Reviewer

* AltWeekly Awards Competition
* Broadcast Education Association Student Interactive competition
* Best of Web Design Competition, AEJMC
* Convergence: The Journal of Research into New Media
* Disability Studies Quarterly
* Electronic Journal of Communication
* Journal of Communication
* Journal of Electronic Publishing
* Journal of Magazine and New Media Research
* Mass Media and Society Division, AEJMC
* Online News Association’s Online Journalism Awards (screener)
* Online News Association’s Student Newsroom (judge)
* Society of Professional Journalists Mark of Excellence competition
* Visual Communication Division, AEJMC