

## CURRICULUM VITAE

Christopher S. Roush  
Walter E. Hussman Sr. Distinguished Professor in business journalism  
School of Media and Journalism  
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I managed many of the day-to-day operations of one of the country's leading journalism schools, overseeing curriculum management, student services and hiring and retention of part-time faculty. During these tough economic times, and with the help of a great faculty and staff, we found ways to grow our student enrollment and negotiated agreements with media companies to teach classes without any cost to our school. I was constantly looking for new and unique ways to improve the quality of our program.

Areas of expertise include:

1. Managing curriculum;
2. Mentoring and hiring faculty;
3. Creative fundraising;
4. Creating new academic programs;
5. Developing business journalism students;
6. Putting skills courses online.

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### **Professional Experience: Academic**

School of Media and Journalism, University of North Carolina at Chapel Hill

Senior Associate Dean for Undergraduate Studies, August 2011-July 2015 (title revised from Senior Associate Dean when the School created a new organizational chart in July 2013 and created two other senior associate dean positions).

Major accomplishments:

- Oversaw increase in student credit hours by 20 percent from Fall 2012 to Fall 2014;

- Directed significant undergraduate curriculum changes, including build-your-own major and joint major with Department of Computer Science;
- Managed production of and wrote sections of accreditation self-study for February 2015 site team visit;
- Streamlined classroom scheduling process;
- Negotiated deals with Bloomberg News and Wall Street Journal for their staff to teach classes;
- Mentored adjuncts and nontenured, tenure-track faculty to make them feel part of our team; and
- Raised \$150,000 for a School project.

Walter E. Hussman Sr. Distinguished Professor in business journalism, August 2014-current.

Walter E. Hussman Sr. Distinguished Scholar in business journalism, January 2008-August 2014.

James H. Shumaker term associate professor, July 2007-December 2007.

James H. Shumaker term assistant professor, July 2006-June 2007.

Assistant professor, July 2002-June 2006.

School of Arts and Sciences, University of Richmond

Adjunct instructor, August 2001-April 2002.

Department of Journalism and Mass Communications, Washington & Lee University

Visiting assistant professor, August 2000-April 2001.

Department of Communication, Georgia State University

Adjunct instructor, January 1999-May 1999.

### **Professional Experience: Industry**

Founder and editor in chief, North Carolina Business News Wire. August 2016-current. The wire service produces content about public and private companies located in North Carolina. The stories are written by students in the UNC-Chapel Hill business journalism program. The stories have been published in the Charlotte Observer, Triad Business Journal, Durham-Herald-Sun and WRAL's Tech Wire, among others.

Board member, Southern Investigative Reporting Foundation. July 2012-current.

Creator/blogger, Talking Biz News. Created Talking Biz as a business journalism news site and have posted almost daily since August 2005. Number of posts exceeded 20,000 in 2015. Other business journalists comment and share tips on the site. Talking Biz was syndicated at <http://sabew.org> from May 2006 to April 2010. Now syndicated on [www.newsonnews.net](http://www.newsonnews.net) and through [www.newstex.com](http://www.newstex.com). Traffic in 2015 was 650,000 unique visitors and 1 million page views. Talking Biz has been mentioned in *USA Today*, *The New York Times* and the *New York Post* and in books such as "War at The Wall Street Journal." August 2005-present.

[www.collegebizjournalism.org](http://www.collegebizjournalism.org). Created Web site for university students interested in careers in business journalism. Site contains their stories, as well as information about internships and careers. Launched

October 2009. Site received 16,300 visitors and 20,300 page views from August 2013-August 2014.

Society of American Business Editors and Writers. Named research director of non-profit organization for business journalists. Non-paying job to develop surveys and studies related to business journalism. First study was on business journalism salaries. June 2010-December 2012.

Managing editor, Society of American Business Editors and Writers web site. Also wrote monthly Biz Buzz column. November 2006-September 2009.

Writer, Donald W. Reynolds National Center for Business Journalism. Wrote twice-monthly weblog called "The Roush Rant" on what's wrong with business journalism. April 2006-June 2009.

Contributing editor, *Business North Carolina*. June 2004-September 2007.

[www.bizjournalismhistory.org](http://www.bizjournalismhistory.org). Created web site devoted to the history of business journalism. Fall 2005. Site includes interviews with famous business journalists.

Editor in chief, <http://www.leaderboardsports.com> fantasy sports web site. May 2004-December 2006. Also board member of operating company, now defunct.

Editor in chief; editor of *Insurance Investor* magazine, SNL Financial LC. Helped launch Internet news service for investors. May 1999-August 2002.

Business writer, Bloomberg News. Atlanta bureau. October 1997-April 1999.

Business writer, *Atlanta Journal-Constitution*. November 1994-October 1997.

Correspondent, *BusinessWeek*. Connecticut bureau. March 1993-November 1994.

Business writer and columnist, *Tampa Tribune*. May 1990-March 1993.

Business writer, *Sarasota Herald-Tribune*. May 1989-May 1990.

Staff writer, *St. Petersburg Times*. December 1988-May 1989.

### **Honors**

Scripps Howard Academic Leadership Academy.anship School of Mass Communication, Louisiana State University. June 2015.

Faculty Administrator Development Program. University of North Carolina at Chapel Hill. 2013-14. Selected to inaugural class of FADP scholars.

North Carolina Professor of the Year. Carnegie Foundation for the Advancement of Teaching and Council for Advancement and Support of Education. November 2010.

Charles E. Scripps Award for the Journalism Teacher of the Year. Scripps Howard Foundation and Association for Education in Journalism and Mass Communication. \$10,000 award. April 2010.

“Best in Business Online Blog, Small Websites.” Society of American Business Editors and Writers, for [www.talkingbiznews.com](http://www.talkingbiznews.com). March 2010.

Ed Vick Prize for Innovation in Teaching. University of North Carolina at Chapel Hill, School of Journalism and Mass Communication. \$10,000 award. April 2009.

Fulbright Senior Specialist. Bureau of Education and Cultural Affairs, U.S. State Department. December 2006-December 2011.

James H. Shumaker Term Professor. University of North Carolina at Chapel Hill. July 2006-January 2008. Professorship awarded based on teaching excellence.

UNC Academy of Distinguished Teaching Scholars. University of North Carolina at Chapel Hill. 2006.

Student Undergraduate Teaching and Staff Award. University of North Carolina at Chapel Hill. \$5,000 award. One of three faculty winners for 2005.

Second place, Promising Professors Competition, Mass Communication and Society Division. Association for Education in Journalism and Mass Communication, August 2004.

Graduate of week-long program for business journalists. University of Pennsylvania, Wharton Seminars for Business Journalists. Nominated by *BusinessWeek* editors. December 1993.

## Bibliography

### **Books**

**Roush C.** *Building Commerce: Strength, Community, Innovation for 150 Years.* (2015). A history of Kansas City-based Commerce Bank, one of the largest banks in the country, on its 150<sup>th</sup> anniversary. Branford, CT: Essex Publishing Group, 176 pp.

**Roush C.** *Thinking Things Over: Vermont Royster's Legacy at The Wall Street Journal.* (2014). A biography of The Wall Street Journal editor from 1958 to 1971 who won two Pulitzer Prizes and was arguably the best opinion writer in the history of journalism. Book is based on personal letters, interviews with family members and colleagues, his writing, and his work papers. Portland, OR: Marion Street Press Inc., 168 pp.

**Roush, C.** and Cloud, B. *The SABEW Stylebook: 2,000 Business Terms Defined and Rated.* (2012). Second

edition. The first stylebook specifically for business journalism. Foreword from Fortune magazine's Allan Sloan. Portland, OR: Marion Street Press Inc., 238 pp.

**Roush, C.** *Profits and Losses: Business Journalism and its Role in Society.* (2011). Second edition. An examination of how the media influence what people think about corporate America, Wall Street and the economy. First edition published in 2006. Oak Park, IL: Marion Street Press Inc., 250 pp.

**Roush, C.** *Show me the Money: Writing Business and Economic Stories for Mass Communication.* (2010). Second edition of business and economic reporting textbook first published in 2004. Updated to include chapters on personal finance reporting and basic business news beats, as well as tips from professional business journalists in each chapter. **Named one of the "Top 100 books every journalist should read" by former newspaper editor and college instructor John Kroll.** New York: Taylor & Francis., 392 pp.

**Roush, C.** *A Century of Progress: Celebrating Progress Energy's History of Service.* (2008). Trade book about Progress Energy Inc., a Fortune 250 company. Old Saybrook, CT: Greenwich Publishing Inc., 160 pp.

**Roush, C.** and Beck, P. *A Good Night's Sleep: The Pacific Coast Feather story.* (2006). Trade book about the Hanauer family and their company, Seattle-based Pacific Coast Feather Co., the country's largest feather pillow and comforter manufacturer. Seattle: Documentary Media LLC, 152 pp.

Maiewskij-Hay, V. and **Roush, C.** *Delivering on Values: The Story of Alex Lee.* (2006). Trade book about Hickory-based Alex Lee Inc., North Carolina's largest privately held company. Bainbridge Island, WA: Fenwick Publishing, 224 pp.

**Roush, C.** *Inside Home Depot: How One Company Revolutionized an Industry Through the Relentless Pursuit of Growth.* (1999). An unauthorized account of the story behind America's second-largest retailer. New York: McGraw-Hill, 256 pp.

### **Book chapters**

**Roush, C.** *The Media and the Financial Crises: Comparative and Historical Perspectives.* (2014). Edited by Steve Schifferes. Chapter on American business media coverage in the economic crisis of 2008 titled "Why the media got it right." Pp. 17-27.

**Roush, C.** *Bad News: How America's Business Press Missed the Story of the Century.* (2010). Edited by Anya Schiffrin. Chapter on business media coverage of the 2008-2009 economic crisis titled "The financial press: It's not as bad as its reputation." Pp. 54-70.

### **Professional articles**

**Roush, C.** "Where are they now? Steve Gregg '78." *N.C. State Alumni Magazine.* Summer 2008. p. 21.

**Roush, C.** "True blue ambassador" *Carolina Alumni Review.* May/June 2008. p. 92.

- Roush, C.** “Where are they now? Ralph Stringer ‘77.” *N.C. State Alumni Magazine*. Spring 2008. p. 23.
- Roush, C.** “Fulfilling a promise.” *Carolina Alumni Review*. November/December 2007. p. 87.
- Roush, C.** “Admiral takes helm of leadership center.” *Business North Carolina*. September 2007. pp. 18-19.
- Roush, C.** “Parts will boost his company’s sum.” *Business North Carolina*. September 2007. pp. 19-20.
- Roush, C.** “Green is good for venture capitalist.” *Business North Carolina*. September 2007. p. 20.
- Roush, C.** “You could get away with accusing him of racin’ism.” *Business North Carolina*. August 2007. pp. 20-21.
- Roush, C.** “In his job, he wants to get some “Action.” *Business North Carolina*. August 2007. p. 21.
- Roush, C.** “Paper puts editor on the firing line.” *Business North Carolina*. August 2007. p. 22.
- Roush, C.** “Where are they now? John Mirabelli ‘85.” *N.C. State Alumni Magazine*. Summer 2007. p. 25.
- Roush, C.** “Fuel prices shouldn’t keep execs from hitting the gas.” *Business North Carolina*. July 2007. p. 9.
- Roush, C.** “He gives fare warning about lifting transit tax.” *Business North Carolina*. July 2007. pp. 20-21.
- Roush, C.** “Developer will avert industrial revolution.” *Business North Carolina*. July 2007. pp. 21-22.
- Roush, C.** “CEO likes treading on the big wheels.” *Business North Carolina*. July 2007. p. 22.
- Roush, C.** “Grandson’s career reaches its peak.” *Business North Carolina*. June 2007. pp. 22-23.
- Roush, C.** “Chef relishes fame from his TV dinner.” *Business North Carolina*. June 2007. pp. 23-24.
- Roush, C.** “Cheap won’t reap the jobs we wants.” *Business North Carolina*. June 2007. pp. 24.
- Roush, C.** “Motricity chief is OK with Icahn getting his number.” *Business North Carolina*. May 2007. pp. 24-25.
- Roush, C.** “He approaches job with baited breadth.” *Business North Carolina*. May 2007. pp. 25-26.
- Roush, C.** “CEO doubles assets with urge to merge.” *Business North Carolina*. May 2007. p. 26.
- Roush, C.** “Where are they now? Mark Templeton ’75.” *N.C. State Alumni Magazine*. Spring 2007. p. 23.

- Roush, C.** “Crane company exec has given RTI a lift.” *Business North Carolina*. April 2007. pp. 23-24.
- Roush, C.** “Rate payers might benefit from healthy competition.” *Business North Carolina*. February 2007. pp. 40-42.
- Roush, C.** “Fleet Feet competes by staying on its toes.” *Business North Carolina*. September 2006. pp. 26-27.
- Roush, C.** “Quaff from cup slakes Canes’ parched coffers.” *Business North Carolina*. August 2006. pp. 28-31.
- Roush, C.** and Maley, F. “Nine that count: Six recent IPOs and three new arrivals to the state number among this year’s ranking of the top 75 public companies.” *Business North Carolina*. August 2006. pp. 33-39.
- Roush, C.** “Colleges keep running up the score on coaches’ pay.” *Business North Carolina*. July 2006. pp. 28-31.
- Roush, C.** “Founder: Indoor football has it made in the shade.” *Business North Carolina*. June 2006. pp. 28-31.
- Roush, C.** “Summertime, and living is easier for tournament.” *Business North Carolina*. May 2006. pp. 26-28.
- Roush, C.** “Developer is able to fill in the blanks.” *Business North Carolina*. April 2006. p. 23.
- Roush, C.** “Bank finally gets on track with NASCAR.” *Business North Carolina*. April 2006. pp. 26-29.
- Roush, C.** “Scrumtious: Retailer gets into another gear.” *Business North Carolina*. March 2006. pp. 28-31.
- Roush, C.** “Storms cause insurers to seek higher ground.” *Business North Carolina*. February 2006. pp. 40-43.
- Roush, C.** “Designer will draw on past to shape future.” *Business North Carolina*. December 2005. pp. 22-23.
- Roush, C.** “Move to fall springs new trap for golf tournament.” *Business North Carolina*. December 2005. pp. 26-27.
- Roush, C.** “Official says draw on martial dealing.” *Business North Carolina*. November 2005. pp. 26-27.
- Roush, C.** “Business group provides support for ex-pro jocks.” *Business North Carolina*. November 2005. pp. 30-32.
- Roush, C.** “Canes hope lost season hasn’t iced fans’ fervor.” *Business North Carolina*. October 2005. pp. 30-32.
- Roush, C.** “Heels should put Bobcats on better footing with fans.” *Business North Carolina*. September 2005. pp. 24-26.

- Roush, C.** and Willis, D. "Banks on it: Five more break into our annual ranking of Tar Heel public companies." *Business North Carolina*. August 2005. pp. 26-34.
- Roush, C.** "For others, NASCAR Hall of Fame could be the pits." *Business North Carolina*. August 2005. pp. 24-25.
- Roush, C.** "Pinehurst didn't putter around with the Open." *Business North Carolina*. July 2005. pp. 26-27.
- Roush, C.** "Tar Heel victory suits Soffe to a T." *Business North Carolina*. June 2005. pp. 28-30.
- Roush, C.** "The Fixer: It's a key job in all mills. How Joe Gorga does it in his could help save an industry." *Business North Carolina*. May 2005. pp. 32-39.
- Roush, C.** "Even winners are losers in non-revenue sports." *Business North Carolina*. May 2005. pp. 30-31.
- Roush, C.** "Lagging attendance gives Bobcats pause." *Business North Carolina*. April 2005. pp. 28-29.
- Roush, C.** "Colleges win when fans wear out their welcome." *Business North Carolina*. March 2005. pp. 30-31.
- Roush, C.** "For whom Bell tolls: Real estate mogul Steve Bell still puts in 15-hour days for his companies and investors because he thinks it's 'neat.'" *Business North Carolina*. January 2005. pp. 42-47.
- Roush, C.** "Cities get a kick out of soccer tournaments." *Business North Carolina*. January 2005. pp. 24-25.
- Roush, C.** "Former Burlington CFO thinks Red Hat fits him." *Business North Carolina*. January 2005. pp. 18-19.
- Roush, C.** "She seeks to slice price hospitals pay." *Business North Carolina*. January 2005. p. 20.
- Roush, C.** "Hockey lockout mires businesses in deep snit." *Business North Carolina*. December 2004. pp. 26-27.
- Roush, C.** "N.C. Mutual CEO puts a premium on profit." *Business North Carolina*. December 2004. pp. 18-19.
- Roush, C.** "Druggist didn't come home from hospital." *Business North Carolina*. December 2004. p. 20.
- Roush, C.** "20,000 leagues under the fees." *Business North Carolina*. November 2004. pp. 26-27.
- Roush, C.** "Developer can build a firm foundation in RTP." *Business North Carolina*. October 2004. pp. 28-29.



- Roush, C.** “At the gate, these are the real little leagues.” *Business North Carolina*. October 2004. pp. 38-40.
- Roush, C.** “Legal Tinder: Tar Heel CEO pay didn’t increase as much in 2003, but it still fans the flames of shareholder discontent.” *Business North Carolina*. September 2004. pp. 38-45.
- Roush, C.** “More members mean more money for ACC.” *Business North Carolina*. September 2004. pp. 30-31.
- Roush, C.** “His firm sees some explosive growth.” *Business North Carolina*. September 2004. pp. 23-24.
- Roush, C.** “Medicine man grows by thinking small.” *Business North Carolina*. September 2004. p. 24.
- Roush, C.** “Panthers try to run up score on last season.” *Business North Carolina*. August 2004. pp. 30-31.
- Roush, C.** “His cafes tout the paws that refresh.” *Business North Carolina*. August 2004. pp. 21-22.
- Roush, C.** “Teams pitch downtown ballparks as home runs.” *Business North Carolina*. July 2004. pp. 30-31.
- Roush, C.** “His group thinks lobbying can be a wise investment.” *Business North Carolina*. July 2004. pp. 20-21.
- Roush, C.** “Raleigh must play tough D to keep CIAA tournament.” *Business North Carolina*. June 2004. pp. 34-36.
- Roush, C.** “Unwired: N.C. has lost high-tech jobs at nearly twice the national rate.” *Business North Carolina*. May 2004. pp. 26-31.
- Roush, C.** “This car dealer can’t keep his ciao down.” *Business North Carolina*. May 2004. pp. 60-61.
- Roush, C.** “With a slick move, he buys a competitor twice his size.” *Business North Carolina*. May 2004. p. 60.
- Roush, C.** “Pillow Fight: How a domestic rival knocked the stuffing out of Pillowtex.” *Business North Carolina*. December 2003. pp. 50-56.

March 1990-October 1997: Wrote freelance articles for: *Beckett Baseball Card Monthly*, *Beckett Football Card Monthly*, *Benefits*, *Maclean’s*, *Point of Purchase*, *Safety Resources*, *Supermarket News*, *Worker’s Comp Advisor* and *Auburn* magazine.

#### **Academic-related articles**

- Roush, C.** “How UNC business journalism students created their own wire service.” Aug. 23, 2016.

MediaShift.org. <http://mediashift.org/2016/08/unc-biz-journalism-students-created-wire-service/>

**Roush, C.** “Wirtschaftsjournalisten: besser als ihr Ruf” XING Kultermagazin No. 29. April 2016. Pp. 15-18. (Translation is: “Business journalism: Better than its reputation.”)

**Roush, C.** “Business journalism” article. *SAGE Encyclopedia of Corporate Reputation*. Fall 2015. Also on editorial board of the encyclopedia.

**Roush, C.** “New coverage challenges in business journalism.” April 2013. American History of Business Journalism, a website by the Society of American Business Editors and Writers. <http://www.ahbj.org/story/04042013-new-coverage-challenges-in-business-journalism/>

**Roush, C.** “Financial literacy and business journalism.” April 2013. American History of Business Journalism, a website by the Society of American Business Editors and Writers. <http://www.ahbj.org/story/04042013-financial-literacy-and-business-journalism/>

**Roush, C.** “Vermont Royster: 1914-1996. The Wall Street Journal.” April 2013. American History of Business Journalism, a website by the Society of American Business Editors and Writers. <http://www.ahbj.org/lives/03302013vermont-royster-1914-1996-the-wall-street-journal/>

**Roush, C.** Book review of “Deadlines and Disruption: My Turbulent Path from Print to Digital.” *Journalism and Mass Communication Quarterly*, Vol. 90, No. 1. Spring 2013. pp. 178-180.

**Roush, C.** Book review of “Newspaperman: Inside the News Business at The Wall Street Journal.” *Journalism and Mass Communication Quarterly*, Vol. 89, No. 3. Fall 2012. pp. 539-540.

**Roush, C.** Book review of “The Fall of the House of Forbes: The Insider Story of the Collapse of a Media Empire.” *Journalism and Mass Communication Quarterly*, Vol. 89, No. 1. Spring 2012. pp. 141-143.

**Roush C.** Book review of “Front Page Economics.” *Journal of American History*. (2011) 98 (3): 869-870. <http://jah.oxfordjournals.org/content/98/3/869.full?keytype=ref&ijkey=IRiXt4YLYRUzq8Y>

**Roush, C.** “How to write better business stories.” August 2011. Journalist’s Resource, a project of the Carnegie-Knight Initiative on the Future of Journalism Education. Joan Shorenstein Center on the Press, Politics and Public Policy. Harvard Kennedy School of Government. <http://journalistsresource.org/reference/style/writin-better-business-stories/>

**Roush, C.** “Covering private and small companies.” August 2011. Journalist’s Resource, a project of the Carnegie-Knight Initiative on the Future of Journalism Education. Joan Shorenstein Center on the Press, Politics and Public Policy. Harvard Kennedy School of Government. <http://journalistsresource.org/reference/reporting/covering-private-and-small-companies/>

**Roush C.** “The Rise and Fall of Forbes’ teaches business journalism’s lessons.” July 19, 2011 for Donald

W. Reynolds National Center for Business Journalism at <http://businessjournalism.org/2011/07/19/the-rise-and-fall-of-forbes-teaches-business-journalisms-lessons/>

**Roush, C.** “Covering the financial markets intelligently.” July 2011. Journalist’s Resource, a project of the Carnegie-Knight Initiative on the Future of Journalism Education. Joan Shorenstein Center on the Press, Politics and Public Policy. Harvard Kennedy School of Government.  
<http://journalistsresource.org/reference/reporting/covering-financial-markets/>

**Roush, C.** “Writing a compelling company or CEO profile.” July 2011. Journalist’s Resource, a project of the Carnegie-Knight Initiative on the Future of Journalism Education. Joan Shorenstein Center on the Press, Politics and Public Policy. Harvard Kennedy School of Government.  
<http://journalistsresource.org/reference/writing/company-ceo-profile/>

**Roush, C.** Book review of “The New York Times Reader: Business and Economics.” *Journalism and Mass Communication Quarterly*, Vol. 88, No. 2. Summer 2011. pp. 457-458.

**Roush, C.** “Finding business news at the bankruptcy court.” May 2011. Journalist’s Resource, a project of the Carnegie-Knight Initiative on the Future of Journalism Education. Joan Shorenstein Center on the Press, Politics and Public Policy. Harvard Kennedy School of Government.  
<http://journalistsresource.org/reference/reporting/business-news-at-bankruptcy-court/>

**Roush, C.** “El salmon se pesca igual a ambos lados del charco.” *Accreditados*. April 2011, pp. 166-168. Annual magazine published by the University of Navarra’s School of Communication. This 2,000-word article compared business journalism in Spain and the United States.

**Roush, C.** “Covering mergers and acquisitions.” April 2011. Journalist’s Resource, a project of the Carnegie-Knight Initiative on the Future of Journalism Education. Joan Shorenstein Center on the Press, Politics and Public Policy. Harvard Kennedy School of Government.  
<http://journalistsresource.org/reference/reporting/mergers-and-acquisitions/>

**Roush, C.** “Understanding financial statements.” April 2011. Journalist’s Resource, a project of the Carnegie-Knight Initiative on the Future of Journalism Education. Joan Shorenstein Center on the Press, Politics and Public Policy. Harvard Kennedy School of Government.  
<http://journalistsresource.org/reference/reporting/understanding-financial-statements/>

**Roush, C.** “Reading economic data releases from the government.” March 2011. Journalist’s Resource, a project of the Carnegie-Knight Initiative on the Future of Journalism Education. Joan Shorenstein Center on the Press, Politics and Public Policy. Harvard Kennedy School of Government.  
<http://journalistsresource.org/reference/reporting/government-economic-data/>

**Roush, C.** “How to use SEC filings to cover companies.” March 2011. Journalist’s Resource, a project of the Carnegie-Knight Initiative on the Future of Journalism Education. Joan Shorenstein Center on the Press, Politics and Public Policy. Harvard Kennedy School of Government.

<http://journalistsresource.org/reference/reporting/sec-filings-cover-companies/>

**Roush, C.** “Weeklies on the Rise.” *Columbia Journalism Review*. January/February 2010. pp. 10-12.

**Roush, C.** “Business Journalism” and “Bloomberg News” articles. *Encyclopedia of Journalism*. Sage Publications. 2009. [http://www.sage-ereference.com/journalism/Article\\_n45.html](http://www.sage-ereference.com/journalism/Article_n45.html) and [http://www.sage-ereference.com/journalism/Article\\_n58.html](http://www.sage-ereference.com/journalism/Article_n58.html)

**Roush, C.** Book review of “Restless Genius: Barney Kilgore, The Wall Street Journal, and the Invention of Modern Journalism.” *Journalism and Mass Communication Quarterly*. Vol. 86 , No. 1. Spring 2009. pp. 233-234.

**Roush, C.** “Moving the Classroom into the Newsroom: The Anniston Star’s creative model for partnership between news outlets and educational institutions.” *American Journalism Review*. February/March 2009. pp. 42-47.

**Roush, C.** “Unheeded warnings: Well before this year’s economic collapse, business journalists filed many stories spotlighting serious problems in the U.S. economy.” *American Journalism Review*. December 2008/January 2009. pp. 24-29.

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**Roush, C.** Book review of “The Markets and the Media: Business News and Stock Market Movements.” *Journalism and Mass Communication Quarterly*, Vol. 83, No. 4. Winter 2006. pp. 945-946.

**Roush, C.** “The need for business education in mass communication schools,” *Journalism and Mass Communication Educator*, Vol. 61, No. 2. Summer 2006, pp. 196-204.

**Roush, C.** Book review of “What a Book can Do: The Publication and Reception of *Silent Spring*.” *Journalism and Mass Communication Quarterly*, Vol. 82, No. 4. Winter 2005. pp. 1016-1018.

**Roush, C.** Book review of “Covering Business: A Guide to Aggressively Reporting on Commerce and Developing a Powerful Business Beat.” Sept. 12, 2005 on [www.businessjournalism.org](http://www.businessjournalism.org). Available at <http://www.businessjournalism.org/content/7078.cfm>.

**Roush, C.** Book review of “Framed: Labor and the Corporate Media.” *Journalism and Mass Communication Quarterly*. Vol. 82, No. 2. Summer 2005. pp. 460-461.

**Roush, C.** Book review of “The Fortune Tellers: Inside Wall Street’s Game of Money, Media, and Manipulation.” *Journal of Mass Media Ethics*. Vol. 17, No. 4. pp. 328-336. Spring 2003.

## Industry articles

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**Roush, C.** “New research reveals media misstep in financial coverage.” Society of American Business Editors and Writers website, Sept. 21, 2012. <http://sabew.org/2012/09/new-research-reveals-media-misstep-in-financial-coverage/>

**Roush, C.** “Majority of business journalists have seen a pay raise in the past year.” Society of American Business Editors and Writers website, Sept. 5, 2012. <http://sabew.org/2012/09/sabew-poll-majority-of-business-journalists-have-seen-a-pay-raise-in-the-past-year/>

**Roush, C.** “Investigating private companies: A quick and dirty guide.” IRE Journal, Spring 2012. Pp. 29-30.

**Roush, C.** “Business journalism job market may be improving.” Society of American Business Editors and Writers website, March 21, 2012. <http://sabew.org/2012/03/business-journalism-job-market-may-be-improving/>

**Roush, C.** “Half of freelance business journalists saw increase in pay in 2011.” Society of American Business Editors and Writers website, Dec. 28, 2011. <http://sabew.org/2011/12/half-of-freelance-biz-journalists-saw-increase-in-pay-in-2011/>

**Roush, C.** “Business journalism salaries remained steady in past year, poll shows.” Society of American Business Editors and Writers website, Sept. 6, 2011. <http://sabew.org/2011/09/business-journalism-salaries-remained-steady-in-past-year-poll-shows/>

**Roush, C.** “Social media use grows among business journalists.” Society of American Business Editors and Writers website, June 22, 2011. <http://sabew.org/2011/06/social-media-usage-grows-among-business-journalists/>

**Roush, C.** “Job growth in journalism is slow.” Society of American Business Editors and Writers website, March 29, 2011. <http://sabew.org/2011/04/job-growth-in-business-journalism-is-slow/>

**Roush, C.** “SABEW survey: Freelancers make \$25,000 to \$30,000.” Society of American Business Editors and Writers website, Dec. 13, 2010. <http://sabew.org/2010/12/sabew-survey-freelancers-make-25000-to-30000/>

**Roush, C.** “There are jobs in business journalism.” Society of American Business Editors and Writers website, Oct. 25, 2010. <http://sabew.org/2010/10/there-are-jobs-in-business-journalism/>

**Roush, C.** “SABEW survey shows median salary of \$65K to \$70k for business journalists.” Society of

American Business Editors and Writers website, Aug. 18, 2010. <http://sabew.org/2010/08/sabew-survey-shows-median-salary-of-65k-to-70k-for-business-journalists/>

**Roush, C.** "Biz journals' savior to receive SABEW's top award." *The Business Journalist*. Spring 2009. pp. 2, 14.

**Roush, C.** "Rukeyser blazed trail as TV biz journalist." *The Business Journalist*. June/July 2006. pp. 20-21.

**Roush, C.** "The Fed's new leader: Bernanke may cause changes in how the Fed is reported." *The Business Journalist*, January 2006. pp. 9-10.

**Roush, C.** "Blogging about business: Media outlets begin to use blogging to expand business turf." *The Business Journalist*, January 2006. p. 12.

**Roush, C.** "Fortune celebrates 75 years of business reporting." *The Business Journalist*. April/May 2005. pp. 2, 5.

**Roush, C.** "Online resources critical to private company coverage." Published March 21, 2005 on [www.businessjournalism.org](http://www.businessjournalism.org). Available at <http://www.businessjournalism.org/content/6362.cfm>

**Roush, C.** "Business weekly plays with the big boys: Commitment to community, fearless coverage make Atlanta Business Chronicle a force." *The Business Journalist*, October/November 2004. pp. 1, 8-9

**Roush, C.** "Back to the classroom: Reporters, editors find mid-career university programs recharge their journalistic batteries." *The Business Journalist*, October/November 2003. pp. 1, 7-8.

**Roush, C.** "Back to school: The ivory tower discovers business journalism." *The Business Journalist*, October/November 2002. pp. 1-2.

### **Op/Ed columns**

**Roush C.** "UNC prof pay far from excessive." Op/Ed column. *Triangle Business Journal*. Nov. 18, 2011.

**Roush, C.** "The Wall Street Journal's Murdochian Roots: Clarence W. Barron, the founder of the Bancroft dynasty, would have loved Rupert Murdoch. Op/Ed column. Slate.com. June 6, 2007. <http://www.slate.com/id/2167876/>

**Roush, C.** "After Pillowtex fails, competitor flourishes." Op/Ed column. *Triangle Business Journal*. Sept. 1, 2003.

**Roush, C.** "Real issue of 'Nickel and Dime.'" Op/Ed column. *The Charlotte Observer*. July 27, 2003.

**Roush, C.** "Investors blue at lost opportunity." Op/Ed column. *The Charlotte Observer*. July 13, 2003. (Also

appeared in *Triangle Business Journal* on July 18, 2003.)

**Roush, C.** “Small gain in fairness to investors.” Op/Ed column. *The (Raleigh) News & Observer*. Nov. 28, 2002.

**Roush, C.** “The states of health insurers: Blue Cross for-profit conversions elsewhere bear watching in N.C.” Op/Ed column. *The (Raleigh) News & Observer*. Nov. 10, 2002.

### Teaching Record

*University of North Carolina at Chapel Hill. School of Media and Journalism July 2002-present.*

JOMC 153 Newswriting. 3 credits. Study of news story elements, writing of leads, organization and writing of various types of news stories. (Taught 43 times from Fall 2002 through Summer 2016. Rewrote course content to teach online Summer 2007 through Summer 2016.)

JOMC 450 Business and the Media. 3 credits. *Developed new course.* Examination of the role and effects of the business press in American society. Review of relationships between media and business world through review of Ida Tarbell’s reporting on monopolies, Upton Sinclair and the food industry, Ralph Nader and the auto industry, up to current coverage of Enron, WorldCom and other financial scandals. Also review of current issues in business journalism. (Taught 10 times through Spring 2016.)

JOMC 451 Economics Reporting. 3 credits. *Developed new course.* Coverage of Wall Street and the economy, focusing on how stocks, bonds and economic indicators interact and how this information is reported in the media. Emphasis on reporting on the Federal Reserve, labor, consumer, manufacturing and inflation, as well as certain industries. Students research and write articles in these areas. (Taught 13 times through Fall 2015.)

JOMC 452 Business Reporting. 3 credits. *Developed new course.* Reporting and writing methods of business journalists, focusing on companies and industries. Understanding how and why companies operate, finding public records and information from Securities and Exchange Commission and other sources. (Taught 14 times through Spring 2016. Rewrote course content to teach online Summer 2005, Summer 2007, Summer 2008 and Summer 2009.)

JOMC 753 Reporting and Writing News. 3 credits. Students will learn the fundamentals of news writing along with beat and general assignment reporting and apply those skills to a variety of practical reporting and writing assignments. Topics include fundamentals of news writing, story forms and organization, interviewing, reporting techniques, general newswriting, feature writing, ethics, law, and the culture of news organizations. (Taught twice through Fall 2012.)

JOMC 754 Specialized Reporting. 3 credits. Reporting of complicated topics using in-depth backgrounding, investigative reporting techniques, story conferences, documents and other research data.

Developed new course outline with class content focused on conversion of Blue Cross and Blue Shield of North Carolina. (Taught once.)

Have also guest-lectured in the following UNC-Chapel Hill courses: JOMC 101, The Media Revolution: From Gutenberg to Zuckerberg; JOMC 141 Professional Problems and Ethics; JOMC 253 Reporting; JOMC 431 Case Studies in Public Relations; JOMC 377 Sports Communication; JOMC 701 Mass Communication Research Methods; and JOMC 730 Public Relations Foundations.

Guest lectures at international universities:

University of Pretoria (South Africa, 2006)

Durban University of Technology (South Africa, 2006)

Stellenbosch University (South Africa, 2006)

University of Witwatersrand (South Africa, 2006)

North-West University, Potchefstroom campus (South Africa, 2006)

North-West University, Mafikeng campus (South Africa, 2006)

Durban University of Technology (South Africa, 2007)

University of Navarra (Spain, 2007)

University of Navarra (Spain, 2009)

University of Navarra (Spain, 2011)

Moscow State University (Russia, 2011)

Universidad de los Andes (Chile, 2012)

Beijing Business and Technology University (China, 2015)

Tsinghua University (China, 2015)

University of Navarra (Spain, 2016)

*University of South Carolina. Visiting professor, School of Journalism and Mass Communications. January 2014-May 2014*

JOMC 463. Data Journalism for Business and Financial Journalists. 3 credits. Developed an online course for the South Carolina program that focused on teaching students how to access online databases of information about companies and using that information to write short- and long-form stories. Databases included employment, safety records, environmental records, compensation records and financial records.

*University of Richmond. Adjunct instructor, School of Arts and Sciences, August 2001-April 2002.*

Newsriting. 3 credits. Introduction to news writing and Associated Press style. Variety of stories and news beats covered. (Fall 2001.)

Investigative Business Reporting. 3 credits. *Developed new course.* Summary of public records and other documents available to business journalists. Emphasis on understanding how businesses and Wall Street work. (Spring 2002.)

*Washington & Lee University. Visiting assistant professor, Department of Journalism and Mass Communications. August*



2000-April 2001.

Reporting on Business and the Economy. 3 credits. *Developed new course.* First course taught in new business journalism sequence developed under Reynolds Foundation grant. Introduction to covering businesses as well as local and national economies. (Fall 2000.)

Business Journalism. 3 credits. *Developed new course.* Overview of different business beats, including financial services, retail, labor and workplace, health care. (Spring 2001.)

*Georgia State University. Instructor, Department of Communication. January 1999-May 1999.*

Reporting I: Basic Journalism. 3 credits. Basic fields of journalism; the principles of journalistic writing and the fundamentals and techniques of news reporting. Practical assignments with laboratory exercises. (Spring 1999.)

*University of Florida. Graduate teaching assistant, College of Journalism and Communications. August 1987-December 1988.*

Writing for Mass Communication. 3 credits. Taught lab sections for beginning newswriting classes, with emphasis on grammar, story structure, leads and Associated Press style. (Fall 1987, Spring 1988, Fall 1988.)

### **Master's Theses Chaired**

--Andrew Westney (2012) "Barbarians' Gate: Inside the Business of Mixed Martial Arts."

--Jeremy Cramer (2010) "Shadows and Stadium Lights: An Inside Look at the 2009 UNC Women's Soccer Team."

--Erik Holmes (2009) "In God we Trust: Profiles of American Faith."

--Jeff Soplop (2008) "Life After Oil: The American Transition from our Favorite Fuel."

--Jill Canada (2007) "The Evolution of In Vitro Fertilization in the United States: A Closer Look at Media Coverage."

--Daniel Johnson (2007) "Punch Drunk: The Impact of an Emerging Wine Industry in Walla Walla."

--Adam Linker (2007) "Labor's Last Stand: Change to Win and the New Labor Movement in America."

--Jon Bloom (2006) "Dispatches from a Wasteful Nation: How America Wastes Its Food and Leaves Citizens Hungry."

--Eric David (2005) "Red State, Blue Heaven: The Conservative Student Movement at the University of North Carolina at Chapel Hill."

--Steve Thompson (2005) "Seedy Crimes in a Sunny Place: Cons, Frauds, Scams and Schemes against Seniors in the Sunshine State."

--John Kuka (2004) "Below the Title IX: Gender Equity in College Athletics outside the Bounds of Title IX."

--Suzanne Presto (2004) "What the World Sees: Attitudes toward America as Described by Journalists and Americans Abroad."

### Grants and Awards

Awarded \$7,500 grant from International Center for Journalists to create an online database reporting course for Latino journalists on covering entrepreneurs and small businesses. September 2015.

Awarded \$11,500 grant from International Center for Journalists to create an online database reporting course for Latino journalists who are working within the United States and covering Latino communities. August 2013.

Awarded \$5,000 University Research Council grant, with Sri Kalyanaraman, from University of North Carolina at Chapel Hill to conduct a study: Enhancing Literacy in Business Journalism: The effects of numeracy and presentation formats. May 2013.

Awarded \$120,000 from two private donors to launch Talking Biz 2, a website devoted to analyzing the relationship between business journalists and companies. The funding provided for two years of financial support for the site. Site launched Sept. 1, 2012. The donors provided an additional \$30,000 in the summer of 2014 to continue the project.

Awarded \$2,800 grant from Fulbright Senior Specialists Program, U.S. Department of State. Conducted two-week business journalism module at Universidad de los Andes, Santiago, Chile, May-June 2012.

Awarded \$4,000 grant from Bloomberg LP and \$4,500 grant from the Society of American Business Editors and Writers to run a business journalism workshop in New York for college business journalism students across the country. Oct. 21-23, 2010.

Awarded \$25,000 grant from Progress Energy to run a business journalism workshop in New York for college business journalism students across the country. Oct. 22-24, 2009.

Awarded \$20,000 grant from Duke Energy to run a business journalism workshop at North Carolina A&T State University for HBCU professors and students on business journalism. Sept. 6-7, 2007.

Awarded \$6,000 grant from Fulbright Senior Specialists Program, U.S. Department of State. Conducted three-week business journalism module at Durban University of Technology, Durban, South Africa, July-August 2007.

Awarded \$12,000 Speaker and Specialist grant from U.S. Department of State Bureau of International Programs. Conducted business and economics reporting workshops in Cape Town, Johannesburg and Durban and spoke at universities in South Africa, June 2006.

Awarded \$5,000 Junior Faculty Development Award grant from the Committee on Faculty Research and Study Leaves, University of North Carolina at Chapel Hill, to pay for research on book examining business journalism's impact on society, November 2004.

Awarded \$2,000 grant from University Research Council, University of North Carolina at Chapel Hill, to help pay for reprint publication rights associated with business reporting textbook, May 2004.

Awarded \$10,000 grant from NASDAQ Educational Foundation for Carolina Business News Initiative projects, including summer outreach program to small North Carolina newspapers and student field trips to New York, May 2003.

Awarded \$20,000 in-kind grant from Bloomberg L.P. to install Bloomberg terminal in Park Library at School of Journalism and Mass Communication, Fall 2002. Terminal is used by business journalism students and faculty for research. (Renewed each year from 2003 through 2016.)

### Academic Service

#### **International**

Beijing Technology and Business University, Beijing, China. Nov. 27, 2015-Dec. 3, 2015. Keynote speaker for the Sixth National Business News Reform and Development Forum. Also conducted lectures with professors and graduate students in the School of Art and Communication.

Association for Education in Journalism and Mass Communication. October 2014-current. Board member for largest organization of mass communication educators in the world.

Universidad de Los Andes, Santiago, Chile. May 27-June 7, 2012. Gave business journalism lectures to students and advised university on new business journalism program.

City University in London, October 2010 to current. Advisory board for master's degree in financial journalism.

Moscow State University, Moscow, Russia. May 10-15, 2011. Gave business journalism lectures and presentations to students.

University of Navarra, Pamplona, Spain. March 2011. Taught one-week business journalism module to undergraduate journalism students.

University of Navarra, Pamplona, Spain. March 2009. Taught two-week business journalism module to undergraduate journalism students.

Durban University of Technology, Durban, South Africa. July 30-Aug. 17, 2007. Taught three-week module on business journalism for students.

### **Regional**

Founding and continuing director, Carolina Business News Initiative at the University of North Carolina at Chapel Hill School of Media and Journalism. Created in Fall 2002, the initiative aims to improve business reporting and editing throughout North Carolina and the Southeast through training, outreach and student education. Advisory council includes journalists from *Wall Street Journal*, *BusinessWeek*, Bloomberg News and *The News & Observer*.

Co-founder, Mock Press Conference Competition, University of Virginia McIntire School of Commerce. Competition pits students from the McIntire School against business reporting students. The competition now consists of two events – UVA vs. Washington and Lee and UNC-CH School of Journalism and Mass Communication vs. UNC-CH Kenan-Flagler Business School. In 2016, the competition pitted UNC-CH “Business Reporting” students vs. “Crisis Communication” students.

### **University Service**

Member, Faculty Grievance Committee, July 2015-current. Elected by UNC faculty to represent full professors.

Faculty Co-Convener, Carolina Seminar on Business Journalism and Public Policy, September 2013-current. <http://publicpolicy.unc.edu/cipp/carolina-seminar-business-journalism-public-policy/>

“Understanding economic data.” Workshop for the UNC-Chapel Hill chapter of the Intercollegiate Finance Journal. Sept. 17, 2015.

“Beyond the Stone Walls.” Speech given to UNC General Alumni Association members, Raleigh, N.C., Feb. 12, 2014.

Member, College of Arts and Sciences Administrative Board. Fall 2013-Fall 2015.

Member, College of Arts and Sciences Curriculum Committee. Fall 2013-Fall 2015.

Member, Undergraduate Academic Advisors, Fall 2013-Fall 2015.

“The Past Present and Future of Business Journalism.” Speech given to Carolinas Honors program at its “Food for Thought” dinner. Jan. 23, 2013.

Member, Review Committee for Dean James Dean of the Kenan Flagler Business School, Fall Semester 2012.

Member, UNC Degree Audit Advisory Board, Spring 2012-Fall 2015.

Chair, UNC Steamboat Scholarship Committee, Fall 2005-Fall 2012.

“Covering Chapel Hill business.” Workshop for the staff of *The Daily Tar Heel*. Sept. 10, 2010.

“Investigative business reporting.” Workshop for the staff of *The Daily Tar Heel*, Sept. 8, 2006.

“How to cover Chapel Hill business.” Workshop for the staff of *The Daily Tar Heel*, Aug. 31, 2005.

Member, Search committee for the dean of the School of Journalism and Mass Communication. 2004-2006.

Faculty Session Leader, Carolina Summer Reading Program. “Nickel and Dimed: On (Not) Getting by in America.” Aug. 25, 2003.

Member, *The Daily Tar Heel* Community Feedback Board, 2002-2003.

### **School of Journalism and Mass Communication**

Chair, Assistant Professor in Public Relations Search Committee, July 2015-November 2015.

Faculty Advisor, Coulture magazine, September 2015-current.

Faculty Advisor, Synapse Magazine, August 2013-current.

Chair, Carolina Writing Lab Course Committee, July 2013-June 2014.

Chair, Carolina Capstone Committee, July 2013-June 2014.

Chair, Accreditation 2015 committee, January 2013-February 2015.

Member, HR Consultant Search Committee, June 2013-July 2013.

Curriculum Committee, chair, August 2012-July 2015.

Equal Employment Opportunity Officer, August 2011-July 2015.

Ad-hoc Member, Board of Visitors, August 2011-July 2015.

Chair, Curtis Fund Committee, August 2011-July 2015.

- Oversaw more than \$100,000 given to students for mass communication projects.

Chair, Word Usage and Grammar Exam Committee, January 2012-current.

- Overhauled exam for first time in 40 years, incorporating word usage instead of spelling.

Director, master's program, July 2007-December 2010.

Major accomplishments:

- Overhauled master's curriculum;
- Applications increased by 40 percent during tenure.

Coordinator, JOMC 153 Newswriting classes, May 2006-December 2007, January 2009-December 2010, August 2014-July 2015.

Member, Knight Advertising Chair Search Committee, 2010.

Member, Ed Vick Prize for Innovation in Teaching, 2010-2012.

Chair, Newswriting Course Redesign Committee, May 2007-December 2007.

Member, School of Journalism and Mass Communication Administrative Board, 2006-2009.

Member, Diversity Committee, July 2011-July 2015.

Member, Graduate Admissions Committee, 2007-2014.

Member, News-Editorial Faculty Search Committee, 2006-2007.

Member, Hearst Writing Contest Committee, 2002-2006. Chair, 2005-2006.

Member, Hearst Visiting Professionals Committee, 2002-2006.

Member, News-Editorial Sequence Committee, 2002-current.

Member, News-Editorial Faculty Search Committee, 2003-2004.

Member, Ad Hoc Committee on Ethics Course, 2004.

Member, Scholarships Committee, 2005-2007.

Member, Distance Education Committee, 2005-current.

Member, Don and Barbara Curtis Extracurricular Activities Committee, 2005-2006.

Negotiated regular summer internships for UNC-CH business journalism students at Bloomberg News, *Charlotte Observer* and at *Triangle Business Journal* in Raleigh. Bloomberg News and *Observer* interns received Van Hecke award from School of Journalism and Mass Communication as well as regular salary.

New York Spring Break Trip, 2003-2007. Took students from business reporting class to New York during Spring Break to visit with business journalists and executives.

Society of Professional Journalists. Student chapter at University of North Carolina at Chapel Hill. Assistant faculty adviser August 2002-August 2003. Faculty adviser August 2003-August 2008.

Society of American Business Editors and Writers, UNC-Chapel Hill chapter. Formed one of first student chapters of business journalism organization in country and served as adviser. January 2005-current.

### **Professional Service: Training**

#### **International**

International Center for Journalists. March 2016-May 2016. Taught eight-week, online database journalism course for Latino journalists on covering entrepreneurs and small businesses.

International Center for Journalists. October-December 2013. Taught eight-week, online database journalism course for Latino journalists.

International Center for Journalists. October-November 2012. Taught six-week, online personal finance journalism course for Latino journalists.

Korean Broadcast Journalist Association, Sept. 4, 2012. Gave speech titled "A view on the current state in business journalism" at workshop titled "Business journalism and the global financial crisis."

Beijing American Center, Beijing, China, July 19, 2012. Gave speech titled "The past, present and future of business journalism" at invitation of U.S. embassy.

China.org.cn, Beijing, China. July 2-July 27, 2012. Taught basic business journalism reporting and writing strategies to staff of English-language news site in China.

International Center for Journalists. July-August 2011. Taught six-week, online personal finance journalism course for Latino journalists.

International Center for Journalists. July-August 2010. Taught six-week, online personal finance journalism course for Latino journalists.

Edward R. Murrow Program for Journalists. Oct. 5, 2009. Moderator for session on economics and business reporting for European journalists.

International Center for Journalists. June-July 2009. Developed six-week, online personal finance journalism course for Latino journalists. Taught for first time Summer 2009.

Mediapivat: Helsinki Media Conference, Finland. April 4, 2009. Invited lecture titled “It’s the Economy, Stupid: Business Journalism Coverage of the Economic Crisis.”

International Center for Journalists, June 23-24, 2008 in New York, Aug. 4-5, 2008 in San Diego, Sept. 8-9, 2008 in Washington, and Jan. 9-10, 2009 in Denver. Lead trainer, Hispanic Personal Finance Program.

XXII Internacional Conference on Communication. “Economic and Business Journalism: Old and New Challenges.” School of Communication, University of Navarre, Spain, Nov. 15-16, 2007. Invited keynote address “The challenges of business journalism education.”

International Center for Journalists, May 24-25, 2007 in New York and June 28-29, 2007 in Washington. Lead trainer, Hispanic Personal Finance Program.

South African National Editors Forum. Aug. 7-22, 2006. Conducted workshops on business and economics reporting for print and broadcast journalists in Cape Town, Durban and Johannesburg.

Edward R. Murrow Program for Journalists, April 6, 2006. Session leader for “Basic business reporting” for Middle East journalists.

Korea Press Foundation Media Management Workshop. July 13, 2005. Session leader for “Improving the bottom line through business reporting.”

Korea Press Foundation Investigative Reporting Program. June 23, 2004. Instructor for session on investigative business reporting.

## **National**

“The Current Business Journalism Landscape.” Training session for corporate communications staff and executives of Bank of America, Sept. 25, 2015.

“Mastering the New Editorial Landscape.” Training session at the Alliance of Area Business Publications, June 26, 2015. Charlotte, N.C.

Dow Jones Newspaper Fund. New York, N.Y., May 26, 2015. Trainer for business reporting interns. Also



done in May 2014 and May 2013.

"A Journalist's Guide to Bankruptcy Court." Webinar for journalists hosted by Sageworks Institute, Oct. 30, 2014. <http://www.sageworksinstitute.org/webinar/bankruptcy-court/>

"Finding Stories in SEC Filings." Webinar for journalists hosted by Sageworks Institute, March 18, 2014.

"Writing the Earnings Story." Training session for members of the *Silicon Valley Business Journal* staff, March 7, 2014.

"The Future of Business Journalism." One-day symposium held in New York, Nov. 1, 2013. Organized symposium and moderated its sessions.

Donald W. Reynolds National Center for Business Journalism. Madison, Wis., Sept. 28, 2013. Trainer for "Finding Your Best Investigative Business Story."

Donald W. Reynolds National Center for Business Journalism. Fayetteville, Ark., April 13, 2013. Trainer for "Uncovering the Best Local Business Stories" workshops.

Donald W. Reynolds National Center for Business Journalism. Portland, Ore., Oct. 13, 2012. Trainer for business journalism boot camp workshop.

Society of American Business Editors and Writers. New York, N.Y., Sept. 28, 2012. Organized panel discussion on relationship between business journalists and companies for fall 2012 conference.

Donald W. Reynolds National Center for Business Journalism. Lexington, Ky., April 13, 2012, and Fort Worth, Texas, April 26, 2012. Trainer for "Uncovering the Best Local Business Stories" workshops.

Donald W. Reynolds National Center for Business Journalism. Tempe, Ariz., Jan. 8-11, 2007, Jan. 8-9, 2008, Jan. 5-6, 2009, Jan. 4-7, 2010, Jan. 3-6, 2011 and Jan. 2-5, 2012. Trainer for workshop to train other professors how to teach business journalism.

Donald W. Reynolds National Center for Business Journalism. Minneapolis, Minn., Oct. 4, 2011. Trainer for business journalism boot camp workshop.

Native American Journalists Association, Fort Lauderdale, Fla., July 13, 2011. Led sessions on investigating private companies and nonprofits at 2011 conference.

Investigative Reporters and Editors, Orlando, Fla., June 8, 2011. Led sessions on investigating private companies and nonprofits at 2011 conference.

The Poynter Institute, St. Petersburg, Fla., May 26, 2011. Created and led webinar titled "Getting ahead of the food price story." <http://www.newsu.org/reporting-food-prices>

Investigative Reporters and Editors, Raleigh, N.C., Feb. 23-24, 2011. Led sessions on investigating private companies and nonprofits at 2011 Computer Assisted Reporting conference. Also served on conference organizing committee.

<http://www.fiwords.com>. Online stylebook for business reporters and editors. Includes more than 2,000 terms and phrases, as well as quizzes, top words and word of the day. January 2011-current.

“Getting Started in Business News.” Oct. 21-23, 2010. Organized a three-day conference for college students across the country interested in careers in business journalism. Event held at CUNY Graduate School of Journalism. In 2010, event attended by 59 students from 15 different universities.

“Getting Started in Business News.” Oct. 22-24, 2009. Organized a three-day conference for college students across the country interested in careers in business journalism. Event held at CUNY Graduate School of Journalism.

Investigative Reporters and Editors. Miami, Fla., Sept. 24, 2010. Led session on finding information about private companies.

Investigative Reporters and Editors. Durham, N.C., Nov. 8, 2009. Led session on finding information about private companies.

Donald W. Reynolds National Center for Business Journalism. Milwaukee, Wis., Feb. 10, 2009. Trainer for workshop on covering the financial crisis.

Association of Capitol Reporters and Editors. Presentation at annual conference, Raleigh, N.C., Nov. 15, 2008. “The intersection of business and state government.”

Investigative Reporters and Editors. New York, N.Y., Sept. 21, 2008. Led session on finding information about private companies.

Donald W. Reynolds National Center for Business Journalism. Fort Lauderdale, Fla., Sept. 12, 2008, and Harrisburg, Pa., Oct. 6, 2008. Lead organizer and trainer for workshop on covering private companies and non-profits.

Donald W. Reynolds National Center for Business Journalism. Vancouver, Wash., March 28, 2008. Lead organizer and trainer for workshop on covering private companies and non-profits.

Society of American Business Editors and Writers. Fall Conference Committee Chairman and Organizer, Chapel Hill, N.C., Oct. 20-21, 2007.

Donald W. Reynolds National Center for Business Journalism. Developed content for online tutorial in reporting about private companies. March 2007.

Donald W. Reynolds National Center for Business Journalism. Cleveland, March 27, 2007; Chicago, May 11, 2007; and Houston, Oct. 2, 2007. Lead organizer and trainer for workshop on covering private companies and non-profits.

Reuters, New York, N.Y., March 15, 2007. Conducted training session for new reporters on valuing stocks and evaluating mergers and acquisitions.

The Motley Fool. Alexandria, Va., Feb. 9, 2007. Lead coordinator for workshop for The Motley Fool reporting and editing staff.

Donald W. Reynolds National Center for Business Journalism. New York, N.Y., Oct. 6, 2006 and University of California at Berkeley, Oct. 20, 2006. Lead organizer and trainer for workshop on covering private companies and non-profits.

The Associated Press, Atlanta, Ga. Conducted training session for AP reporters on reading financial statements, Sept. 18, 2006.

Donald W. Reynolds National Center for Business Journalism. Lead trainer at The Craft of Business Writing workshops in Miami on Sept. 12, 2006, and Oklahoma City on Sept. 26, 2006.

Association of Capitol Reporters and Editors. Presentation at annual conference, Columbus, Ohio, Aug. 5, 2006. "How to find information about companies doing business with state government."

Institute on Political Journalism. July 6, 2006. Panelist for "Covering Business and the Economy." Washington, D.C.

The State – and Future – of Business Journalism. June 21-22, 2006. Two-day symposium on business journalism held at the School of Journalism and Mass Communication UNC-Chapel Hill. Organized sessions and invited speakers.

Donald W. Reynolds National Center for Business Journalism. June 7, 2006, Atlanta, Ga. "Covering the Business of Sports" workshop. Discussed NASCAR coverage.

National Association of Real Estate Editors annual conference. April 28, 2006. Charlotte, N.C. Keynote speaker. "The future of journalism – and how it will change real estate reporting."

Donald W. Reynolds National Center for Business Journalism at the American Press Institute. Developed and taught content for online business journalism class on finding stories in SEC filings. Taught first time in April 2006.

Donald W. Reynolds National Center for Business Journalism at the American Press Institute. Lead coordinator for business reporting workshops held in Berkeley, Calif., on Feb. 10, 2006; Charlotte, N.C., on

Feb. 15, 2006; New Orleans on March 28, 2006; Harrisburg, Pa., on April 25, 2006 and Vermillion, S.D., on May 1, 2006.

American Press Institute. "Business editors: Covering Wall Street and Main Street." Dec. 6, 2005. Conducted critiques of business sections for participants at week-long seminar.

Oxford University Press. Reviewed book manuscript proposal for William C. Gaines' "Investigative Reporting." December 2005.

National Writers Workshop. June 25-26, 2005, Fort Lauderdale, Fla. Led sessions on writing a book while working as a full-time journalist and making business writing more palatable.

National Education Writers Association annual meeting. May 6, 2005, St. Petersburg, Fla. Conducted workshop for education reporters on using business reporting techniques on the education beat.

Society of American Business Editors and Writers. May 2, 2005. Coordinated panel at 2005 annual conference on how business sections can work more closely with local journalism schools.

Donald W. Reynolds National Center for Business Journalism at the American Press Institute. Lead coordinator for business reporting workshops held in Philadelphia on Feb. 8, 2005; Atlanta on Feb. 10, 2005; Dallas on Feb. 15, 2005 and Sept. 21, 2005; New Orleans on March 1, 2005; Cincinnati on March 8, 2005; Memphis, May 9, 2005 and Sept. 19, 2005; Orlando on Sept. 23, 2005; and Kansas City, Oct. 19, 2005.

National Institute for Environmental Health Sciences, National Institutes of Health. September-October 2004. Held five two-hour training sessions for communications staff.

Donald W. Reynolds National Center for Business Journalism. Developed and taught content for three separate online business journalism classes. First course is "Business Journalism Boot Camp," while second course is "Intermediate Business Journalism" and third is "Covering Private Companies." All three were taught intermittently. June 2004-May 2009.

Donald W. Reynolds National Center for Business Journalism at the American Press Institute. Lead coordinator for business reporting workshops held in Chapel Hill, N.C., on March 25, 2004; Nashville, Tenn., on April 1, 2004; and Fort Lauderdale, Fla., on March 4, 2004. Trainer at investigative reporting workshops held in Harrisburg, Pa., on June 10, 2004; St. Louis on June 14, 2004; Fort Lauderdale on June 15, 2004; Chapel Hill on June 17, 2004; Cleveland on June 21, 2004; and Nashville on July 15, 2004. Lead coordinator for economics and markets workshops in Fort Lauderdale on Sept. 28, 2004; Boston on Oct. 5, 2004; Nashville on Oct. 14, 2004; and Chapel Hill on Oct. 28, 2004.

University of North Carolina Business Journalism Workshop. Co-creator of two-day seminar for business reporters to develop better knowledge of how the business world works. Feb. 29-March 2, 2004. Held again Feb. 28-March 1, 2005 and Oct. 18-19, 2007.

Donald W. Reynolds National Center for Business Journalism at the American Press Institute. Session leader on reporting on private companies at API seminars in Harrisburg, Pa., on Nov. 6, 2003, and Minneapolis, Minn., on Nov. 13, 2003.

*Seattle Times*. Aug. 6, 2003. Training session for reporters and editors.

Dow Jones Newspaper Fund. Session leader for “Editing Business Stories” on May 29, 2003, and May 27, 2004, at training session for 16 interns at Knight-Ridder newspapers across the country held at the University of North Carolina at Chapel Hill.

Society of American Business Editors and Writers. April 27-29, 2003. Panelist for “Recruiting in a post-Enron, tight-budget world” at 2003 convention. Moderator for panel on “Best in Business Breakout: How mid-sized, small and weekly papers did it.”

### **Regional**

“How to find news in SEC filings.” Sept. 19, 2014. A webinar for alumni of the UNC School of Journalism and Mass Communication. Held by Sageworks Institute. <http://www.sageworksinstitute.org/webinar/unc-alumni/>

Federal Reserve Bank of Richmond, Charlotte, N.C., Aug. 12, 2008. Organized one-day conference on covering the economy in conjunction with Fed.

*Atlanta Business Chronicle*, July 24, 2008. Organized one-day workshop for reporters and editors.

North Carolina A&T State University, Greensboro, N.C., Sept. 6-7, 2007. Organized two-day workshop on business journalism for HBCU professors and students.

Federal Reserve Bank of Richmond, April 6, 2007. Conducted writing and interviewing workshop for writers and editors of Richmond Fed’s publications department.

Media General Inc., Oct. 13, 2006. Day-long business reporting workshop for journalists from Richmond-based Media General papers.

*Orlando Sentinel*, Aug. 1, 2006. Day-long business reporting workshop for reporters and editors.

*Mobile (Ala.) Register*, July 24-25, 2006. Organized and conducted two-day workshop for reporters and editors.

Knight Ridder Writers’ Workshop, Charlotte, N.C. Oct. 28, 2005. Session leader for “Reporting and writing for the Web.”

United Communications Group, Rockville, Md., Oct. 7, 2005. Organized and directed reporting workshop

for editors and reporters of UCG's publications.

South Carolina Press Association, Columbia, S.C. Sept. 28, 2005. Organized and directed business reporting workshop for press association members.

*Charlottesville (Va.) Daily Progress.* July 28, 2005. Organized and directed reporting workshop for newspaper staff.

*Arkansas Democrat-Gazette.* July 18, 2005. Day-long workshop for business reporting staff.

*Roanoke (Va.) Times.* July 19, 2004. Day-long workshop for staff writers and editors and critique for business section.

Donald W. Reynolds Business Reporting Seminar. Sponsored by Southern Newspaper Publishers Association and Society of American Business Editors and Writers in Roanoke, Va. Oct. 1-3, 2003. Session leader for "Walking through the Swamp: Understanding SEC filings."

Donald W. Reynolds Business Reporting Seminar. Sponsored by Southern Newspaper Publishers Association and Society of American Business Writers in Atlanta, May 16-17, 2003. Session leader for "Beyond the earnings stories: Writing for shareholders." Also met one-on-one with reporters to discuss stories.

"Covering Business in a Post-Enron World." Business reporting seminar organized by Virginia Associated Press Managing Editors, Sept. 18, 2002, at Washington & Lee University, Lexington, Va. Panelist for "Is There an Enron in Your Back Yard?" and session leader for "Filling your Toolbox."

## **State**

Carolina Seminar on Public Policy and Business Journalism. Nov. 15, 2013. Organized seminar in understanding economic data with the UNC-Chapel Hill Department of Public Policy for North Carolina journalists.

*Triad Business Journal.* May 6, 2011. Training session for reporters and editors on finding information in SEC filings and on private companies.

North Carolina Press Association Newspaper Academy. April 28, 2011. Session leader on writing leads and compelling stories. Gave same presentation at April 29, 2010 academy.

*Hickory Daily Record.* Dec. 17, 2009. Training session for reporters and editors.

North Carolina College Media Association Conference for College Media Students and Advisers. Feb. 21, 2009. Training session "How to Use Business Reporting to Get a Job."

*Triad Business Journal*. March 10, 2008. Training session for reporters and editors on finding information in SEC filings and on private companies.

“Southern Journalists Roundtable.” Dec. 3, 2006. School of Journalism and Mass Communication. Panelist on the future of media for political reporters.

WUNC-FM. Dec. 1, 2006. Conducted workshop for public radio staff on covering business news.

French West Vaughan, Nov. 10, 2006. Conducted workshop for public relations professionals on working with business journalists.

*The (Raleigh) News & Observer*. Oct. 17, 2006. Conducted workshop for reporters and editors on finding information about private companies.

*Burlington Times-News*. Aug. 3, 2006. Conducted workshop for reporters and editors.

“Covering the next energy crisis,” March 3, 2006. Moderator for “Covering Energy Issues: How to Tell Compelling Stories.” UNC-CH School of Journalism and Mass Communication.

“Newspaper technology: Interacting with readers in a new way,” Feb. 24, 2006. North Carolina Press Association Winter Institute panel member on using blogs in journalism.

*Winston-Salem Journal*. June 22, 2005. Training session for reporters and editors.

“Telling the story when natural disaster strikes,” May 20, 2005. Panelist for one-day workshop on covering natural disasters. UNC-CH School of Journalism and Mass Communication.

North Carolina Press Association Newspaper Academy. May 13, 2005. Session leader for “Why business coverage is becoming increasingly important to your readers: And how you can better report on companies in your area.”

Associated Press National Credibility Roundtable. April 15, 2005. Organized roundtable discussion of drug industry coverage in *The (Raleigh) News & Observer* with students and business executives.

National Association of Corporate Directors, Research Triangle Park chapter. Nov. 16, 2004. Keynote speaker. “The Role of the Board in Strategy and Risk Oversight (Where was the Pillowtex board?)”

*Triad Business Journal*. July 23, 2004. Training session for reporters and editors on finding information in SEC filings and on private companies.

*Wilmington Star-News*. July 16, 2004. Training session for reporters and editors.

North Carolina Press Association Newspaper Academy. May 7, 2004. Session leader for “Show me the

Money” on business reporting.

Progress Energy. April 22, 2004. Presented “The past, present and future of business journalism (and how it relates to PR)” at corporate communications retreat.

North Carolina Press Club. Speaker at April 3, 2004, convention in Raleigh on business journalism and the School of Journalism and Mass Communication.

*Burlington Times-News*. Aug. 20, 2003. Training session for reporters and editors.

*Asheboro Courier-Tribune*. July 15, 2003. Training session for reporters and editors.

*Statesville Record & Landmark*. June 24, 2003. Training session for reporters and editors.

*Goldsboro News-Argus*. June 17, 2003. Training session for reporters.

*Greenville Daily Reflector*. May 30, 2003. Training session for reporters and editors.

The Fund for American Studies. Nov. 23, 2002. “Covering Business and the Economy.” Business reporting seminar for 50 North Carolina college students at University of North Carolina at Chapel Hill. Session leader for “Being a Business Journalist.”

### **Professional Service: Judging**

#### **International**

Society of Publishers in Asia 2010 Awards for Editorial Excellence. Judge for excellence in business reporting category.

#### **National**

Society of American Travel Writers. 2014. Judge for short work on travel category.

Society of American Travel Writers. 2012 and 2013. Judge for consumer-service oriented article category.

Society of American Business Editors and Writers. Judge for 2011 Best in Business Contest. Lead judge for column writing for newspapers with more than 500,000 Sunday circulation and judge for creative use of online.

Council for Advancement and Support of Education. Judge for 2011 U.S. Professor of the Year awards.

Scripps Howard Foundation. Judge for 2010 National Journalism Awards. Lead judge for the William



Brewster Styles Award for business and economics reporting.

Pennsylvania Newspaper Association. September 2010. Judged all daily and weekly newspapers in general excellence category.

American City Business Journals, August 2010, Charlotte, N.C. Lead judge for internal 2009 Editorial Contest. Recruited two other judges to review entries.

Society of American Business Editors and Writers. Judge for 2010 Best in Business Contest. Lead judge for business weeklies general excellence, and judge for blogs/online commentary with more than 2.5 million monthly visitors.

Scripps Howard Foundation. Nominating Committee for the 2010 Journalism and Mass Communication Teacher of the Year Award.

Society of American Travel Writers. Judge for 2009, 2010 and 2011 contests in the consumer service-oriented article category.

Society of American Business Editors and Writers. Judge for 2009 Best in Business Contest, Creative Use of the Online Medium.

American City Business Journals, August 2008, Charlotte, N.C. Lead judge for internal 2007 Editorial Contest. Recruited three other judges for two-day panel to review entries.

United Communications Group, February 2007, Rockville, Md., Judge for internal contests for Best Investigative Reporting and Best Spot News or Exclusive Single-News Story.

American City Business Journals, July 2005, Charlotte, N.C. Lead judge for internal 2004 Editorial Contest. Recruited three other judges for two-day panel to review entries.

Society of American Business Editors and Writers. Judge for 2005 Best in Business Contest, Student division.

Florida Magazine Association. Judge for 2004 Charlie Awards for Best Column, Best Written Magazine and Best Department categories.

Pennsylvania Newspaper Association. Judge for general and departmental news category. 2003.

National Newspaper Association. Judge for 2003 Better Newspaper Contest. Best Business Story category for daily division, non-daily division with 6,000-plus circulation and non-daily division with less than 6,000 circulation.

National Newspaper Association. Judge for 2002 Better Newspaper Contest. Best Business Story category

for daily division, non-daily division with 6,000-plus circulation and non-daily division with less than 6,000 circulation.

Society of American Business Editors and Writers. 2003 Best in Business Contest. Judge for Overall Excellence (Best Section) Weekly category. Reviewed six editions of 29 weekly business publications and selected five to receive Best in Business designation.

### **Appearances on Programs**

Association for Education in Journalism and Mass Communication. Invited panelist at 2014 annual convention for “The doctors are in,” Montreal, Aug. 7, 2014.

American Economic Association. Invited speaker for “Covering the Fed: Greenspan vs. Bernanke.” San Diego, Jan. 5, 2013.

University of South Carolina. 11<sup>th</sup> annual “Convergence and Society” conference. Invited speaker for “Media coverage before the 2008 financial crisis: It’s not as bad as everyone thinks.” Columbia, S.C., Sept. 27, 2012.

Association for Education in Journalism and Mass Communication. Invited panelist at 2011 annual convention on bringing journalism education into the 21<sup>st</sup> century, St. Louis, Aug. 12, 2011.

“Business Reporting: Semester-long course on how to develop compelling business-related stories” Journalist’s Resource, a project of the Carnegie-Knight Initiative on the Future of Journalism Education. Joan Shorenstein Center on the Press, Politics and Public Policy. Harvard Kennedy School of Government. June 2011. <http://journalistsresource.org/syllabi/business-reporting/>

Association for Education in Journalism and Mass Communication. Led panel on teaching business journalism at 2010 annual convention, Denver, Aug. 10, 2010.

Columbia University School of International and Public Affairs. “Facing the Fracture: Media and Economic Understanding” conference, New York, April 6, 2010. Invited panelist for “Newsroom realities.”

Association for Education in Journalism and Mass Communication. Panelist for “Business and Labor Reporting: Challenges, Criticisms, and Responsibilities” at 2009 annual convention, Boston, Aug. 7, 2009.

11<sup>th</sup> Annual National HBCU Student News Media Conference and Job Fair. Durham, N.C., Feb. 13, 2009. “Opportunities in Business Journalism, Writing the Business Story and Financials You Should Know.”

Association for Education in Journalism and Mass Communication. Panelist for “Putting Students in Charge: A New Project to Bring Citizens and Journalists Together in the Community” at 2005 annual convention, San Antonio, Texas, Aug. 12, 2005.

Association for Education in Journalism and Mass Communication. July 2003. Panelist for “How the News Media Cover Business Calamities” at 2003 annual convention, Kansas City, Mo.

Journalism Educators Conference on Business Reporting. Hosted by Reuters International and the Society of American Business Editors and Writers at Louisiana State University, Baton Rouge, La., Feb. 28-March 1, 2003. Session leader for “Resources for Teaching and Training.”

### **Membership**

Association for Education in Journalism and Mass Communication. Board member. 2014-current.

Association for Education in Journalism and Mass Communication. Mass Communication and Society Division. 2003-current

Association for Education in Journalism and Mass Communication. Standing Committee on Teaching. Elected to three-year term, July 2012-July 2015. Re-elected to another three-year term in 2015. Elected vice chair, August 2013. Chair, August 2014-current.

Business and Media Institute. 2007-current. Board of Advisors.

Media Bloggers Association. 2006-current.

National Association of Corporate Directors. Research Triangle Park chapter. 2004-2007

Society of American Business Editors and Writers. 1991-current. Education Committee, 2004-2009. Board of Directors, 2007-2009. Internet Committee, 2007-2009. Training and Diversity Committee, 2007-2009. Research Director, 2009-2012.

Member, Journalism Advisory Council, Department of Communication and Journalism, Auburn University, Ala. Fall 2003-Fall 2008.

Society of Professional Journalists. 2002-current

### **Education**

University of Florida, Master of Arts in Mass Communication. May 1990.

Auburn University, Bachelor of Arts. June 1987. Double major in history and journalism, with political science minor.