

MICHAEL O'DONNELL

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ACADEMIC EXPERIENCE

University of St. Thomas, St. Paul, Minn.

Assistant professor of journalism and mass communications, September 1999-present

Classes taught at the University of St. Thomas

JOUR 100: Mass Communication and Society JOUR 225: Writing and designing for the Web
JOUR 211: Editing JOUR 311: Persuasion in writing
JOUR 220: Design concepts JOUR 370: Magazine writing

Service to the University of St. Thomas

The Aquin 1999–2004
Adviser to University of St. Thomas weekly student newspaper

Nota Bene 2000–2004
Design editor for Journalism Department newsletter

Journalism computer lab supervisor 2002–2004
Schedule open lab hours; recruit, hire and supervise lab monitors.

Liquid Matrix ad hoc committee 2003
Member of committee of staff and faculty to evaluate and recommend action
on Liquid Matrix program for designing and administering university Web sites

SND Quick Course site chair 2002
Organized day-long seminar on the university's Minneapolis campus for 60 newspaper
design professionals from throughout the Midwest, August 2002

Journalism department assessment committee 2002–2004
Gather and assess senior projects at the end of each school year

Summa Cum Laud committees 2001, 2003
Jamie Marschel (committee chair), 2003; Matt Tustison, Joy Anderson, 2001

University Technology Task Force 2002
Member of task force studying technology needs for St. Thomas classrooms

Dow Jones Editing Internship proctor 2000–2004
Administered editing test to candidates from schools throughout the Twin cities

Language skills test administrator 2000–2001
Administered language skills test to incoming journalism students and compiled results

Journalism department Web master 2000–2003
Advise department on its Web site and update as needed

University Senate 2000–2001
Department of Journalism representative

College Senate 2000–2001
Department of Journalism representative

Summit Advertising 1999–2000
Adviser to University of St. Thomas student advertising agency

Service to the community

National Student Press Association 2004
Instructor in typography and grid-based design using Adobe InDesign, week-long summer seminar at the University of Minnesota

Urban Journalism Workshop 2001, 2002, 2003, 2004
Board member, instructor in Web design, publication design, editing

St. Paul Connections 2001, 2002, 2003, 2004
Instructor, “Intro to Newspaper Journalism,” an after-school class administered by the St. Paul School District and the St. Paul Pioneer Press

Deemaa Na Dubbissi 2003
Design consultant and content adviser for periodic newspaper published for the Oromo community of African immigrants in St. Paul

Kentucky Dow Jones Minority Workshop 2000, 2001
Instructor in Web design and page design, University of Kentucky

Waldorf College, Forest City, Iowa

Assistant professor of communications, September 1995–May 1999

Classes taught at Waldorf College

ENG 101: Freshman Composition	COM 280: Newspaper Practicum
COM 112: Publication Design	COM 315: Corporate Communications
COM 215: Editing	COM 323: Photo II (Photojournalism)
COM 220: Visual Communications	COM 431: Senior Visual Communication Seminar
ART 231: Photography I	COM 435: Religion and Career Values (ethics)

Examples of Service at Waldorf College

The Lobbyist 1995–1999
Adviser to biweekly student newspaper

Waldorf Sports Information 1994–1995
Design and photography adviser, sports information publications

Web Design Committee 1998–1999
Designer for Waldorf’s first official Web site

Northwestern University, Medill School of Journalism, Evanston, Ill.

Assistant professor, September 1989–September 1995

Instructor, January 1988–September 1989

Adjunct instructor, September 1985–January 88

Classes taught at the Medill School of Journalism

Editing I	Visual Communications
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Graduate classes taught at the Medill School of Journalism

Introduction to Graduate Studies/Editing	Photojournalism (independent study)
Editing and Newsroom Management	Visual Communications
Newspaper Publishing and Design	The Newsroom Culture (independent study)
Sports and Society seminar	Sportswriting

Examples of Service at the Medill School of Journalism

- The Monitor* 1989-1995
Founder of and adviser to quarterly graduate-school newspaper for investigative reporting
- Hirsch Metropolitan High School* 1991-92
Participating faculty member, minority journalism project in Chicago's inner city

Iowa State University

- Research assistant* January 1975–April 1977
Department of Journalism and Mass Communication

PROFESSIONAL EXPERIENCE

- St. Paul Pioneer Press* October 1999–present
On-call copy editor
- Chicago Tribune* January 1983–September 1995
Sports copy editor, sports writer and page designer
- Chicago Baseball Reports* 1988-1989
Chicago National League correspondent
- Chicago Online* 1993-1994
Online programming producer
- Quad-City Times, Davenport, Iowa* January 1978–January 1983
Assistant sports editor, May 1980-Jan. 1983
Sports reporter and editor, Jan. 1978-May 1980
- Nevada Evening Journal, Nevada, Iowa* April 1977–December 1977
Sports editor
- Iowa Department of Public Safety* May 1971–May 1975
Supervisor, motor vehicle inspection section, August 1972–May 1975
Highway Safety Grant Administrator, August 1971–August 1972
Intern, May 1971–August 1971

EDUCATION

- Iowa State University* 1975–1978
M.S. Journalism and Mass Communication
- Central College, Pella, Iowa* 1966–1970
B.A. Political Science

ACADEMIC PUBLICATIONS, PAPERS

- with Leland Ryan (2001) *The Editor's Toolbox: A Reference Guide for Beginners and Professionals*, Ames, Iowa: Iowa State University Press.
- (1995) "Teaching Publication Design With Desktop Technology," *Journalism Educator* 49:4.
- (1994) "The Technology of Design: How Much is Enough?" paper accepted for presentation at the Association for Education in Journalism and Mass Communication national convention, Newspaper Division, Atlanta.
- (1978) "Newscast Content of Six Iowa Television Stations: News Consultant-Retaining Stations vs. Non-Consultant Stations," paper accepted for presentation at the Association for Education in Journalism national convention, Radio-Television Division, Madison, Wis.

ACADEMIC DISCUSSIONS, SEMINARS

“Patterns in News Photography and Viewer Response,”

2004, discussion leader, Association for Education in Journalism and Mass Communication annual convention, Toronto, Ontario

“Ethics and the Internet: A Panel Discussion,”

2001, University of Minnesota School of Journalism, Minneapolis, Minn.

ENGAGING THE PROFESSION

Publications

– (2004) “The Value of Car: When a regulator says ‘Don’t worry,’ check it out.” SEJ Journal 13:4.

– (2001) book review, *The Super Searchers: The Online Secrets of Journalists*. SEJ Journal 10:4.

Workshops, seminars for industry professionals

“The Big Type: Getting It Right”

August 2002, Society of News Design Quick Course, University of St. Thomas

“The Keys to Planning and Building an Effective Web Site”

May 2002, Catholic Press Association national convention

“Thinking Like an Editor: A Four-Graph Approach to Stories”

1994, Association of Area Business Publications, Evanston, Ill.

“Desktop Publishing Demystified”

April 9, 1994, publishing professionals seminar, Northwestern University, Evanston, Ill.

“Beginning QuarkXPress”

Nov. 6, 1993, publishing professionals seminar, Northwestern University, Evanston, Ill.

“Desktop Publishing Demystified”

Oct. 23, 1993, publishing professionals seminar, Northwestern University, Evanston, Ill.

“Desktop Publishing Demystified”

June 12, 1993, publishing professionals seminar, Northwestern University, Evanston, Ill.

“QuarkXPress for Small Publications”

Nov. 6, 1993, publishing professionals seminar, Northwestern University, Evanston, Ill.

“Thinking Like an Editor: A Four-Graph Approach to Stories”

1993, Internal Revenue Service seminar, Evanston, Ill.

“The Future of Macintoshes in the Newsroom”

1992, Inland Press Association, Desktop Publishing Seminar, Chicago.

“Back to the Basics with the Best: Line Editing”

1998, American Society of Newspaper Editors Flying Short Course, Lexington, Ky.

“Practical QuarkXpress and PhotoShop Techniques”

1995, Kentucky Press Association Seminar, Lexington, Ky.

“10 Rules for Good Publications”

1992, National Livestock Publications Board, Chicago.

“Improved Photo Usage for Newsletter Editors”

1992, Gerber Foods seminar, Evanston, Ill.

“Basics of Design for Newsletters”

1992, Gerber Foods seminar, Evanston, Ill.

“Basics of Design for Newsletters”

1990, Internal Revenue Service, Evanston, Ill.

“Successful Newsletters: Design, Layout and Editing”

1990, Academy of General Dentistry Leadership Conference, Chicago.

Workshops, seminars for educators

“Modular Design for Your High School Newspaper”

1999, Kentucky High School Journalism Association, Lexington, Ky.

“Getting the Most Out of Digital Photography”

1998, Kentucky High School Journalism Association, Lexington, Ky.

“Editing Tips and Practices”

1998, Kentucky High School Journalism Association, Lexington, Ky.

“Sports Reporting and Sports Sections”

1994, Northwestern University High School Teachers’ Workshop,
National High School Institute (joint session), Evanston, Ill.

“Better Desktop Publishing Techniques”

1994, Northwestern University High School Teachers’ Workshop, Evanston, Ill.

“Sports Reporting and Sports Sections”

1993, Northwestern University High School Teachers’ Workshop
National High School Institute (joint session), Evanston, Ill.

“Better Desktop Publishing Techniques”

1993, Northwestern University High School Teachers’ Workshop, Evanston, Ill.

“Basics of Design for Small Papers”

1993, Scholastic Press Association of Chicago, Roosevelt University, Chicago.

“Sports Reporting and Sports Sections”

1992, Northwestern University High School Teachers’ Workshop, Evanston, Ill.

“Better Desktop Publishing Techniques”

1992, Northwestern University High School Teachers’ Workshop, Evanston, Ill.

“Basics of Design for Small Papers”

1992, Scholastic Press Association of Chicago, Roosevelt University, Chicago.

“Sports Reporting and Sports Sections”

1991, Northwestern University High School Teachers’ Workshop, Evanston, Ill.

“Electronic Photo-Handling Using Desktop Equipment”

1991, Society of Newspaper Design Color Camp, Evanston, Ill.

“Better Desktop Publishing Techniques”

1991, Northwestern University High School Teachers’ Workshop, Evanston, Ill.

“Basics of Design for Small Papers” 1990: National High School Institute, Evanston, Ill.

“How to Improve Your Sports Section” 1990, National High School Institute, Evanston, Ill.

“Sports Reporting and Sports Sections”

1990, Northwestern University High School Teachers’ Workshop, Evanston, Ill.

“Better Desktop Publishing Techniques”

1990, Northwestern University High School Teachers’ Workshop, Evanston, Ill.

Consulting

The Kentucky Kernel, University of Kentucky, 2001: Student newspaper newsroom operations
Stoyles Graphics, Mason City, Iowa, 1997-99: Desktop publishing and graphics techniques.
Beverly Area Planning Association, Chicago, 1991-92: Redesign newspaper, "The Villager"
Illinois League of Women Voters, Chicago, 1991-92: Redesign of League Voter's Guide

Contest judging

National Student Press Association, story of the year: 2004
Asian Sources Editorial Awards, best product report, best editing: 1992
Association of Area Business Publications, graphics, design, photo: 1991, 1992, 1993, 1994
Association of Parenting Publications, features, design: 1990, 1991, 1992, 1993, 1994
Inland Press Association, Front Page Contest: 1990, 1991, 1992, 1993, 1994
Society of American Travel Writers, Lowell Thomas Competition,
self-illustrated articles: 1992, 1993, 1994

Professional memberships

Association for Education in Journalism
Society for News Design
College Media Advisers

OTHER PUBLICATIONS OF NOTE

- asst. editor (1991) *Chicago Bulls Stampede!* Orlando, Fla.: Sentinel Books.
- asst. editor (1988) *The Great American Baseball Stat Book*, First Edition. New York: Ballantine.
- asst. editor (1989) *The Great American Baseball Stat Book*, Second Edition. New York: Villard.
- (March 4, 2004) "Presidential Politics: It's time to move past Vietnam." St. Paul Pioneer Press.
- (Jan. 16, 2004) "Competition isn't hard to teach; cooperation is." St. Paul Pioneer Press.

SPECIAL SKILLS

Expert in publishing programs, including Adobe Illustrator, Image Ready, PageMaker, PhotoShop, InDesign and Acrobat; Macromedia Director; QuarkXpress.
Proficient in Statistical Program for Social Science, HTML, Javascript programming
Skilled in traditional and digital photographic techniques

COMMUNITY ACTIVITIES

Board member, Albert Lea Blue Line Club, 2000-2004
Administrator and coach, Albert Lea Summer Softball Program, 1998-99.
Coach, Mason City Youth Hockey Association, 1996-97.
Coach, Evanston Parks and Recreation basketball, 1994-95.
Coach, Skokie Indians Little League, 1992-95

PERSONAL INFORMATION

Date of birth: March 18, 1948.
Married, two children ages 19 and 10.
Hobbies: Gardening, fishing, sports, music, reading.