

# Patrick J. Harwood

Phone: 843.224.3112

Email: harwoodp@cofc.edu (work)/birdseyeviewspublications@gmail.com (personal)

Address: 8672 Arthur Hills Circle, North Charleston, SC 29420

## PROFESSIONAL EXPERIENCE

### 1993-Present Communication Faculty, College of Charleston, Charleston, S.C.

- Since 2002 I have been a full-time adjunct faculty member of C of C's Department of Communication. Classes all go through my school website: <http://harwoodp.people.cofc.edu/>
- Began teaching broadcast news courses in 1993 while working in the school's Office of College Relations as Associate Director and News Service Manager
- Courses currently or recently taught include: Multimedia Reporting, YouTube and You: The Societal Impact of Online Video, News Now: Visual Storytelling in the Digital Age, Public Relations Concepts, Public Relations Writing, Introduction to Broadcast News, Television News Reporting, Writing for the Mass Media, Critical Perspectives in Advertising. Have also taught Investigative Television Reporting and Introduction to Mass Media
- My courses all have an underlying theme of the changing face of communications in terms of new and social media- how to use these tools effectively and ethically to inform and persuade/influence
- My courses place an emphasis on best practices, ethics, legal responsibilities and, for newspaper and news release writing, the Associated Press writing style
- Original teacher-student media projects:
  - Multimedia Reporting students create their own blogs on Blogspot, posting, under my direction, a wide variety of news, feature articles, photo montages, videos, polls/surveys, and other multimedia content
  - For many years, I have taught students how to produce and edit television-style news and feature reports, then post them on YouTube.
  - Have taught Public Relations students how to produce, post and share content via Constant Contact online newsletters
  - "Focus on the Faculty" website- Established in Spring 2004, this ongoing website at [www.cofc.edu/~facfocus](http://www.cofc.edu/~facfocus) features the research interests and expertise of College of Charleston faculty. More than 100 C of C professors have been featured.
  - "Cougar Volunteer Spirit" Website- Established in Spring 2005 this ongoing website project, now posted at <http://cofccougarvolunteerspirit.blogspot.com> salutes student service at the College of Charleston. College students get a "bad rap" in many ways. This site shows the caring, public service-minded side of many students. A few hundred students have been profiled since this site's inception.
  - "Media Matters: Emerging Technologies" (Summer 2004)- This is a 45 minute magazine-style television documentary about new media and communication products and technologies such as satellite radio, digital television, computer video editing, Internet phone services and high tech record stores. Students researched and reported in depth on these cutting-edge topics, under their teacher's direction, training and guidance.
  - "The Last DJ: Media Ownership in Charleston" (Summer 2003)- This provocative one hour television investigative report examines, through the Charleston radio market, how radio in America has changed in recent years due to deregulation and digital technology. The program

also tied in with that summer's controversial ruling by the FCC to lift long held restrictions on television station and cross-media ownership. In a fair and balanced treatment, the report examines, among other topics, Clear Channel's domination of radio in Charleston (and America) and controversial practices in radio today such as "voice tracking."

### **Other Teaching Accomplishments**

- Currently, I have two educational and entertaining presentations I give to groups about my new Magnolia Cemetery book and about my experiences as a nature and bird photographer
- At Magnolia Cemetery on July 1, 2013 I gave a speech on the role of South Carolina soldiers at the Battle of Gettysburg in conjunction with a cemetery memorial event held to commemorate the 150<sup>th</sup> anniversary of this great Civil War battle
- Launched two new innovate courses in Fall 2013: YouTube and You: The Societal Impact of Online Video Sharing and News Now: Visual Storytelling in the Digital Age
- On Election Day 2008, under my direction, students in my TV News class interviewed fellow students about the presidential election that day. The final three minute package won 3<sup>rd</sup> place in a CofC video contest held to raise awareness about the school's new YouTube channel
- Selected to be Visiting Communication Professor during 2007 and 2008 school years
- Recipient in 2005 and 2006 of College of Charleston "Service to Students" award presented by school's President and Provost (nominated for awards by the Department of Communication Chairman)
  - With C of C students, established two original, ongoing websites as part of Public Relations courses (details mentioned above)
  - With C of C students, produced two original and provocative television documentaries (mentioned above)
  - Selected for June 2006 College of Charleston Faculty Technology Institute

### **AUTHOR**

- "In the Arms of Angels: Magnolia Cemetery- Charleston's Treasure of History, Mystery and Artistry" published in April 2014 by BirdsEyeViews Publications. This 231-page hardback, full color book explores comprehensively one of America's most beautiful and historic cemeteries. Research and photographs (taken by me) reveal a magnificent museum of history, art, architecture, spirituality and symbolism. This research project received financial support from the College of Charleston's School of Humanities and Social Sciences (dean's discretionary fund- a competitive application process among faculty)
- "The Birds of Magnolia Cemetery: Charleston's Secret Bird Sanctuary" (2011, BirdsEyeViews Publications). This 135-page coffee table photography book documents 46 types of birds at the offbeat setting of one of America's most historic and beautiful cemeteries. I was the writer, researcher, photographer and layout designer for this book. I have successfully promoted my book to local/regional media using news releases and social media such as Facebook, Twitter and Blogspot. The book is in more than a dozen Charleston-area bookstores and historic site gift shops.

## **WEB DESIGN AND SOCIAL MEDIA**

- In the summer of 2013, in conjunction with Magnolia Cemetery's superintendent, I helped launch a new website for the cemetery (magnoliacemetery.net)
- Am very active on Facebook, Twitter, YouTube, Pinterest, Instagram, LinkedIn. I also have two blogs, I involves my teaching, the other my books and photography
- I learned the complex Adobe InDesign program to lay out my 2014 book, "In the Arms of Angels"
- I also know and use the Dreamweaver web design program

## **PREVIOUS PROFESSIONAL EXPERIENCE**

### **1992-2002 Associate Director and News Service Manager, College of Charleston**

As Associate Director then News Service Manager in the Office of College Relations I was responsible for publicizing and promoting the College of Charleston people, programs and policies. Duties included:

- Media liaison for journalists seeking information about and access to the school
- Counseled the school's president and other key administrators on media matters, including crisis communication
- Researched, wrote and disseminated news releases, tip sheets, events listings, feature stories, "expert comment" and op-ed releases, and speakers bureau listings
- Wrote and placed numerous feature stories about the school and its people in local, statewide and national publications and broadcast outlets (and internal publications)
- Developed and maintained the school's on-line news postings and events calendar
- For three years produced a weekly radio program called "College of Charleston Magazine" that aired as public affairs programming on local radio stations

### **1990-1991 Investigative Reporter, WCSC-TV, Charleston, S.C.**

- Investigative and police reporter for Charleston's No. 1 rated CBS affiliate.
- First Place Award for Investigative Reporting from the Radio-Television News Directors Association of the Carolinas for stories about the City of Charleston's questionable distribution (or lack thereof) donated supplies after Hurricane Hugo in 1989.

### **1985-1989 Anchor/Reporter, KTAL-TV, Shreveport, La.**

- News reporter and anchor for Shreveport's NBC station.
- Won a public affairs reporting award for series about the Red River Waterway Project.

### **1984-1985 Bureau Chief/Reporter, WITN-TV, Washington, N.C.**

- Reporter for Eastern North Carolina's NBC station.
- Promoted to bureau chief of station's new Jacksonville, N.C. newsroom.
- Reported many stories "one man band" style doing all the shooting and editing, as well as writing and on-camera parts.

### **1983-1984 Production Assistant, WTVR-TV, Richmond, Va.**

- Part-time job as studio camera and teleprompter operator.

**1983 News Intern, WXEX-TV, Richmond, Va.**

- Weekend intern monitoring scanners, coordinating coverage with reporters and videographers, writing stories. Also did several on-air news packages.

**1981-1983 News Assistant, WRVQ-FM Radio, Richmond, Va.**

- While in college, worked for two-and-a-half-years as assistant to the news director at Richmond's No. 1 Top 40 station.
- Gained valuable experience in radio production and daily deadlines while recording newscasts, carting soundbites and writing scripts for the news director
- Wrote traffic updates for disc jockeys

**EDUCATION**

**1990 M.S. Journalism, Northwestern University, Evanston, Ill.**

- Earned master's degree in journalism (broadcast journalism sequence) from NU's Medill School of Journalism
- Reported from Washington, D.C. for Medill's client TV and radio stations in Orlando, Fla. and Chattanooga, Tenn.
- Graduated with a 3.4 GPA

**1983 B.S. Mass Communications, Virginia Commonwealth University, Richmond, Va.**

- Broadcast journalism tract. Minor degree in history.
- Graduated with a 3.45 GPA
- Won First Place Award in Radio Deadline Reporting from the Society of Professional Journalists (Sigma Delta Chi), Region 2 "Mark of Excellence" Competition for a report about an independent truck drivers' strike.

**References and reference letters are available upon request**