

# Patrick J. Harwood

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## COLLEGE TEACHING EXPERIENCE

### Recent Contributions and Accomplishments

- Recipient in 2006 and 2005 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 (see details below)
- With C of C students, produced two original and provocative television documentaries (see details below)
- Selected for June 2006 College of Charleston Faculty Technology Institute

### 1993-Present Visiting Professor/Adjunct Faculty College of Charleston, Charleston, S.C.

Since 2002 have been a full-time adjunct faculty member of C of C’s Department of Communication. Started teaching broadcast news courses in 1993 as an adjunct while working in the school’s Office of College Relations. Main specialty has been teaching Introduction to Broadcast News (Comm 240) and Television News Reporting (Comm 340). Also teach Writing for the Mass Media, Introduction to Mass Media, Public Relations Practices, and Investigative Television Reporting. Broadcast courses are journalism courses stressing news writing, news gathering, ethics and responsibilities, as well as hands-on production and on-air work. Have formally and informally been an advisor to College of Charleston student media organizations.

#### Recent original teacher-student media projects:

- “Focus on the Faculty” Website (Address: [www.cofc.edu/~facfocus](http://www.cofc.edu/~facfocus))  
Established Spring 2004. Planned and produced as part of an introductory Public Relations course, this website features the research interests and expertise of College of Charleston faculty. This ongoing semester-long project gives students a practical application of PR theories and techniques. The website is linked to the C of C homepage. To date more than 75 C of C professors have been featured.
- “Cougar Volunteer Spirit” Website (Address: [www.cofc.edu/~volunteerspirit](http://www.cofc.edu/~volunteerspirit))  
Established Spring 2005. This website, also part of Public Relations Practices, 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. Also linked to C of C homepage.
- “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."

## **PREVIOUS PROFESSIONAL MEDIA EXPERIENCE**

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

As Associate Director then News Service Manager in the Office of College Relations 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, features stories, "expert comment" releases
- Coordinated placement of faculty written opinion pieces to newspapers locally, regionally and nationally
- 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 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 of donated supplies after Hurricane Hugo in 1989.

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

News reporter and anchor for Shreveport's NBC station.

- Received 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 most stories "one man band" style doing all the shooting and editing, as well as writing and on-camera part.

### **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 station's 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.
- 3.4 GPA

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

Broadcast journalism tract. Minor degree in history.

- 3.45 GPA
- 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 the strike by independent truck drivers.

## PROFESSIONAL MEMBERSHIPS

Broadcast Educators Association

Society of Professional Journalists (Sigma Delta Chi)

Radio-Television News Directors Association of the Carolinas

## REFERENCES

Doug Ferguson  
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## PUBLISHED OPINION PIECES

Charleston City Paper Television Columnist (2005-2006)—Wrote regular local and national oriented television columns for Charleston weekly alternative newspaper. Some of the columns can be viewed at:

<http://www.charlestoncitypaper.com/gyrobase/Section?oid=oid%3A6367>

"Media (Not) Covering Media," American Journalism Review, February/March 2004 (letter to the editor in response to AJR's previous issue cover story titled, "News Blackout" about a study of how major media organizations covered the June 2003 FCC ruling that further deregulated media ownership rules)

"New Approach to TV Crime News," The (Charleston) Post & Courier, June 15, 1996 (op-ed)

“Network Buyouts: Public Has Recourse If Unhappy,” The (Charleston) Post & Courier, August 12, 1995 (op-ed)

“Local TV News Sensationalism Getting Out of Hand,” Omnibus, January 1994 (commentary)

“At Least Beavis, Butt-Head Are On Restriction,” The (Charleston) Post & Courier, October 25, 1993 (op-ed)

### **SAMPLING OF PUBLISHED GENERAL INTEREST ARTICLES**

“College Students Experience the Rhythm of Mepkin Abbey,” The New Catholic Miscellany, August 2, 2001 (article)

“P.R. Messages Should Be Short, Simple,” The (Charleston) Post & Courier, April 17, 2000 (column)

“Opening Minds & Making Money: Entrepreneurial Education Inspires Creativity,” South Carolina Business 1996 (annual S.C. Chamber of Commerce publication) (article)

“College of Charleston Has Many Architectural Gems As Seen in ‘Gems In a Crown,’” Gateway to Historic Charleston magazine, May/June 1994 (article)

“Reasoned Confrontation Might Cure Toxic Bosses,” The (Columbia) State, February 13, 1995 (article)

“To Take Charleston: The Civil War on Folly Island” by College of Charleston history professor James Hagy, Omnibus, July, 1993 (book review)

“Gonzalo Millan: Once an Exile, Always a Poet,” Point, January, 1993 (article)

“The College of Charleston and the University of Charleston, South Carolina,” Gateway to Historic Charleston magazine, August, 1992 (article)

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