

PATRICK T. LAFFERTY

Curriculum Vitae

Web: patricklafferty.com

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Areas of Research:

- The democratic implications of media consolidation and conglomeration
- Community journalism
- Implementations of technology for news dissemination
- Evolution of the news industry in the 21st century

Areas of Expertise and Teaching Competencies:

- Multimedia editing/production/reporting
- Online journalism
- Web design and development
- "Web 2.0"

Education:

- 2006** **M.S.J.**, William Allen White School of Journalism and Mass Communications,
The University of Kansas, Lawrence, Kansas
Concentration: Online News and Information; Strategic Communications

Thesis: "Implications of Ownership: Applying the propaganda model to media
ownership theory"

Committee: Assistant Professors Kristen Swain (chair) and Barbara Barnett
and Professor James K. Gentry
- 2002** **Graduate studies in Law**, The University of Kansas School of Law, Lawrence, Kansas
- 2002** **B.A. Political Science**, The University of Kansas, Lawrence, Kansas
- 2001** **B.S. Business Administration**, The University of Kansas, Lawrence, Kansas

Academic Positions:

- 2010-present** **Assistant Professor and Lead Faculty Member, Interactive Media**, Johnson County Community College,
Overland Park, Kansas
- 2009-2010** **Com/mentor**, San Francisco State University,
San Francisco, California
- 2007** **Faculty, New Media**, The University of Kansas,
Kansas Journalism Institute, Lawrence, Kansas
- 2006-2007** **Lecturer**, The University of Kansas,
William Allen White School of Journalism and Mass Communications, Lawrence, Kansas
- 2006-2007** **Multimedia Newsroom Coordinator**, The University of Kansas,
William Allen White School of Journalism and Mass Communications, Lawrence, Kansas
- 2004-2006** **Graduate Research Assistant**, The University of Kansas,
William Allen White School of Journalism and Mass Communications,, Lawrence, Kansas
(Professor Peggy Kuhr; Assistant Professor Kristen Swain; Assistant Professor Doug Ward)

Other Professional Employment:

2007-2008	Director of Multimedia and Technology, The University of Kansas School of Fine Arts, Lawrence, Kansas
2005	Communications Intern, Andrews McMeel Universal, Kansas City, Missouri
2003-2004	Claim Representative, The Hartford, Overland Park, Kansas
1999-2001	Supervisor, Policy Research Institute, Lawrence, Kansas

Teaching Experience:

Assistant Professor, Interactive Media, Johnson County Community College

CIM 130: [Interactive Media Concepts](#) (S '10, F '10, S '11, F '11, S '12)

CIM 140: [Interactive Media Assets](#) (F '10, F '11)

CIM 200: [Interactive Communications Forms](#) (S '10, F '10, S '11, F '11, S '12)

CIM 270: [Interactive Media Project](#) (S '10, S '11, S '12)

CIM 272: [Interactive Media Internship](#) (F '10, S '11, F '11, S '12, Sum '12)

CIM 273: [Career Preparation](#) (S '10, S '11, S '12)

Lecturer, The University of Kansas, William Allen White School of Journalism and Mass Communications

JOUR 500: [Knight Incubator Project](#) (Sum '07)† - Designed, created and taught a curriculum for a team of five KU students initially focused on how to develop, critique and present their news innovation, "[VoxPop](#)," to students and faculty from six competing academic institutions (Michigan State University, Kansas State University, Western Kentucky University, Ithaca College, University of Nevada-Las Vegas and St. Michael's College) and then to a broader audience. Thirty-five students from the other institutions ultimately joined the KU team. Mentored the new group through their eventual presentation to the Online News Association convention in Toronto. "VoxPop" is still in development.

JOUR 415: [Multimedia Reporting](#) (F '06, S '07, Sum '07)*

JOUR 694: [Online Writing, Design and Production](#) (w. Prof. Rick Musser; F '06, S '07)

JOUR 419: [Multimedia Editing](#) (w. Asst. Prof. Doug Ward; S '07)

JOUR 445: [Multimedia Writing and Production](#) (w. Assoc. Prof. Max Utsler; F '06)

New Media Faculty, [Kansas Journalism Institute](#), The University of Kansas

New Media Curriculum (Sum '07)† - Developed and taught a curriculum for high school journalism students from across the nation, with lessons focused on internet publishing via content management systems, emphasizing responsible SEO methods and web best practices. Specifically, taught the students how to distinguish themselves through their writing, basic videography and editing skills, slideshow creation (with Soundslides) and how to create netcasts of their experiences at KJI.

Guest Lecturer, The University of Kansas, William Allen White School of Journalism and Mass Communications

JOUR 201: [Current Issues In Journalism](#) (Kerry Benson; S '07)

JOUR 636: [Opinion and Commentary](#) (Kerry Benson; S '07)

JOUR 692: [TV News I](#) (Assoc. Prof. John Broholm; S '07)

JOUR 608: [Ethics and the Media](#) (Asst. Prof. Kristen Swain; S '06)

JOUR 500: [Science & Medical Writing](#) (Asst. Prof. Kristen Swain; S '06)

* Course taught as a team with a roster of faculty members

† Course description provided for non-standard courses

Invited Lectures:

Johnson County Community College, Overland Park, KS

- Technology Brown Bag Lecture Series: "[Managing a Facebook Page: Three Pros and Cons](#)", Featured Lecturer, March 21, 2012
- Technology Brown Bag Lecture Series: "[Engaging Students with Twitter](#)", Featured Lecturer, May 6, 2011
- Technology Brown Bag Lecture Series: "[Digital Media: New Learners of the 21st Century](#)", Panelist, March 2, 2011

The University of Kansas, Edwards Campus, Overland Park, KS

- "Twitter 101: A Hands-On Primer", JOUR 840: Communicating Social and Environmental Initiatives, March 18, 2011

Kansas Journalism Institute, Lawrence, KS

- "[Free your mind \(and your content\)](#)", Featured Speaker, June 15, 2010

San Francisco State University, San Francisco, CA

- "[What is the one skill that a journalist of the near-future should possess?](#)", JOUR 226: Digital Newsgathering, March 24, 2010

The University of Kansas, William Allen White School of Journalism and Mass Communications, Lawrence, KS

- "Blogging 101: Content Management and You", JOUR 201: [Current Issues In Journalism](#) (S '07)
- "Blogging 101: Content Management and You", JOUR 636: Opinion and Commentary (S '07)
- "Content Management in the newsroom", JOUR 692: TV News I (S '07)
- "This Is What Democracy Looks Like", JOUR 608: Ethics and the Media (S '06)
- "Stephen Glass: I Lied For Esteem", JOUR 608: Ethics and the Media (S '06)
- "Maximize Reach with Content Management – Part II", JOUR 500: Science & Medical Writing, May 4, 2006
- "Maximize Reach with Content Management – Part I", JOUR 500: Science & Medical Writing, April 13, 2006

Technical Skills, Programs and Protocols:

Previously taught:

- Acrobat, Audacity, Audition, Blogger, DVD Studio Pro, Facebook, Final Cut Pro, Fireworks, Flash, FTP, HTML, Photoshop, programming concepts, Microsoft Office Suite, MovableType, MySpace, OpenOffice, responsible SEO methods, Soundslides, Twitter, WordPress, YouTube

Regularly used:

- Acrobat, Audacity, Camtasia Studio, CSS, DVD Flick, Facebook, Fireworks, FTP, HTML, InDesign, LinkedIn, Microsoft Office Suite, MySpace, Photoshop, programming concepts, QuickTime Pro, responsible SEO methods, Twitter, Vimeo, WordPress, YouTube

Familiar with:

- ActionScript, After Effects, Django, Flash, JavaScript, LAMP/MAMP, MySQL, PHP, Premiere, Python, RSS, SPSS, XML

Grant Work/Consulting:

- Created and led the [Innovation Incubator](#) for The University of Kansas as a part of a \$230,000 grant from the John S. and James L. Knight Foundation's 21st Century News Challenge. The project was designed to foster creative thinking about solutions to digital news problems. (Sum '07)
- Partnered with The University of Kansas Department of Design, the KU School of Business' Entrepreneurship Program and the William Allen White School of Journalism and Mass Communications, under corporate grants from telecommunications industry leaders Nokia and Cingular (now AT&T) on an international, multi-disciplinary [project](#) examining the viability of the high-end Nokia N73 and N93 camera phones from the perspective of [multimedia newsroom implementations](#), design and product viability. (S '07)
- Produced a video under a grant from The University of Kansas Center for Teaching Excellence in collaboration with The University of Kansas Center for Research and the Kansas Energy Office of Assistant Professor Kristen Swain's Science and Medical Writing students highlighting new facilities and projects underway at the Multidisciplinary Research Building on KU's West Campus. (S '06)
- Developed a new interface and aesthetic for the Associated Press Managing Editors' National Credibility Roundtables Project web site ([apme-credibility.org](#)). The site is the repository of research and reports of this Ford Foundation-funded project that promotes continuing communication between the public and the press, encouraging journalists to build better news practices. (S '06, Sum '06)
- Developed the Covering Communities project web site ([coveringcommunities.org](#)) in partnership with John Harwood of The Harwood Institute and Professor Peggy Kuhr of The University of Kansas as a part of a \$200,000 grant from the John S. and James L. Knight Foundation seeking improved community contact and representation via web tools for journalists and community leaders. (F '05, S '06, Sum '06)

University/College Service:

- JCCC Secular Student Alliance Faculty Adviser (2012-present)
- JCCC Campus Civility Campaign Committee (2011-present)
- JCCC Social Media Policy Committee (2011-present)
- JCCC Educational Technology Center Advisory Board (2011-present)
- JCCC Web and Digital Communications Advisory Board (2011-present)
- JCCC Web Technologies Curriculum Development Advisory Board (2011-present)
- JCCC Technology Innovations Grant Committee (2010-present)
- JCCC Interactive Media Advisory Board (2010-present)
- William Allen White Technology Committee (2005-2007)
- William Allen White Senior Evaluation Committee (2005-2006)
- William Allen White Graduate Advisory Council (2005-2006)
- The University of Kansas Student Union Activities Board (2000-2001)
- The University of Kansas Student Union Activities Constitutional Revision Committee (2000-2001)
- The University of Kansas Student Lecture Series Board (2000-2001)
- Kansas Memorial Unions Program Director Selection Committee (2000)
- Kansas Memorial Unions Advisor Selection Committee (2000)
- The University of Kansas Student Senate Finance Committee (Voting Member) (1997)

Community Service:

- Interactive Design Program Adviser, Center for Advanced Professional Skills (CAPS), Blue Valley School District (2011-present)
- Multimedia consultant/web master, [Project: Katrina Hope](#), New Orleans, Louisiana and Lawrence, Kansas

Professional Awards:

- **Best Station Website**, "[tv.ku.edu](#)"
 - Kansas Association of Broadcasters (2007)
- **Best Affiliated Website**, "[tv.ku.edu](#)"
 - Society of Professional Journalists' Mark of Excellence, Region 7 - 2nd place (2007)
- **Best Online In-Depth Reporting**, "[Drought affects Kansans](#)"
 - Society of Professional Journalists' Mark of Excellence, Region 7 - 1st place, National Finalist (2007)
- **Best Online Sports Reporting**, "[Evolution of KU Cheerleading](#)"
 - Society of Professional Journalists' Mark of Excellence, Region 7 - 1st place, National Finalist (2007)
- **Best Online Opinion and Commentary**, "[eHub](#)"
 - Society of Professional Journalists' Mark of Excellence, Region 7 - 2nd place (2007)
- **Best Online News Reporting**, "[Seniors dance to their health](#)"
 - Society of Professional Journalists' Mark of Excellence, Region 7 - 2nd place (2007)
- **Manager's Citation for Innovation**, The Hartford (2003)
- **Manager's Citation for Excellence**, The Hartford (2003)

Academic Awards/Achievements:

- The Chancellor's List (2006)
- The National Dean's List (2001)
- The University of Kansas Student Union Activities Board Scholarship (2000-2001)
- The University of Kansas Honor Roll (2000)
- The University of Kansas Mt. Oread Scholar (1997)
- The University of Kansas Honor Scholarship (1997)

International Experience:

- German language: gut in Wort und Schrift, aber meine vokabeln ist so lala.
- International travel experience throughout Europe and Australia

Journalism/Media:

Independent journalist, blogger, editor and publisher of [Fortuna Faveat](#), which in Latin means "may fortune favor us" and is the motto from the crest of the ancient Lafferty clan of Ireland. The blog provides an independent look at news from Kansas and around the world.

In the media:

[“Evolving Technology”](#), The Campus Ledger, March 22, 2012, Vol. 34, Issue 12

[“Many Facets to Computer Interactive Media”](#), The Campus Ledger, October 7, 2010, Vol. 33, Issue 4

[“Your life is an open Facebook”](#), Lawrence Journal-World, June 15, 2010

[“Not The Average Class, Not The Average Final”](#), The Campus Ledger, May 6, 2010, Vol. 32, Issue 15

[“Students take digital ideas to New York competition”](#), The University Daily Kansan, June 27, 2007

Biographical Information:

Patrick T. Lafferty is an award-winning mass communicator specializing in production and content management, as well as [Assistant Professor and Lead Faculty Member of Interactive Media](#) at Johnson County Community College (JCCC). Before joining the faculty at JCCC, Professor Lafferty managed and taught a staff of 200+ student journalists the ways of the new media landscape, while serving as web master to 39 web sites affiliated with the William Allen White School of Journalism and Mass Communications at The University of Kansas. Outside of his teaching duties, Professor Lafferty’s attention focuses on his own writing and his community work with the Blue Valley School District’s CAPS program and Project: Katrina Hope. He earned bachelor’s degrees in Business Administration and Political Science from The University of Kansas, followed by graduate work at The University of Kansas School of Law and a Master of Science in Journalism and Mass Communications from the William Allen White School of Journalism and Mass Communications at The University of Kansas. Lafferty is the author of *Implications of Ownership: Applying the propaganda model to media ownership theory*. His research focuses on the democratic impact of media consolidation and conglomeration, community journalism, implementations of technology for news dissemination, evolution of the news industry, as well as the ever-changing internet journalism landscape.