Pam Luecke

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Teaching Experience

Professor, Department of Journalism and Mass Communications, Washington and Lee University, January 2017 – present.

Head, Department of Journalism and Mass Communications, Washington and Lee University, July 2010 – December 2016. Coordinated activities of an accredited journalism program with eight full-time faculty members and three staff. Oversaw creation of new Strategic Communication major and numerous curricular updates.

Donald W. Reynolds Professor of Business Journalism, Washington and Lee University, August 2001 - December 2016. Developed new concentration in business journalism for undergraduates; created and taught two business-journalism courses; taught beat-reporting, copy editing, in-depth reporting and other skills courses in converged curriculum; developed and taught interdisciplinary courses on corporate scandals, women in journalism and media management, focusing on young readers; co-led five-week trip to China with 18 students. Arranged and supervised 5 to 10 business-journalism internships each year.

Visiting Professor, University of Connecticut, Fall 1992; taught three courses, including a new investigative reporting course.

Professional Experience

Lexington Herald-Leader, Lexington, Ky.:
- Editor and Senior Vice President, November 2000 to May 2001
- Editor and Vice President, December 1996 - November 2000
- Editorial Page Editor, October 1995 - December 1996

Hartford Courant, Hartford, Ct.:
- Deputy Managing Editor, January 1995 - September 1995
- Assistant Managing Editor/metro, June 1989 - January 1995
- Features reporter, June 1975 - July 1979

The Courier-Journal, Louisville, Ky.:
- Regional Editor, April 1988 - May 1989
- Assistant Regional Editor, January 1988 - April 1988
- Special projects reporter, May 1987 - December 1987
- Business Editor, June 1984 - May 1987
- Business reporter, July 1979 - August 1981

The Louisville Times, Louisville, Ky.:
- Business Editor, August 1981 - June 1984

Education

Bagehot Fellow in Economics and Business Journalism, Columbia University, New York, 1986-87
M.B.A., University of Hartford, West Hartford, CT, 1979
M.S., Journalism, Northwestern University, Evanston, IL, 1975
B.A., Philosophy, magna cum laude, Mortar Board, Carleton College, Northfield, MN, 1974

Professional Honors

Supervising editor for *Hartford Courant* team that won the Pulitzer Prize for explanatory journalism, 1991

One of the supervising editors for *Courier-Journal* team that won the Pulitzer Prize for local reporting, 1989

Selected Publications

"Why Study Journalism," invited essay in *Journalism for the Curious: Why Study Journalism*? Edited by Dr. Kishor Vaidya, 2015.

"Surviving earnings season: Tips to get out ahead," businessjournalism.org, February 2012
http://businessjournalism.org/2012/02/07/reporters-surviving-earnings-season/

"Bad News: How America's Press Missed the Story of the Century," book review in *Journalism*, October 2011, pages 922-924

"Nation Goes on its Merry Way to Ruin," *The New York Times*, June 27, 2011
http://www.nytimes.com/2011/06/28/books/morgenson-and-rosners-reckless-endangerment-book-review.html

"Good angles as interest rates begin to turn," businessjournalism.org, April 2010

"Data, experts, a good angle can drive foreign trade coverage," businessjournalism.org, January 2010

"10 ways to sneak business concepts into journalism education," businessjournalism.org, Fall 2009

"Throwing the gray-haireds out with agate tables," *The Business Journalist*, September-October 2006

"Naked Short Sellers: Are they in? Or Are they out?" *The Business Journalist*, June-July 2006

"Ethics Code in need of a new code of paint," *The Business Journalist*, February-March 2006

"Keeping reporters' notes out of court," *The American Editor*, August-September-October 2005, http://www.asne.org/files/tae200510.pdf

"New regulations change the overtime picture," *The American Editor*, August-September-October 2004.

"What should we teach future journalists?" Poynter.org, Poynter Institute, St. Petersburg, Fla., Summer 2003 http://www.poynter.org/content/content_view.asp?id=56375

"State Taxes," *City Magazine*, Fall 2002

Take a Fork in the Road and Don't Look Back," *Survival Guide for Women Editors*, American Press Institute, Fall 2002

"Kentucky's new old economy," *City Magazine*, Fall 2001

"Publishers find bleak picture getting worse," *The American Editor,* November-December 2001

"Editors: If readers don't care, we should try harder," *The American Editor*, October 2000

"Spirituality," chapter in *The Local News Handbook*, American Society of Newspaper Editors, 1999

Private Companies," chapter in *The Columbia Knight-Bagehot Guide to Business and Economics Journalism*, edited by Pamela Hollie Kluge, 1991, Columbia University Press

Current Professional Memberships

Association for Education in Journalism and Mass Communication, member
American Society of News Editors, member
Society of American Business Editors and Writers, member

Recent Professional Activities

Panelist, "Legal Issues in College Laboratory Journalism," Association for Education in Journalism and Mass Communication, Minneapolis, Aug. 4, 2016.

Moderator, "Virginia's Economy," panel at Virginia Association of Economists, Washington and Lee University, April 1, 2016.

"Teaching Business Journalism: Organizing Your Course," presentation, Reynolds National Center for Business Journalism, Arizona State University, January 2016.

Scripps Howard Awards, judge, February 2015.

"Designing the Syllabus," presentation, Reynolds National Center for Business Journalism, Arizona State University, January 2015.

"Assignments that Build Skills," presentation, Reynolds National Center for Business Journalism, Arizona State University, January 2014, 2013, 2012, 2011, 2010, 2009.

"The New News Media," presentation, Institute for Honor, March 2, 2012, Washington and Lee University.

"Public Relations and Business Journalists: Friend or Foe?" moderator, Klott Ethics Symposium, Society of American Business Editors and Writers, Dallas, April 9, 2011.

"Curriculum in a Changing Age," panelist, ASJMC, Dallas, Feb. 18, 2011.

"Putting Your Experience to Work in the Academy," panelist, Association for Education in Journalism and Mass Communication, August 2010, Denver.

"Women in the Academy and the Professions in the 21st Century and Beyond," panelist, Association for Education in Journalism and Mass Communication, August 2010, Denver.

"Convergence in Small Programs," moderator of panel, Association for Education in Journalism and Mass Communication, August 2009, Boston.

"Demand-Side Journalism," moderator of panel on news literacy at AEJMC, August 2009, Boston.

ASJMC Representative, Accrediting Council on Education in Journalism and Mass Communications, 2012-2015.

Accreditation site-team leader: Southern Illinois University Edwardsville, October 2016; University of Wisconsin-Oshkosh, October 2015; Central Michigan University, October 2014; Kansas State University, October 2013; Savannah State University, February 2013; University of Puerto Rico, February 2012; University of Kansas, October 2010; University of Maryland, February 2010; Louisiana State University, October 2009; University of Texas, February 2009; Indiana University, January 2008; Kent State University, October 2008; Temple University, October 2007; Abilene Christian University, November 2006; University of Arizona, February 2006.

Chair, Accrediting Committee, Accrediting Council on Education in Journalism and Mass Communications, 2008-2010. Committee member, 2005-2008.

Virginia Coalition for Open Government, director, 2005-2014.

Recent University Service

Faculty Voting Member, ODK, 2013-2016
Friends of Leyburn Library, board member, 2012-2015
Member, Task Force on Residential Life, 2012-14
Member, President's Advisory Committee (on tenure and promotion), 2009- 2012
Co-chair, University Committee on Socioeconomic Diversity in Undergraduate Student Body, 2008-2009
Co-chair, University Writing Program Self-Study, 2007 – 2008