

S.T. VanAirdale
Curriculum Vitae

Office contact information

Sacramento State University
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EDUCATION

M.A. Journalism (Magazine Concentration)

Dec. 2005

New York University

- Organized "Washington Media Insights" panel hosting political experts Ana Marie Cox, Jonathan Alter, Russ Schriefer and Ellen Hume
- Organized weekly lunchtime speaker series on journalism careers

B.A. Journalism (Minor: Film Studies)

May 2004

California State University, Sacramento

- Summa cum laude
- Staff reporter/editor, *The State Hornet* student newspaper
 - JOUR 197A:** Wrote and photographed for all sections of newspaper, including:
 - Deadline news stories on campus-hosted gubernatorial recall debate
 - Investigative features exposing cheating and misuse of funds on CSUS recreational ice hockey team
 - Investigative features exposing impropriety at CSUS Aquatic Center
 - General news, sports, cultural features, and opinion work
 - JOUR 197B:** Edited Opinion section
 - Wrote and edited editorials and opinion columns
 - Oversaw staff of six writers and editorial cartoonist
 - Solicited and edited guest commentary from outside contributors

TEACHING EXPERIENCE

Sacramento State University, Sacramento, CA

Fall 2015 – present

Professional Journalist in Residence/Full-time Lecturer, Journalism

- Faculty Adviser/Business Manager for The State Hornet newspaper and statehornet.com
- Teach two sections corresponding to Sacramento State student media (see "Courses taught" below)
- Develop independent study coursework for State Hornet staffers outside Journalism major
- Oversee State Hornet advertising office and budget development/management
- Develop five-year State Hornet plan for review and approval by university president
- Create and organize the State Hornet Digital Academy, a week-long multimedia training session teaming Sacramento State students with professional mentors in local media companies

(Teaching experience continued)

- Develop and moderate “Anatomy of a Story” panel to show how professional journalists find and report news at Sacramento State
- Teach sections in News Writing and News Editing

Sacramento State University, Sacramento, CA

Spring 2013 – Spring 2015

Part-time Lecturer, Journalism

- Teach course in News Writing, Magazine Writing, Column and Review Writing

Sacramento State University – Courses taught:

- **Spring 2017:** JOUR 197A, 197B (Journalism Laboratory), JOUR 128 (News Editing), JOUR 131 (Column and Review Writing)
- **Fall 2016:** JOUR 197A, 197B (Journalism Laboratory), JOUR 128 (News Editing), JOUR 132 (Magazine Writing)
- **Spring 2016:** JOUR 197A, 197B (Journalism Laboratory), JOUR 30 (News Writing), JOUR 128 (News Editing)
- **Fall 2015:** JOUR 197A, 197B (Journalism Laboratory), JOUR 30 (News Writing)
- **Spring 2015:** JOUR 131 (Column and Review Writing), JOUR 132 (Magazine Writing)
- **Fall 2014:** JOUR 30 (News Writing)
- **Spring 2014:** JOUR 30 (News Writing)
- **Fall 2013:** JOUR 132 (Magazine Writing)
- **Spring 2013:** JOUR 30 (News Writing, two sections)

Course descriptions of classes taught (see syllabi for complete course curricula):

- **JOUR 30 – News Writing:** Fundamentals of news gathering and news writing. Emphasis on language and style used in feature and news stories.
- **JOUR 128 – News Editing:** Instruction and practice in editing, headline writing, caption writing, and design for print and online publications.
- **JOUR 131 – Column and Review Writing:** Offers advanced journalism and broadcast students the opportunity to expand news-writing skills beyond the traditional summary-and-interview style of reporting to in-depth research into contemporary issues and writing with opinion. Students will write interpretative, critical and analytical articles (e.g. editorials, columns and reviews) about issues, controversies, events, behaviors, culture and predictions of future trends.
- **JOUR 132 – Magazine Writing:** Reporting, writing and developing digital/visual strategies for front-of-book and feature magazine articles. Create market analyses and editor queries for freelance work. In addition to improving writing skills, students develop professional-quality manuscripts and best practices for online publication.
- **JOUR 197A – Journalism Laboratory:** Working as a staff member of the State Hornet Newspaper as a writer, photographer, graphic designer or advertising salesperson.

(Teaching experience continued)

- **JOUR 197B – Journalism Laboratory:** Working as an editor or manager of the State Hornet. Responsibilities may include copy editing, layout and design and/or staff management.

JOURNALISM EXPERIENCE

Sactown Magazine, Sacramento, CA

September 2013 – August 2015

Senior editor at bimonthly city and regional magazine

- Report and write features, interviews and profiles
- Edit cover packages and culture stories
- Oversee web publishing at sactownmag.com (including assignments, editing and schedule all web-only content)
- Upload, code and edit print magazine content on website
- Organize and lead weekly staff meetings for web content
- Design web graphics
- Design house advertisements for print and web
- Hire, manage and edit editorial interns (two per semester)

Freelance Writer/Editor

May 2002 - present

News, business and culture coverage for *The New York Times*, *New York Magazine*, *Esquire*, *Vanity Fair*, *Bloomberg Businessweek*, *Slate*, *Medium*, *The Awl*, *The Village Voice*, *Variety*, *The Huffington Post*, *Newsday*, *Filmmaker Magazine*, Tribeca Film Festival, and The AIVF *Independent*

New York Magazine, New York, NY

Aug. 2014 - Dec. 2014

Project Editor for *New York Magazine*'s national culture website *Vulture* (vulture.com)

- Curate list-based features covering film, TV and music
- Enlist and manage staff of freelance editorial contributors
- Solicit, assign, and edit editorial content
- Curate multimedia content (e.g. YouTube, Soundcloud, GIFs) to accompany copy
- Manage budgets, invoicing, and accounts payable inquiries

Movieline, movieline.com, New York, NY

Feb. 2009 - July 2012

Editor-in-chief and general manager for national online film publication

- Oversee and manage editorial staff and freelance contributors
- Assign, commission and edit reported stories and commentary
- Oversee and manage publication budget
- Coordinate, oversee and edit special content packages (e.g. seasonal movie previews, awards coverage)
- Contribute news, interviews, profiles, features, reviews, photo editing and design
- Cover film festivals, premieres, related events

Gawker Media, New York, NY

Feb. 2008 - Feb. 2009

Senior Editor and New York City correspondent for national entertainment news site *Defamer* (defamer.com)

- Contribute news, reviews, interviews, features and commentary
- Cover film festivals and related events

(Journalism experience continued)

The Reeler, New York, NY

June 2005 - March 2008

Founder, Editor-in-Chief and publisher of New York City film-culture news and commentary site

- Oversee and manage editorial staff and freelance contributors
- Assign, commission and edit reported stories and commentary
- Coordinate outreach and marketing, including web advertising and social media
- Liaise with media buyers and content partners
- Coordinate, oversee and edit special content packages (e.g. seasonal movie previews, awards coverage, festival coverage)
- Contribute news, interviews, features and commentary; analysis to *A&E Biography*, *The New York Times* and other outlets
- Manage publishing schedule and contributor budget
- Coordinate and produce audio podcasts and ReelerTV video podcasts

New York Daily News, New York, NY

Jan. 2005 - June 2005

Features writer and editorial intern for Sunday magazine, *25hours*

- Provide coverage from events and premieres around New York City
- Contribute personal profiles and weekly events previews

indieWIRE, New York, NY

Sept. 2004. - Jan. 2005

Editorial intern for independent-film industry news website

- Provide both feature and breaking-news coverage of industry developments
- Provide coverage from independent-film events around New York City
- Contribute weekly events roundups

CONFERENCES, PRESENTATIONS AND PANELS

“Critical Condition: How to Write Reviews That People Will Actually Read” (presentation on opinion research, reporting and writing)

Journalism Association of Community Colleges, state conference
Sacramento, CA, April 2017

“The Digital Academy: How to Build a One-Week Crash Course in Multimedia Storytelling, Social Media, PR Strategy and More” (presentation on student-media workshop training)

Associated Collegiate Press Midwinter National College Media Convention
San Francisco, CA, March 2017

State Hornet Digital Academy (created and organized media training workshop for Sac State students)

Sacramento State, Sacramento, CA, January 2017

“What Do You Read?” (newsgathering and organization presentation)

Associated Collegiate Press National College Media Convention
Washington, D.C., October 2016

“Enterprising” (story development workshop)

Journalism Association of Community Colleges, NorCal conference
Los Medanos College, Pittsburg, CA, October 2016

(Conferences, presentations and panels continued)

“The Milestone Method” (feature writing presentation)

Journalism Association of Community Colleges, NorCal conference
Sacramento State, Sacramento, CA, November 2015

Anatomy of a Story (with *Sacramento Bee* journalist Cynthia Hubert)

Sacramento State, Sacramento, CA, November 2015

Sacramento State Communication Studies Alumni Panel

Sacramento State, Sacramento, CA, October 2015

Apple Talks (moderator for Apple Store podcasts/Q&As with multiple actors and filmmakers including Ron Howard, Elijah Wood, Jason Statham, Jesse Eisenberg, Wes Craven and Nathan Fillion)

Apple Store Soho, New York, NY, 2009-2012

“The Lumet Conundrum”

7x7 Conference, New York, NY, May 2011

Student Academy Awards – Juror

Academy of Motion Picture Arts and Science, New York, NY, 2008-09

“Moving Image Critics Seminar”

Museum of the Moving Image, New York, NY, April 2008

“Makor Critics Panel”

Makor/92nd Street Y, New York, NY, Jan. 2007

“Social Networking and Independent Film”

IFP Filmmaker Conf., New York, NY, Sept. 2006

“Meet the Film Bloggers”

Apple Store Soho, New York, NY, Dec. 2005

TRAINING AND TECHNICAL SKILLS

Dow Jones News Fund Multimedia Training Academy

May 2016

University of Texas at El Paso

- Week-long training session for journalism faculty from 20 Hispanic-Serving Institutions around U.S.
- Develop and produce video, audio, photo gallery and text article
- Learn and hone best practices for teaching multimedia production technology

(Training and technical skills continued)

Proficiency in:

Adobe Creative Suite (Photoshop, InDesign, Premiere, Audition)
Google Apps suite (Docs, Sheets, Slides, Forms)
Apple production software (GarageBand, iMovie)
WordPress CMS
Medium CMS
Microsoft Office
Intermediate HTML (page layout/design)

SELECTED JOURNALISM PUBLICATIONS

“Ready for Prime Time” (profile of *NBC Nightly News* anchor Lester Holt)
Sactown Magazine, Oct/Nov 2015

“The Art of the Matter” (feature about the biggest public-art campaign in Sacramento history)
Sactown Magazine, June/July 2015

“A Long, Strange Trip” (feature about the making of the Tower Records documentary *All Things Must Pass*)
Sactown Magazine, April/May 2015

“Leading Lady” (profile of California First Lady Anne Gust Brown)
Sactown Magazine, Feb./Mar. 2015

“Changing Gears” (feature about efforts to improve bike culture in the Sacramento region)
Sactown Magazine, Dec. 2014/Jan. 2015

“Trigger Effect” (feature about the causes, effects and national impact of the 1989 Stockton schoolyard massacre)
Sactown Magazine, Dec. 2013/Jan. 2014

“Finding His Religion” (profile of Sacramento-born author and essayist Richard Rodriguez)
Sactown Magazine, Oct./Nov. 2013

“Moses Parting the Red-Ink Sea” (book review of *Living Large for the Long Haul*, by Clark Howard)
Slate, Aug. 2013

“Extermination Alone” (feature about the aftermath of the 2012 theater massacre in Aurora, CO)
The Awl, July 2013

“The Fresh Wars” (feature about “fresh” rebranding efforts by fast-food companies like Arby’s, Chipotle, Taco Bell and others)
Slate, March 2013

“The Lost Lockpick” (feature about one of Kickstarter.com’s most troubled projects)
Slate, Oct. 2012

(Selected journalism publications continued)

“Fahrenheit 2012” (feature about the rise of conservative-themed political documentaries during the 2012 presidential election season)

Bloomberg Businessweek, Sept. 2012

“NFL Films and the Magic of Seeing Sports” (feature about the life and innovations of the late NFL Films leader Steve Sabol)

The Awl, Sept. 2012

“The Bean” (memoir about buying and selling one of the world’s rarest electric guitars)

The Billfold, Aug. 2012

“The \$11 Question: How *The Worst Movie EVER!!* Scored the Worst Opening Ever” (feature about a movie only one person paid to see)

Movieline, Aug. 2011

“What We’ll Lose When We Lose Blockbuster” (column about the demise of Blockbuster Video)

Esquire, Sept. 2010

“Jacki Weaver Superstar: One Actress’s 48-Year Journey to the Role of a Lifetime (and Possibly an Oscar)” (profile of *Animal Kingdom* actress Jacki Weaver)

Movieline, Aug. 2010

“Why Recluses are the New Superstars” (column about the death of J.D. Salinger)

Esquire, Feb. 2010

“The *Voice* in the Wilderness” (feature exploring the struggles of *The Village Voice*’s film section)

The Reeler, Nov. 2007

“Mumblecore Inc.” (feature about the economic, industrial and cultural mechanics behind the “Mumblecore” film movement)

The Reeler, Aug. 2007

“Passion for Film Spurs New Festivals, but Grueling Work Keeps Them Going” (news feature about film festival startups)

The New York Times, Aug. 2007

“Squint and It Looks Like Hollywood” (news feature about on-location movie premieres)

The New York Times, Oct. 2006

“Graffiti Cinema Turns Moody” (news feature about the evolution of street-art films)

The New York Times, Oct. 2006

“In the Cinema of the Street Kid, Casting at Ground Level” (news feature the discovery of nonprofessional child actors)

The New York Times, Aug. 2006

“ImaginAsian Finds a New Formula for Asian Films in America” (news feature about an Asian film and TV distribution startup)

The New York Times, April 2006

(Complete portfolio and links available at stvanairdale.com/clips)

AWARDS

2015 Western Publishing Association “Maggie” Award

Nominated, Best News Story – “Changing Gears,” *Sactown Magazine* Dec. 2014/Jan. 2015

2014 Western Publishing Association “Maggie” Award

Winner, Best News Story – “Trigger Effect,” *Sactown Magazine* Dec. 2013/Jan. 2014

2007 *L Magazine* – Best of New York Award

Winner, Best One-Stop NYC Film Site – *The Reeler*

REFERENCES

Available upon request