

Tom Burton

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Education

Ohio University, Scripps College of Communication, School of Visual Communication

Master's degree in photography/visual communication management; expected defense May 2020
Master's project: Identifying narratives approaches to non-fiction storytelling in 360-degree video and virtual reality platforms.

University of Florida, College of Journalism and Communications

Bachelor's of Science degree in journalism, 1982

Experience

Texas A&M University

Lecturer
2019-present

Lecturer in mass media, editing and fact finding/reporting. Extensive experience in visual communication, including still photography, video and new medium such as cine-VR. Emphasis on representation of culture in media. Professional experience in news and documentary work that informs preparing students for careers in a changing profession and an increasingly diverse range of voices in every medium.

National Press Photographers Association

Editor
2016 - 2018

As editor for the National Press Photographers Association, published the bi-monthly News Photographer magazine, and edited the website nppa.org. Also managed the NPPA social media accounts and campaigns and published a weekly email newsletter. Stories focused on work being done by NPPA members and on industry issues, especially concerning ethical photojournalism, legal issues and industry trends such as drone certifications and new media projects.

TWBurton Media

Director
2014 - present

Independent visual media professional working with corporations, non-profits and educational institutions to tell their stories. Director, videographer, photographer and editor working from a documentary approach for marketing, editorial and public relations clients.

University of Florida

Adjunct Instructor
2015-2018

Adjunct instructor at the College of Journalism and Communications, having taught courses in health media innovation where students create original stories and media for digital publishing, and courses in multimedia writing, media entrepreneurship and personal branding. Teaching included both classroom and online courses.

Villages Daily Sun

Managing Editor
2014

Managing editor for a newspaper focused on a retirement community of more than 100,000 residents. Oversaw story budgets for advance planning, led training sessions in projects and beat reporting and coordinated cross-platform storytelling with a cable access television station and an AM radio station. Also coached a young reporting staff that had limited experience before coming to the paper, improving their writing, reporting and visual journalism.

Orlando Sentinel

Director of
Photography & Video

Photo Editor

Senior Staff Photographer

1983-2014

As director of photography, led visual coverage and coordination with all sections of the newsroom. Involved in daily story budget planning, breaking news coverage and special projects. Liaison with broadcast news partners for daily news coverage. Developed and directed departmental social media accounts. More than 15 years experience overseeing all aspects of department operations, directing a staff of 25 at its peak and administering a budget that once included \$250,000 in capital spending. Implemented video production standards starting in the mid 1990s, creating training and work flows. Created new procedures as online publishing was adopted, developing multimedia, created teams for video production and coordinated project planning on both local and corporate levels.

As a senior photographer, acted as early adopter to bring new technology and innovation into the department. As the first senior photographer at the Sentinel, worked 10 years creating the photo and multimedia report for all features sections including Sunday magazine sections. International photography assignments included stories in Haiti, El Salvador, Colombia, Croatia, Panama, Guatemala and Mexico and across the state of Florida and the U.S.

Professional Recognition

- 2018-2019 Knight Fellow at the School of Visual Communication at Ohio University
 - Tribune Company Innovation Award for implementing 360-degree interactive still photography
 - Professional awards from Pictures of the Year, the National Press Photographers Association, the Society of News Design, the Atlanta Photojournalism Seminar, Florida Press Association
 - Published in *The New York Times*, *Chicago Tribune*, *Los Angeles Times*, *Vanity Fair*, *Time*, *People*, *U.S. News & World Report* and the Associated Press
 - Elmer J. Emig Award from the University of Florida
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Teaching

- Photojournalism 1 - Still images: Ohio University, School of Visual Communication
 - Writing for Mass Communications (online course): University of Florida,
 - Personal branding for journalists: University of Florida
 - Media entrepreneurship: Online health and fitness reporting (Student Body): University of Florida, (3 semesters)
 - Social Media reporting: Summer Media Institute, University of Florida
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Coaching

- Multimedia coach for the Multimedia Immersion Workshop at Syracuse University
 - Multimedia coach the Platypus Workshop for still photographers training in video
 - Multimedia coach for the Visual Edge workshop at the Poynter Institute
 - Directed Orlando Sentinel's photojournalism internship program for more than 15 years
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Professional Projects

Florida360 photo-video blog: Conceived, coordinated and directed launch of multi-market photo and video blog. Grew overall site traffic by 2 percent and published a viral video with more than 8 million views.

Development of 360-degree still photography process and training of photo staffs at two Florida newsrooms.

Editor for live coverage and projects covering the last year of space shuttle launches at Kennedy Space Center.

Editor and photographer for multiple Super Bowls, NBA Playoffs, College Football Championships, NCAA Mens and Womens Final Four and Daytona 500 races.
Editor for photo pool coverage of the Casey

Anthony and George Zimmerman murder trials, creating a work flow for real-time delivery of courtroom photos to hundreds of news organizations.

A&E Gallery: A photo-driven weekly column documenting the behind-the-scenes work of artists and performers in Central Florida.

Operation Rainbow: Virtual Mission in Venezuela, March 2000: Still photographer, writer and web producer on medical mission trip to Barcelona, Venezuela.
Armenia, August 1999: Still photographer, videographer, producer for promotional film.

Behind the Viewfinder blog 1998 - 2000: A charter contributor to an online journal about working in photojournalism.

Academic Advisory Councils

- Full Sail University professional advisory council for New Media Journalism and Public Relations 2011-present
 - University of Florida College of Journalism and Communications advisory council 2000-2015
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