

Patrick T. Lafferty

contact@patricklafferty.com
www.patricklafferty.com

Professional Experience

Assistant Professor of Interactive Media

2010 – present

Johnson County Community College, Overland Park, KS

- Adapt and develop the interactive media curriculum for five sections of four semester courses
- Teach introductory and capstone interactive media courses on topics ranging from media ethics and mass media history to project management and career development
- Utilizing social networking and content management systems as an extension of the classroom

Director of Multimedia and Technology

2007 – 2008

The University of Kansas School of Fine Arts, Lawrence, KS

- Directed the Digital Media Center and all computer labs distributed throughout the Art and Design building, with annual revenues exceeding \$80,000
- Managed a staff of 14 full-time and student employees
- Created and continually developed the audio, video and web presence of the Department of Art and the Department of Design, including *KU Design* (HD Multimedia Video)
- Served as the technical faculty liaison, integrating technology in the classroom
- Implemented VOIP and video conferencing technology for international lectures
- Directed acquisition and implementation of multimedia technology for the departments
- Implemented content management systems to support intra-office and web applications
- Created a dynamic FAQ system for greater customer satisfaction and JIT training capabilities
- Developed and refined technical standards and best practices for the departments
- Mentored students with class projects and career development

Lecturer/Mentor

2007

The University of Kansas, Lawrence, KS

- Created and led the “Innovation Incubator” for The University of Kansas under grant from the John S. and James L. Knight Foundation’s 21st Century News Challenge
- Taught and mentored five KU students through the development, critique and presentation of their news innovation, “VoxPop”, at the Online News Association convention in Toronto, Ontario, Canada
- Guided 35 students from seven leading national academic institutions towards creative solutions to digital news problems

New Media Faculty

2007

Kansas Journalism Institute, Lawrence, KS

- Created the “new media” curriculum for the Kansas Journalism Institute (KJI)
- Taught high school students from across the nation how to blog, shoot small video packages, create slideshows with Soundslides and create netcasts of their experiences at KJI, emphasizing SEO methods and web best practices

Multimedia Newsroom Coordinator

2006 – 2007

The University of Kansas, Lawrence, KS

- Directed a staff of 12 online producers, 77 multimedia reporters and 48 multimedia editors
- Produced web-ready audio, video and text content daily
- Redesigned and continually developed KUJH Online web site and eHub blogs
- Managed and maintained 42 sites using proprietary and vended web publishing systems
- Developed and refined online journalism standards and best practices
- Provided technical instruction and support to students and faculty in the methods and systems for web content creation, including JIT training and documentation
- Lectured in and assisted in the teaching of online journalism courses
- Mentored students with class projects and career development

Technical Skills

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, NeoOffice, OpenOffice, Responsible SEO, Soundslides, Twitter, WordPress, YouTube

Regularly used

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

Familiar with

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

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Professional Experience (page 2)

Graduate Research Assistant

2004 – 2006

The University of Kansas, Lawrence, KS

- Developed the Knight Foundation's Covering Communities project web site with the goal of improving community contact and representation via web tools for journalists and community leaders
- Taught science writing students to maximize reach with multimedia content and blogging software
- Updated a 1999 study on stem cell research news coverage and a content analysis of broadcast and print coverage of the anthrax attacks of late 2001

Communications Intern

2005

Andrews McMeel Universal, Kansas City, MO

- Published feature stories, news releases, and biographies in national and international media
- Researched, wrote, and edited supplemental materials for new feature sales kits
- Compiled and edited media clip highlight reports for distribution to AMU editors and staff

Claim Representative

2003 – 2004

The Hartford, Overland Park, KS

- Promoted from Claim Technician to Claim Representative after three months
- Achieved equitable and timely workers' compensation claim dispositions, assessment of expense exposure and excellent customer service.
- Developed a modern system for inter- and intra-office electronic document creation to streamline and standardize jurisdictional output
- Awarded Manager's Citations for Innovation and for Excellence
- Appointed to The Hartford Future Business Model Workflow Improvement Committee and the Diversity and Inclusion Committee

Education

Master of Science, Journalism & Mass Communications

W. A. White School of Journalism & Mass Communications
The University of Kansas, 2006

Graduate studies in Law

The University of Kansas School of Law, 2002

Bachelor of Arts, Political Science

The University of Kansas, 2002

Bachelor of Science, Business Administration

The University of Kansas, 2001

Selected Accomplishments and Activities

Best Station Website, Kansas Assn. of Broadcasters (2007)
Public exhibition of *KU Design* at The Lied Center and permanent installation in the Art and Design Building on the KU campus (2007)
Project: Katrina Hope - multimedia consultant/web master
W. A. White Graduate Advisory Council
W. A. White Technology Committee
W. A. White Senior Evaluation Committee
The Hartford Manager's Citation for Innovation
The Hartford Manager's Citation for Excellence
Student Union Activities Board
SUA Constitutional Revision Committee
Student Lecture Series Board
Mt. Oread Scholar
The National Dean's List
The Chancellor's List
Honor Scholarship