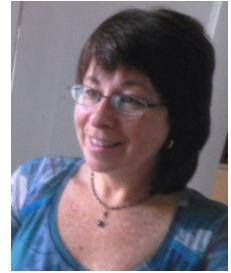


Susan J. Schultz



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QUALIFICATIONS SUMMARY

An award-winning journalist, strategic consultant and communications specialist at home with social media, her smart phone and any new platforms she can explore—highly organized but highly flexible. She's been brought into rebuild and evolve old media to meet the challenges of a new era. She has than 25 years experience in editing, reporting, storytelling, communications, investigations, organizing newsrooms, speech writing, academia, non-profits, foundations, government, public health and public speaking. A strong writer, coach and editor, she also has a keen eye for design, web design and digital storytelling, which she's utilized in her magazine and newspaper career.

- Specialist in expanding coverage with a contracting budget by using creative strategies and new media platforms. I bring the old journalism standards and practices into an evolving media landscape.
- Experience in developing coverage and interactive reader strategies on multiple online, digital and social media platforms. Strategic change agent — brought into more than half a dozen jobs to turn around the culture.
- More than 10 years teaching graduate and undergraduate magazine and newspaper writing. I do what it takes to reach students where they are, be it Twitter, Facebook, Vimeo, Tumblr, Pinterest, smartphone photography or building a website.
- Nearly 20 years in daily newspapers, working as managing editor, readership consultant, investigative editor, columnist and reporter.
- Numerous awards in each stage of my career, including a Pulitzer Prize nomination.
- Public relations specialist with an expertise in media training, message crafting, branding, speaker training and crisis communications.
- Years of involvement in overseeing professional groups on the national and local level to effect change in the industry and develop standards of excellence and ethics, as well as bring diversity to staffing and stories.
- Organizer of national and local forums.
- Proficient in speaking — not writing — Spanish.

CAREER

CURRENT THREE POSITIONS

2011 to present. Freelance editor. Working for a Washington firm as the copy and content editor on position papers for the Robert Wood Johnson Foundation and editing for the Schuster Institute for Investigative Journalism at Brandeis University, an innovative online publication, which builds print partnerships while teaching students to expand their thinking and understanding of journalism's new era.

2010 to present. Columbia College Chicago, adjunct journalism professor. Teaching magazine, newspaper and sports reporting, writing and digital technologies in an undergraduate journalism curriculum that ensures students are proficient on a variety of storytelling platforms. Launched a pilot project collaboration between The Daily Journal and the advanced students. I do what it takes to reach students where they are — Twitter, Facebook, Vimeo, Tumblr, building websites.

2007 to present. The Daily Journal and SNG, Inc., readership consultant for the Small Newspaper Group chain. Formerly managing editor for the newspaper. Reporting directly to the owner of the company and the general manager of the newspaper, I was and am still responsible for orchestrating a cultural turnaround in a community daily newspaper to focus on the web, breaking news, investigative and enterprise projects and quality journalism across all platforms. My charge was to ensure its economic success into the next decade. I research and examine upcoming trends and go to industry conferences. Results include a turnaround in the downward trend of The Daily Journal's Readership Behavior Score — a key equation that calculates readership — an increased Net Promoter Score, increased circulation and an increase in awards for enterprise, web designs, investigations, community service and breaking news in print and online.

PAST

2006 to late 2007 Chicago Foundation for Women, director of advocacy and communications. Responsible for coordinating external and internal strategies to communicate the philosophies, programs and strategic agenda of the Foundation. Responsible for speech-writing, media training and setting up a speaker's bureau with board members and strategic partners. Responsible for overseeing continuity of branding of the Foundation. Responsible for articulating the Foundation's mission, practices and programs via various media, the website, newsletters, power points, booklets and brochures. Responsible for communicating the Foundation's accomplishments, goals and stories to corporations and funders via annual report, booklets and newsletter. Responsible for developing targeted public awareness campaigns that included radio, television and print outreach. Responsible for developing with the executive director the Foundation's advocacy agenda, including legislative, media and constituency outreach strategies. Duties included:

- Overseeing, coordinating and producing news releases, news alerts, special reports, long-term reports and federal, state and local budget analysis;
- Developing and producing the weekly enews communications tool, the Tuesday Blast, which developed a global reach to discuss, disseminate and analyze media messages and mainstream coverage of women's and girls' issues;
- Ensure the integrity of the Foundation's brand,
- Overseeing marketing, outreach and information materials;
- Developing long-term advocacy and communication strategy to position the Foundation nationally and locally.

2002 to 2006 Chicago Parent, associate publisher and editor. Overseeing three magazines with 18 editions annually, a staff of 15 editors, writers, designers, photographers and interns, as well as a stable of more than 300 freelance writers. The primary magazine, Chicago Parent, developed into an award-winning parenting news magazine with more than 250,000 readers in the six-county area that was recognized by the Missouri School of Journalism as the top regional parenting magazine in the country for three consecutive years.

Duties included:

- Coordinating partnerships with other media outlets, including the Chicago Reporter, WTTW-TV, WGN-TV, CBS2-TV and US99-radio, and made regular media appearances on four radio and two television shows, including “Chicago Tonight.”
- Developing and overseeing the budgets for three publications.
- Overseeing the marketing and long-term growth of Chicago Parent and its special projects, such as the award-winning children’s music CD, “Singin’ in the City.”
- Developing and launching Going Places, a quarterly magazine on family entertainment and destinations.
- Coordinating long-term investigative projects; overseeing various monthly features, columns and departments; editing and writing a column for three magazines.
- Raising quality reporting, editing and writing.
- Member of the Wednesday Journal, Inc. management team, helping to oversee the company’s three magazines and seven weekly newspapers.

1989 to 2002

Northwestern University Medill School of Journalism, instructor.

Teaching both undergraduate and graduate courses, running the Medill News Service, teaching the Urban and Legal tracks for the graduate program, as well as the mandatory introductory graduate boot camp course, Journalism Methods. Some years, the teaching was full time, others it was in addition to full time employment.

2001 to 2002

Chicago Reporter, consulting editor. Executive-level decision-maker brought in to help the staff and executives of the 30-year-old monthly magazine’s transition from longtime publisher Laura Washington to new leadership. Strategic planning and staff training as well as editing, assigning and molding stories at what was then — and remains — a premier training ground for investigative reporters.

Freelance writer. Stories and opinion writing for the Chicago Tribune, St. Paul Pioneer Press, New York Times wire service and Women’s E-News, and radio commentaries for “MOMBO,” a Pacific Radio Network show.

2000 to 2002 Chicago Department of Public Health, consultant. Contracted to reshape the public information division of the country’s third largest public health department and to raise the profile of the department within the city. Responsibilities included:

- Developing an internal and external communications plan to aggressively promote public health issues for women, children and teenagers on such topics as smoking, immunization, lead poisoning, violence prevention and AIDS/HIV.

- Developing broad-ranging public awareness and media campaigns.
- Media training for senior staff.
- Coordinating press conferences, speakers' remarks and press releases.
- Writing brochures, posters and public service announcement scripts.
- Coordinating events with Mayor's Press Office and other city agencies.

Summer 2000 Henry J. Kaiser Foundation, writer. Researched and co-authored the Foundations' book, In Their Own Words: The Uninsured Talk About Living Without Health Insurance.

1998 to 2000 U.S. Department of Health and Human Services, Region V, regional public affairs specialist. Working from Chicago in the center of the six-state Region V, the country's most populous, as the point person on key issues for the regional director, a presidential appointee. Involved in all levels of discussion and decision-making on subjects such as health care, health insurance, welfare reform, women's issues, racial disparities and violence prevention.

Responsibilities included:

- Developing political strategy, programs, policies and press in each of the states and working with legislators, local political leaders and advocates.
- Serving as the director's point person, representing her on violence prevention, women's health issues, mammography, the Children's Health Insurance Program, women's economic self-sufficiency, gender equity, the Temporary Assistance for Needy Families law and Hispanic affairs.
- Coordinating special projects for the White House and the Secretary's Office.

1984 to 1998 Chicago Sun-Times, reporter.

Reporting and writing, moving from news to features to news to the Sunday staff, working on story packages as well as breaking news.

Responsibilities included:

- Working on an award-winning 10-part analysis of the city's progress under the late Mayor Harold Washington, which was nominated for a Pulitzer Prize.
- Developing an expertise in social service and issues of poverty, covering the Illinois Department of Children and Family Services.
- Serving as Hispanic Affairs reporter. Bringing a fluency in Spanish and an understanding of Latino issues to daily and Sunday stories on politics and community issues.
- Responsible for the paper's coverage of health-care reform, coordinating coverage from Washington and Chicago.
- Covering children's television, not only critiquing the shows but also reporting the breaking news in Washington D.C. surrounding the changes in the Federal Communication Commission rating system.
- Writing news analysis and news commentary.

1981 to 1984 City News Bureau of Chicago, reporter.

Wire-service reporter, writer, editor and assignment editor.

EDUCATION

Lawrence University. Appleton, Wisconsin

Bachelor of Arts, English literature and education. Teaching certification in secondary education and one credit shy of a Spanish major. 1981.

Universitat de Barcelona. Studied for two semesters in Spain. 1980.

PROFESSIONAL ORGANIZATIONS

Journalism and Women's Symposium, (JAWS), vice president. A national organization dedicated to the promotion and education of women within journalism. Helping them keep abreast of the technologies and evolution in the field. I helped the group develop its scholarship and mentoring programs. Oversaw the group's reorganization at its 20-year mark.

Investigative Reporters and Editors, member.

Society of Professional Journalists, Chicago chapter, member.

Association for Women Journalists, Chicago chapter, founding president.

One of five women who founded and built this 150-member second chapter of a growing national network of working journalists. Built membership, raised funds, established the group as a not-for-profit with educational goals. Organized speaker programs, newsletter and several national programs, including a survey of Washington D.C. journalists on how gender affects coverage, unveiled at a news conference at the Democratic National Convention. Lifetime member.

Illinois Associated Press Editors Association, board member. Board of member newspapers whose goal is to help improve The Associated Press, educate members and recognize exemplary work. 2008 to 2012.

Parenting Publications of America, member.

Chicago Department of Public Health, Violence Prevention Plan, Media Committee, co-chair. This committee is charged with developing a public awareness campaign to educate the community on journalism and educating journalists on stories missed when violence is viewed as a crime issue and not a public health epidemic. (1998 to 2001)

Governor's Commission on Women, Balancing Work and Family Working Committee, appointed member. (1997 to 2001)

Council of Presidents of Journalism Organizations, member. (1997-2000)

Chicago Newspaper Guild, executive committee member. Served on two contract-negotiating teams, as well as regional boards. (1990-1998) Helped write, propose, and negotiate the newspaper's job-share program and family policies including maternity and paternity leave.

ADDITIONAL TEACHING and PROGRAMS

"Digging for Data to Bolster Your Story" — panel moderator

2013 Making Media Connections program, Community Media Workshop

Do you use data and statistics to show the impact your organization makes in our community? Learn how Chicago journalists and data crunchers use data sets and public records to perform investigative

journalism and how you can apply these same techniques in your own storytelling.

“Magazine Writing 1” Columbia College Chicago, 2012, 2013

“Advanced Sports Writing,” Columbia College Chicago 2013; co-teacher.
Brought in to build the website.

“Reporting and Writing 1” Columbia College Chicago. 2011, 2012, 2013

“Reporting and Writing 2” Columbia College Chicago. 2013

“Making connections.” Keynote address, Journalism and Women’s Symposium convention, 2012. Third and final speaker for the Saturday-night keynote address to 200 women journalists, using a concise Power Point to highlight the benefits of networking with one another.

Strategy Implementation Seminar at the US Army War College, 2011. One of 50 invited civilian guests from the media, academia, government, business, and other prominent organizations nominated to attend the seminar and study for a week alongside U.S. Army War College Distance Education Program students.

Cindy Bandle Young Critics Workshop. Mentor for high school students who are studying the art of criticism in this program with the Goodman Theatre and the Association for Women Journalists. (2009-current)

“Missing the Real Stories: Violence Against Women and Girls, a Public Health Epidemic, not a Crime Story.” Presenter, researcher and coordinator, JAWS conference (2008)

“Hell in a Hand Basket: Where Is Journalism Going?” Moderator and coordinator for ethics panel at the JAWS conference. (2005)

“Missing in Action: Where are the Women?” Moderator for panel on women’s op-ed voices at Women and Media conference in Boston. (2005)

“The Problem of Sex.” Moderator and organizer of panel on sexual harassment in the newsroom, including panelist Carolyn Lee, former associate managing editor of The New York Times. (2003)

“When Tragedies Occur: Child Protective Services and the Media.” Facilitator and organizer. Coordinated and facilitated panels of nationally recognized journalists and state child protection leaders for the keynote at the National Council on Crime and Delinquency annual meeting. (2000)

“Who Covers Washington and Does Gender Affect the Coverage?” Organized with the ABA Commission on Women, and sat on a 10-member panel at the Democratic National Convention to discuss a report. (1996)

Columbia College. Graduate school instructor of Covering the Federal Government. (1999)
Undergraduate co-instructor of Covering the Courts. (1996)

Roosevelt University. Developed curriculum and taught undergraduate, Feature Writing. (1997)

Journalism 101. A comprehensive presentation for people outside of journalism on the set-up, deadlines and organization of a daily newspaper. (1997 to present)

Community Media Workshop. Regular lecturer. (1994 to present)

AWARDS

2011— 1st place, Illinois Associated Press Editors Association

- Sweepstakes award, best overall work, “Education in Crisis” a 26-part continuing series by The Daily Journal that looked not only at the potential effects of the Springfield budget crisis on children, teachers and the area. The judges said: “The newsroom's commitment to this topic is very easy to see. Nicely handled. Good writing, packaging. Commitment to excellence.”
- Enterprise reporting, “Education in Crisis”
- Investigative reporting, “Burger King murders”
- Website
- Entertainment reporting, review of “A Christmas Carol.”

1st place, Suburban Newspaper Association of America.

- Community service award for the “Put Illinois to Work” series on unemployment.
- Best news photo, “The President in the rain.”

Abraham Lincoln Media Award from the Illinois State Bar Association for “Education in Crisis.”

Illinois Press Association

- Government beat reporting
- Editorial page
- Best legal media coverage: “The Sunshine Laws: FOIA Forum”

2010

Abraham Lincoln Media Award presented by Illinois State Bar Association for coverage and pursuit in the courts of the separation agreement for the Kankakee superintendent. The Daily Journal not only pursued the issue in court and prevailed, but it awarded the \$5,500 in attorney fees back to the school district, buying equipment for the school newspaper staff.

1st place, Illinois Associated Press Editors Association, for editorial excellence in enterprise reporting for the series, “Fatal Inexperience,” which highlighted the deaths of 13 Herscher High School teens and pinpointed the lack of rural road preparation in the driver’s education curriculum.

2009—1st place, Illinois Press Association

- Best web project; Best coverage of taxation; Best lifestyle section; Best newspaper design; Best reviews

2005, 2006 and 2007 Best Regional Parenting Magazine, to Chicago Parent for overall quality journalism and magazine design, awarded by the Parenting Publications of America and determined by judges from the Missouri School of Journalism. Three consecutive years is unprecedented.

1999 — National Council on Crime and Delinquency PASS Award, for distinguished journalism, awarded for a 1998 Chicago Sun-Times column on a South Side Chicago alternative high school.

U.S. Department of Health and Human Services Secretary's Award for Distinguished Service, for designing and successfully implementing a new federal/state/local partnership resulting in access to quality health care for thousands of low-income Chicago public school children.

1998 Association for Women Journalists' Lifetime Membership, awarded for dedication and service to women journalists.

1986 Pulitzer Prize nomination, for reporting and writing the 10-part series "Washington's Chicago" with four other Chicago Sun-Times reporters. The series won numerous state and local awards.