



TONI ALBERTSON

PROFESSOR OF JOURNALISM

CONTACT

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SUMMARY

Journalism professor and student media adviser with a track record of turning troubled journalism programs into award winning digital media programs with a strong emphasis on creativity, innovation and experimentation.

EDUCATION

- Master's Degree, Journalism and Mass Communication, University of Nebraska, 2004
- Bachelor's Degree, Business, University of LaVerne, LaVerne, CA 2002
- Associate Degree, Journalism, Oxnard Community College, Oxnard, CA 1999

TEACHING EXPERIENCE

PROFESSOR OF JOURNALISM (TENURED) & ADVISER OF STUDENT MEDIA, JOURNALISM PROGRAM LEAD

Mt. San Antonio College, Walnut, California

2006 - 2022

- Implemented an all-digital news media model and turned a troubled journalism program with low enrollment and cancelled classes into an award-winning program. Increased enrollment in all courses. First community college in the U.S. to stop all print publications and move online, and first to launch a hyperlocal reporting effort on Twitter.
- Courses taught: Beginning and Advanced Newswriting, Magazine Writing, Intro to Public Relations, Public Relations Writing, Broadcast Newswriting, Intro to Mass Communications, Multimedia Reporting, Digital Newspaper and Magazine Production Labs, Multimedia Labs.

ADJUNCT JOURNALISM INSTRUCTOR

2005-2006

LA City College, Los Angeles, California

- Courses taught: Introduction to Mass Media

LA Trade Tech College, Los Angeles, California

- Restarted a defunct student newspaper and journalism program.
- Courses taught: Beginning Newswriting, Newspaper Production and Editing Labs.

LA Pierce College, Woodland Hills, California

- Courses taught: Introduction to Mass Media, Advanced Newswriting, Newspaper Production and Editing Labs.

Mt. San Antonio College, Walnut, California

- Courses taught: Intro to Mass Media, Race, Culture, Sex and Mass Media Images, Intro to Public Relations, Newswriting.

SKILLS

- Multimedia
- Digital Media Production
- Digital Content Creation
- Podcasting
- Social Media
- Audience Analytics
- Audience Driven Content
- Writing and Copyediting
- Digital Storytelling
- Mobile Journalism
- Live Streaming
- Blogging, newsletters
- Magazine Production
- Microsoft Excel, Office
- Mac/PC Platforms
- Wordpress
- SNO
- Arc Publishing Platform

PROFESSOR OF JOURNALISM & NEWSPAPER ADVISER 2004-2005

Oxnard College, Oxnard, California

- Created first-ever partnership with Television Department and created a news show, The Observer Today.
- Courses taught: Beginning and Intermediate Newswriting, Introduction to Mass Media, Broadcast Newswriting, Newspaper Editing and Newspaper Production Labs, Intro to Public Relations.

PROFESSIONAL EXPERIENCE

PUBLIC RELATIONS SPECIALIST 2000-2003

Whisenhunt Public Relations, Ventura, California

- Handled education-focused clients including the Ventura County Superintendent of Schools and the national School-to-Career program.
- .Writer for numerous education journals and publications including Focus on Education.

FEATURE WRITER AND COLUMNIST 2000-2003

Ventura County Star Newspaper, Ventura, California

- Feature writer for daily newspaper. Beat included the cities of Ventura, Oxnard and Port Hueneme.

The Ventura County Reporter, Ventura, California

- Covered the entertainment scene of Ventura County in a weekly column.

MANAGING EDITOR 1999-2002

Music Confidential Magazine, Los Angeles, California

- Editor-in-Chief of an internationally distributed entertainment magazine published by the Sterling-McFadden Group and distributed by Time-Warner. Oversee staff of 50 writers and editors.

EDITOR-IN-CHIEF

1998-2000

Hollywood Rocks Magazine, Hollywood, California

- Editor-in-Chief of a music trade magazine distributed throughout California. Oversee staff of writers, photographers and designers.

OWNER, CEO

1990-1998

Full House Productions, Hollywood, California

- Handled a roster of more than 800 entertainment artists. Coordinated media events, public relations campaigns, record label showcases, advertising campaigns.

A C C O M P L I S H M E N T S

- Formed the first-ever college magazine partnership with Medium and became part of Medium's beta test.
- Secured the first-ever community college partnership with Washington Post's Arc Publishing alongside USC Annenberg and Columbia School of Journalism.
- As president of the Community College Journalism Association CCJA, changed the organization's focus to focus on innovation in student media.
- Served as CCJA division chair for AEJMC and revamped all sessions to reflect the new direction of the organization.
- Created The Online Journalist, the first online publication of the Community
- College Journalism Association CCJA Speaker and lecturer nationwide on innovation, experimentation, social media, public relations, and digital journalism.
- Founder of "The Journalism Project," designed to rescue college journalism programs. Secured media partnerships to support local high school journalism programs and community college journalism programs and student newspapers.
- Restarted a defunct student newspaper and journalism program at Los Angeles Trade Tech College. Formed media and corporate sponsorships to support the program and student newspaper.
- Conducted the study: "The Vulnerable Status of California Community College Journalism Programs and Student Newspapers," published by the JACC.

PROFESSIONAL AFFILIATIONS

- California College Media Association CCMA, Vice President
- Journalism Association of Community Colleges JACC, Innovation Coordinator
- Associated Collegiate Press, ACP, Member
- College Media Association, CMA, Member
- National Association of Hispanic Journalists NAHJ, Member

HONORS AND AWARDS

- College Media Association Dan Reimold Student Champion Award nominee, 2022
- California Journalism and Media Affiliates Journalism Educator of the Year, 2019
- College Media Association Distinguished Multimedia Adviser of the Year, 2015
- California Senator Bob Huff Award for Excellence in Education, 2011, 2010, 2009, 2008
- Educator of Distinction Award, Mt. San Antonio College, 2009
- Student Transfer Award, Mt. San Antonio College, 2021, 2020, 2019, 2018, 2017, 2016, 2015, 2014, 2013, 2012, 2011, 2010, 2009, 2008, 2007
- Inspiring Women Award, Mt. San Antonio College, 2008
- Mark Dever Award for Excellence in Journalism Education, 2006

SESSIONS / WORKSHOPS

- To view speaking/workshops, please visit tonialbertson.com