

Alix Bryan-Campos
Richmond, Va. 804-921-0114
bryaneg@vcu.edu | vcucns.com | @vcucns

EDUCATOR AND JOURNALIST

Award-winning journalist and journalism educator with over 16 years working in multi platform publishing, and with a specialized focus on political reporting and editing. I mentor students to help them understand and achieve potential. I have taught over 500 students in writing-intensive courses, many who were published in news outlets and hired by news organizations.

ACADEMIC EXPERIENCE

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| 2018 -
current | Assistant Professor, Robertson School of Media and Culture at Virginia Commonwealth University
Full-time journalism faculty teaching four credit course load per semester between the digital/print sequence and the multimedia master's program. Director of Capital News Service, a service-learning capstone course where students publish weekly in media outlets throughout Virginia. Assist school, college and university through service work. Created a new graduate-level course in Digital Analytics. Director of the Newsroom at VCU, a collaboration between broadcast and digital courses to help publish student work with Virginia clients.. | Richmond, Va. |
| 2015 -
2018 | Adjunct Instructor, Robertson School Multimedia Master's Program
Established a foundation of video and still photography skills, along with knowledge of respective digital editing tools, to prepare students for reporting on multiple platforms. Developed students' visual literacy in creating and processing news images. | Richmond, Va. |
| 2010 -
2016 | Webmaster, Project Coordinator with VCU Iraqi Young Leaders Exchange Program
Designed two websites, using WordPress, HTML and CSS, for State Department-funded program at VCU. Returned each summer to work with students on final stages of projects with community nonprofits. Read the LinkedIn recommendation for this position. | |

COURSES TAUGHT

Undergraduate Courses:

MASC 203: Journalism Writing (taught in Fall 2018). A writing-intensive and introductory course mandatory for journalism and public relations students. *Course description: Study and practice in fact gathering and development of basic writing skills for print, broadcast and online journalism. Focuses on journalistic storytelling, grammar, Associated Press style and knowledge of current affairs.*

MASC 303: Reporting for Print and Web (taught Fall 2018, Spring 2019, Fall 2019, Spring 2020, Summer 2020, Fall 2020, Spring 2021, Fall 2021). Required for broadcast and digital journalism majors. Writing intensive. *Course description: Instruction and practice in basic newspaper and online editing with a focus on practical experience in editing local and news service copy for publication. Includes emphasis on headline writing, development of news judgment, accuracy and fairness, and potential legal problems for copy editors. Attention also will be paid to layout and design for newspapers and online.*

MASC 404: Specialized Project Reporting (taught Fall 2021). Writing Intensive. *Course description: Capstone course for journalism/print-online concentration. Provides news beat experience for students reporting on complex issues facing the public in the urban community. Emphasis also on editing, team reporting, in-depth research and interviewing techniques, and use of public records. Culminates in a formal portfolio review with mass communication professionals.*

MASC 475: Capital News Service (2019-current). A service-learning, writing intensive course. *Course description: Enrollment is restricted to mass communications majors. Capstone course for journalism/print-online concentration. Advanced journalism students cover state government and politics, including the Virginia General Assembly, the governor, regulatory agencies and elections. Students produce content for publication by newspapers and other news outlets and for social media. Strong emphasis on fast-paced deadlines. Culminates in a formal portfolio review with mass communication professionals.*

Graduate Courses:

MASC 642: Online Journalism I (taught Fall 2019). *Course description: Exploration and production of various means of journalistic communication using online resources. Various multimedia projects will be reviewed and discussed, as well as the best use and application of media types based on the information being communicated. Students will research news stories and examine the effectiveness of online presentations while exploring how online journalism can work with more traditional forms of communication.*

MASC 643: Digital Management and Analytics (developed and taught Fall 2020, Fall 2021). *Course description: Students will learn how to use metrics to test ideas, offer audience insights and ultimately, build relationships with the public that journalists serve. This course will help students master the latest tools and techniques to collect information about news audiences and integrate metric insights into a digital media strategy.*

MASC 645: Visual Journalism (taught adjunct in Spring 2019, Spring 2017 and then in Spring 2019). *Course description: A theoretical and hands-on course that immerses students in all aspects of visual journalism, including videography, photography, informational graphics and photojournalism. Examines visual communication theory and applied uses of multimedia, particularly in online journalism. Activities include professional-quality projects for multimedia publication. Addresses legal issues in producing multimedia packages, including copyright law.*

MASC 684: Multiplatform Reporting (taught Fall 2019). *Course description: Students will utilize methods of storytelling that leverage the power of the print, broadcast and online media, combining two or more of those platforms into a single, multimedia package. Analyzes the origins of multimedia and its current trends. Themes include the history of multimedia journalism, the adaptation process for traditional media, the search for a business model and the new news audience.*

Developed curriculums for Independent Studies:

- Sports Media Independent Study with undergraduate Mario Sequeira-Quesada in spring 2020.
- Media Leadership with graduate student Jaclyn Barton in spring 2020/21
- Digital management with undergraduate student Mackenzie Meleski in fall 2023
- Digital management with undergraduate student Emily Richardson in spring 2024
- Capitol correspondent position with Vali Jamal in spring 2024

EMPLOYMENT

- 2010 - **Senior Interactive Producer at local news station WTVR CBS 6** Richmond, Va.
2018 Reported breaking news, hard news, explainer articles, trending news and long-form features. Managed station's website and multiple platforms such as Tumblr, Twitter, Facebook, Instagram, Pinterest, Snapchat and YouTube. Collaborate with reporters, editors, producers and photographers to create interactive moments which fused the television and digital properties. Field produced with reporters on major news stories and elections. FAA part 107 certified drone pilot.
- 2010 - **Reporter at Richmond.com, formerly a digital division of Richmond Times-Dispatch** Richmond, Va.
2011 Created multimedia reports for the website and articles for a weekly paper. Emphasis on features, profile, events and occasional breaking news. [Read the LinkedIn recommendation](#) for this position
- 2008 - **Freelance writer and website manager** Lewiston, Me.
2010 Hired by various clients to create weekly articles and video projects. Managed a team of contributing writers for a recovery community. Richmond, Va.
- 2007 - **Documentary** United States
2008 A project traveling 22,000 miles across America by scooter, interviewing people and creating dialogue around community conflicts. Blogged about trip, including photos and video. Sponsored by Genuine Scooter Co. Volunteered in numerous cities and fundraised thousands throughout trip to donate to chosen nonprofits. [Read the LinkedIn recommendation](#) for this event.

EDUCATION

- 2010 Master's in Multimedia Journalism from Virginia Commonwealth University Richmond, Va.
2004 Bachelor's in Political Science from Virginia Commonwealth University Richmond, Va.

ACADEMIC SERVICE

- Co-chair Accreditation and Assessment Committee (2021-current)
- Graduate Studies Committee (2019-21)
- Media Innovation Lab Task Force (2018-20)
- Newsroom Task Force (2019-20)
- Branding and Outreach Committee (2022-23)
- Student Advisor, Society of Professional Journalists (2019-current)
- VCU Faculty Senate, alternate (2020-23)
- Accreditation Task Force (current)
- "Survive and Thrive Through Your Promotion" mentor event (2022)
- Robertson School Open Houses(2019-23)
- REAL Poster Show (2019, 2022)
- Dow Jones News Internship Coordinator

SKILLS

Expert

- Copy editing/ AP Style
- Drone video
- Google Suite
- Research/FOIA requests
- Reporting
- Social media
- Web design

Proficient

- 360 video
- Adobe Suite
- Analytics
- Audio editing
- Data journalism
- Microsoft Excel
- Photography

Interpersonal

- Compassion
- Creativity
- Critical thinking
- Crisis response
- Problem solving
- Strong communication
- Teambuilding

Diversity, Equity and Inclusion Training

- 2018 Safe Zone Training
- 2019 Title IX Training
- 2019 Gender: Beyond the Binary, IExcel Education, Division for Inclusive Excellence, and Department of Gender, Sexuality and Women's Studies at VCU
- 2019 TEA: Strategies for Making Your Classroom a Brave Space for Difficult Discussions
- 2020 Creating an Accessible and Inclusive Virtual Classroom, VCU Center for Teaching and Learning Excellence (CTLE)
- 2020 Experiential Exercises to Teach about Diversity, Oppression, and Social Justice
- 2020 How to Incorporate Diversity into Your Curriculum, IExcel Education, Division for Inclusive Excellence at VCU
- 2021 Inclusion (and “diversity”) vs. anti-racist pedagogy: Not Another “Diversity” Talk, CTLE
- 2021 Handling Race and Ethnicity: How to include racial and ethnic descriptions in news stories
- 2022 "Don't be a Copagandist: Covering Violence & 'Crime' with an Abolition Lens”
- 2022 Student Accommodation workshop at the Robertson School
- 2023 "EID Toolkit for Inclusive Teaching" workshop at the Robertson School
- 2023 “Become a Transfer Champion” workshop at the Robertson School

Personal Development

- 2018 “Blackboard Grade Center Mastery” at the Center for Learning and Teaching Excellence
- 2018 Virginia Press Association: Day in the Capital event. Eight-hour overview of upcoming legislative session in advance of teaching my first Capital News Service course.
- 2020 Teaching Online@VCU, a development course for faculty teaching online in the Robertson School of Media and Culture. Taken to prepare for teaching in the online graduate program.
- 2020 Association for Education in Journalism and Mass Communication Conference (virtual)

- “We’ve Got This: Best Practices in Online Teaching, and How Teaching Journalism and Mass Communication Prepares Us for the Big Pivot Online”
- “The Nation’s Grief, Media’s Response: Media Representation of Issues Surrounding US Minority Groups”
- “Diversity Teach-In”
- “Teaching News Terrifically in the 21st Century: Innovative Teaching Ideas for the Journalism Classroom”
- “2020 SPJ-Google Media Storytelling workshop for media researchers and educators”
- “Teaching Tools and Tips to Decode the 2020 U.S. Census”
- “Teaching Analytics Webinar”

- 2020 Society of Professional Journalists Conference (virtual)
- “Beyond the Protests: Inclusive Newsrooms/Inclusive Coverage” (Robert Hernandez/USC Annenberg, Kim Bui/Arizona Republic, Michael Santiago/Getty Images, Adrienne Broaddus/KARE 11, and Matt Thomspson/Reveal)
 - “Upping Your Election Coverage with Google Tools” (Deb Halpern Wenger)
 - “Uncover and Enhance Your New Stories with Census Bureau Data” (Tyson Weister/Caleb Hopler)
 - “Creating and Maintaining an Inclusive Newsroom” (Suzanne McBride, Columbia College)
 - “Covering Politics in a World Where Everything is True and Nothing is True” (Kyle Pope/CJR, Weija Jiang/CBS, Errin Haines/The 19th, Jessica Huseman/ProPublica, and Jesse Holland/C-Span.
- 2020 Digital investigations for journalists: How to follow the digital trail of people and entities, from the Knight Center for Journalism in the Americas at the University of Texas at Austin.
- 2020 “Virginia FOIA program.” Co-hosted by SPJ Virginia Pro and Washington, D.C., Pro chapters
- 2021 “Impact of 2021 General Assembly on Virginia reporters & news organizations,” co-hosted by SPJ Virginia.
- 2021 Using Gamification to Keep Students Engaged During a Pandemic (CTLE Symposium)
- 2021 Teaching with Technology Survival Camp
- 2021 “Learn how to access police records under new law,” hosted by SPJ Virginia.
- 2021 Hands-On Data Journalism: Techniques of Analysis and Visualization, from the Knight Center for Journalism in the Americas at the University of Texas at Austin. Certificate program.
- 2021 Investigative reporting in platforms: How to dig into social accounts, images, ads, and messaging apps, from the Knight Center for Journalism in the Americas at the University of Texas at Austin.
- 2022 Society of Professional Journalists: Mediafest (national conference)
- Voting delegate
 - Pre-Con: Storytelling with Data
 - Up in the Air – Using Drones to Cover Stories
 - FOIA and access to information
 - Keynote - Perspectives on Journalism's Future
 - Elections in a Time of Turmoil: What Every Journalist Needs to Know
 - Telling the Stories of Vulnerable People: a Conversation About Trauma-Informed Journalism
 - Covering Politics & The White House in 2022
 - Covering Capitol Hill
 - Excel for journalists
 - Beyond charts: How to use data in your stories and scripts

- Grow Your SPJ College Chapter
- Uncover and Enhance Your News Stories with Census Bureau Data
- The power of investigative journalism at the college level
- Editing your own work

- 2023 Society of Professional Journalists Region 2 Conference
- 2023 "Explain this! How explanatory journalism informs and engages audiences," from the Knight Center for Journalism in the Americas at the University of Texas at Austin.
- 2023 Statehouse News Reporting conference, where we learned about funding, legal matters, publication, multimedia, partnerships and more.
- 2023 How to use ChatGPT and other generative AI tools in your newsrooms -- from the Knight Center for Journalism in the Americas at the University of Texas at Austin.

AWARDS

- 2023 College of Humanities and Sciences \$5,000 LIFT grant for newsroom development
- 2022 Lead editor for student report -- Society of Professional Journalist Mark of Excellence Finalist. Data Visualization. 'It's everywhere': Fatal overdose numbers still higher than pre-pandemic — by Natalie Barr
- 2022 Lead editor for student report -- Society of Professional Journalist Mark of Excellence National Winner for Small Business/Retail reporting. "Small cannabis entrepreneurs say they can't compete against 'Walmart of weed'" by Josephine Walker
- 2020 The Washington Regional Alcohol Program, a nonprofit that fights drunken driving and underage drinking, gave VCU's Capital News Service its 2020 Media Partnership Award
- 2020 Editor for two articles that received an SPJ Mark of Excellence award.
 - Schools, nonprofits hustle to feed over a half million Va. students: 'It's incredible' by Hannah Eason/Capital News Service
 - Inmates frustrated by COVID-19 prison spike: 'Nobody really cares' by Joseph Whitney Smith and Sam Fowler/Capital News Service
- 2019 [SPJ Mark of Excellence competition for Region 2](#) (mid-Atlantic states), work distributed by CNS received the following honors: Ten finalists in feature writing, non-fiction magazine article (two entries), breaking news photography, feature photography, radio news reporting, online news reporting and online feature reporting (two entries)
- 2019 [William Randolph Hearst Foundation's Journalism Awards Program](#), a CNS reporter placed eighth in the Breaking News Competition for covering the lieutenant governor [releasing polygraph results to rebut sex assault claims](#).
- 2018 Regional Edward R. Murrow award for Innovation, for 360-video series
- 2014 CBS 6 Emmy nomination 11 p.m. newscast: Deadly Hot-Air Balloon Crash
- 2012 Associated Press: Best Website (WTVR.com)

PROFESSIONAL ASSOCIATIONS

- **Society of Professional Journalists National Chapter**
 - Served as a judge for the "Arkansas Diamond Awards" for the Society of Professional Journalists Chapter. (Spring 2023)
 - Served as a judge for the "Best of Hawaii" awards for the Society of Professional Journalists Chapter

(Spring 2022)

- Delegate at National Convention 2022
- **Society of Professional Journalist Virginia Pro Chapter** -- Member (since 2019) Board Member (since 2023)
- **Virginia Coalition for Open Government** -- Member since 2021
- **National Association for Lesbian and Gay Journalist** -- Members since 2021
- **Investigative Reporters and Editors** -- Member on/off since 2014

MEDIA

Capital News Service featured on "This Week in Virginia"

<https://robertson.vcu.edu/news/capital-news-service-featured-on-this-week-in-virginia.html>

Journalism students and faculty in award for traffic legislation

<https://robertson.vcu.edu/news/journalism-students-faculty-win-award-for-traffic-legislation-coverage.html>

Journalism students win three national awards

<https://robertson.vcu.edu/news/robertson-school-journalism-students-win-three-national-awards.html>

Industry professional help Robertson School students in first virtual portfolio review

<https://robertson.vcu.edu/news/150-industry-professionals-help-robertson-students-in-first-virtual-portfolio-event.html>

Student wins Dow Jones News Fund Internship

<https://robertson.vcu.edu/news/pr-student-wins-dow-jones-news-fund-internship.html>

Capital News Service launches year round operations

<https://robertson.vcu.edu/news/capital-news-service-launches-year-round-operation-during-its-25th-year-.html>

VCU Capital News Service students cover massive gun rally

https://news.vcu.edu/article/For_VCUs_Capital_News_Service_student_journalists_cover_massive

Capital News Service turns 25

<https://robertson.vcu.edu/news/capital-news-service-turns-25.html>

Capital News Service launches Election Day newsroom

<https://robertson.vcu.edu/news/capital-news-service-launches-election-day-newsroom-.html>

Election night coverage: Follow live blog by VCU Capital News Service

<https://robertson.vcu.edu/news/election-night-coverage-follow-live-blog-by-vcu-capital-news-service.html>

SPJ honors 24 VCU entries in Mark of Excellence contest

<https://robertson.vcu.edu/news/spj-honors-24-vcu-entries-in-mark-of-excellence-contest.html>

VCU's copy editing class is editing Capital News Service articles

<https://news.vcu.edu/article/2023/03/this-just-in-vcus-copy-editing-class-is-editing-capital-news-service-articles>

Women & Politics with VCU Capitol News Journalists

<https://womenpoliticsva.blog/2023/02/23/women-politics-with-vcu-capitol-news-journalists/>

How the 'Newsroom at VCU' covered Election Day in Virginia

<https://news.vcu.edu/article/2023/11/how-the-newsroom-at-vcu-covered-election-day-in-virginia>

Covering the State House in Virginia

<https://www.uvm.edu/ccn/covering-state-house-virginia>