

I am an educator who uses my experience as a career journalist to inform and inspire the next generation of media professionals. My career has allowed me to learn from the veterans of an earlier era while being an early adopter of new technologies. Those experiences allow me opportunities to share my love for journalism in visuals, words and emerging media.

twburtonmedia@gmail.com  
407-257-5602

Twitter/IG: TWBurton  
twburtonmedia.com

College Station, Texas

## Education **Ohio University, Scripps College of Communication, School of Visual Communication**

Master of Arts degree in visual communication management, 2021

Master's project: Narrative approaches to non-fiction storytelling in 360-degree video.

## **University of Florida, College of Journalism and Communications**

Bachelor of Science degree in journalism, 1982

## Academic Appointments

### **Texas A&M University** *Department of Communication and Journalism*

Associate Professor of the Practice 2022-present

Assistant Professor of the Practice 2021-22

Lecturer 2019-2021

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

Knight Fellow 2018-19

### **University of Florida** *College of Journalism and Communications*

Adjunct Instructor 2015-2017

## Recognition

- 2022-23 SEC Travel Grant, Texas A&M University
- 2023 one of four campus-wide named in "Best Professors" in the "Best of Aggieland" issue of Maroon Life magazine
- 2018-2019 Knight Fellow at the School of Visual Communication at Ohio University
- 2014 Tribune Company Innovation Award for implementing 360-degree interactive still photography into web publishing
- 2002 Orlando Sentinel annual Innovation Award
- 1994 and 1998 Orlando Sentinel Storytelling annual awards for work in conceptual illustrations and for a weekly photo column on arts and entertainment
- Professional awards from Pictures of the Year, the National Press Photographers Association, the Society of News Design, and the 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

## Teaching **TEXAS A&M UNIVERSTY**

- JOUR 341 Mobile Multimedia Journalism (created course)
- JOUR 480 Visual Journalism (created course)
- JOUR 203 Mass Media Writing I
- JOUR 102 American Mass Media (core curriculum course)
- JOUR 200 Mass Media Information
- JOUR 304 Editing for Mass Media
- COMM/JOUR 215 Interviewing Principles and Practices (course director)
- COMM 340 Communication and Popular Culture

## **OHIO UNIVERSITY**

- VICO 2390 Photojournalism 1 - Still images

## **UNIVERSITY OF FLORIDA**

- MMC 3030 Personal Branding for Communicators
- MMC 3254 Media Entrepreneurship
- JOU 4930 Health Media Innovations
- MMC 2100 Writing for Mass Communications

---

## Service **Advisor**

- Society of Professional Journalists student chapter, Texas A&M, 2021 - present

## **Departmental Committees, Texas A&M**

- Executive Advisory Committee
- Teaching Observation Committee
- Executive Advisory Committee
- Climate and Inclusion Committee

## **Advisory Councils**

- Full Sail University, New Media Journalism and Public Relations 2011-2022
- University of Florida College of Journalism and Communications advisory council 2000-2015 (Former chair)

## **Workshop Coaching**

- Multimedia Immersion Workshop at Syracuse University 2018
- Platypus Workshop for still photographers training in video 2008
- Visual Edge workshop at the Poynter Institute 2002

## **Invited Judge**

- AEJMC Visuals Division, Best of Web/Digital, 2023
- National Press Photographers Association quarterly multimedia contest 2019
- Rocky Mountain School of Photography U.S. Armed Services Photo contest 2017
- Scripps Howard annual photography competition 2014
- National Association of Black Journalists photo competition 2001

# Tom Burton

---

## Professional Experience

### National Press Photographers Association

2016 - 2018

Editor

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, drone certifications and new media projects.

### TWBurton Media

2014-present

Director

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.

### Villages Daily Sun

2014

Associate Editor

Second-ranking editor overseeing the newsroom for a publication focused on the largest retirement community in the U.S. 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

1983-2014

Director of  
Photography&Video

Photo Editor

Sr. Staff Photographer

As director of photography, led visual coverage and editing 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 the first senior photographer at the Sentinel, worked 10 years creating and editing the photo and multimedia report for all features sections including Sunday magazine sections. Also acted as early adopter to bring new technology and innovation into the department. 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.

**Other staff positions:** Lakeland Ledger, Citrus County Chronicle and Gainesville Sun.

# Tom Burton

---

- Media Projects**
- Florida360 photo-video blog: Conceived, coordinated and directed launch of multiple-market photo and video blog.
  - Development of interactive 360-degree still photography process resulting in training for photo staffs at two Florida newsrooms.
  - Photo Editor for live coverage and projects covering the last year of space shuttle launches at Kennedy Space Center.
  - Photo Editor and photographer for multiple Super Bowls, NBA Playoffs, College Football Championships, NCAA Mens and Womens Final Four and Daytona 500 races.
  - Photo Editor for photo pool coverage of the Casey Anthony and George Zimmerman murder trials, creating a work flow for real-time delivery to hundreds of news organizations.
  - A&E Gallery: A photo-driven weekly column documenting the behind-the-scenes work of artists and performers.
  - Operation Rainbow:  
Virtual Mission in Venezuela, March 2000: Still photographer, writer and web producer.  
Armenia, August 1999: Still photographer, videographer, producer for promotional film.
  - Behind the Viewfinder blog 1998 - 2000: Charter contributor to an online journal about working in photojournalism.
- 

- Memberships**
- National Press Photographers Association
  - Society of Professional Journalists
  - Investigative Reporters & Editors
  - Association for Education in Journalism and Mass Communication
- 

- Training**
- Advancing Democracy Through Community-Engaged Teaching and Learning, Texas A&M Center for Teaching Excellence. 2023
  - Innovation Learning Classroom Building instructor, Texas A&M 2021-present
- Knight Center for Journalism in the Americas online training:
- The Power of Audio Storytelling, 2020
  - Equity and Ethics in Data Journalism, 2020
  - Introduction to Photogrammetry, 2022
- 

- Skills** Photojournalism | Photo and visual journalism editing | Newsroom leadership | Video and audio editing | conversational Spanish | 360-degree video production | Adobe CC applications including Photoshop, InDesign, Premiere, Lightroom and Bridge | Brand management for trade associations. | Print and digital production and design | Audio journalism | Data reporting and visualization | Course design | Interviewing | Mass media and popular culture communication | News and feature writing | Mentoring