



Steven Mark Klein

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Professional summary

As a cross-platform media instructor, consultant and sports content specialist, I bring solid journalism credentials and values, the ability to work and communicate with people, and a cross-platform vision for the industry to my professional and academic work.

Summary of Qualifications

- Nearly 40 years of experience in a full spectrum of media: newspapers, magazines, online, broadcast and public relations..
- More than 25 years in management positions.
- More than a dozen years of online media experience.
- Eightteen years of teaching experience at George Mason University, American University, Michigan State University and Cape Cod Community College.
- Placement of numerous journalism students in professional positions.
- Master of Arts in Journalism, Michigan State University, 1997.
- BA in Urban American History and Hebrew and Semitic Studies, University of Wisconsin-Madison, 1970.
- National Endowment of the Humanities fellowship in "Sports, Society and Modern American Culture," Chicago Historical Society and Northeastern Illinois University, 2002.
- Contributor to the Poynter Institute's E-Media Tidbits, an international media blog.
- Co-founder of SportsEditor.com, an online media organization for sports journalists.
- Experienced speaker and seminar presenter at seminars throughout the United States and around the world, including London, Barcelona, Beijing and the United Arab Emirates.
- Member of Online News Association, Association of Women in Sports Media, the Society of Professional Journalists.
- Writing skills have received awards at the national, state and Gannett levels.

Professional Experience

George Mason University / Coordinator and Professor, Electronic Journalism Program

Fairfax, Va.

September 2003 to present

Responsibilities: Coordinate the Communication Department's Electronic Journalism minor, oversee the Journalism concentration, and teach a variety of cross-media journalism courses within the department's Journalism concentration; serve on the university Technology Committee; serve as advisor to the GMU Cycling Club and the Brown Hour (diversity programming on WG MU-TV).

Accomplishments: Has reshaped the Journalism curriculum to reflect a 21st century cross-platform approach; created new courses in Online Journalism, Sports Writing and Reporting, Political Journalism and Business Writing and Reporting; redefined the Journalism concentration's pre-requisite course, Writing Across Media.

Graham Associates / Principal

Fairfax, Va.

July 2001 to present

Responsibilities: Writing instructor/seminar presenter for the training group, which serves corporate and government clients, helping engineers, scientists and business professionals produce quality documents efficiently and effectively. Clients include the Voice of America, American Management Systems, TRW, Inc., the U.S. Center for Drug Evaluation and Research, the U.S. Patent and Trademark Office, the Federal Aviation Agency, the Virginia Department of Transportation, and the Discovery Channel.

Accomplishments: Created specialty seminars on writing for the online medium, writing headlines, and writing effective e-mail.

Advanced Interactive Media Group, LLC/Principal

Local office: Fairfax, Va.; home office: Orlando, Fla.

May 1999 to present

Responsibilities: New Media consultant and sports specialist with the AIM Group, which works with media companies, universities and other organizations in the development of interactive services; clients have included the PRIMEDIA History Group, drkoop.com as Managing Editor of News Operations, Total Sports, SportsTicker, USATODAY.com, and the Detroit News.

ZUniversity.com/Director of Content Strategy and Development

Tysons Corner, Va., and Stamford, Conn.

April 2000 to January 2001

Responsibilities: Managed the proprietary content for the company's university partner alumni and student portals and contributed to the development of new content initiatives and strategy.

GolfServ Online, Inc./Vice President for Content and Development

Chicago, Ill./Fairfax, Va.

January/February 1999

Accomplishments: Helped the Internet startup company to create and implement its strategic plan as well as provided key contacts in acquiring content and online publishing partners.

USA TODAY Information Network/Sports Editor

Arlington, Va.

June 1995 to January 1999

Responsibilities: Hired and managed a 20-person staff, building and maintaining a nationwide network of correspondents for college sports, and creating and maintaining one of the most extensive and critically acclaimed sports sites on the World Wide Web.

Lansing State Journal/Sports Editor

Lansing, Mich.

November 1985 to June 1995

Responsibilities: Managed a 10-member staff at an award-winning Gannett community newspaper, creating a stringer/correspondent pipeline that helped scores of college journalists find their first professional opportunities in journalism; wrote an award-winning column and take-out features; worked on two occasions for the Gannett News Service, including the 1988 Calgary Winter Olympics.

TENNIS magazine/Senior Editor-Administration

Norwalk, Conn.

January to September 1985

Responsibilities: Coordinated the monthly production of the leading national tennis publication; feature writer.

The Stamford Advocate/Sports Editor, Features Editor

Stamford, Conn.

August 1981 to January 1985, and September to November 1985

Responsibilities: Editor of an Associated Press Sports Editors award-winning Sunday and daily sports section; also served as Features and Sunday Magazine Editor, and as Assistant News Editor.

Enterprise Radio: The Sports Network/Public Relations Director

Avon, Conn.

December 1980 to August 1981

Responsibilities: Public Relations Director for a ground-breaking, all-sports national radio network created by Bill Rasmussen, the founder of ESPN.

Cleveland Plain Dealer/Executive Sports Editor

Cleveland, Ohio

October 1978 to November 1980

Responsibilities: Coordinated the daily production of the sports section for the state's largest newspaper.

Akron Beacon Journal

Akron, Ohio

July 1975 to October 1978

Responsibilities: Sports writer, assistant sports editor, weekend editor of the first such weekly tabloid section in a daily newspaper, assistant Life/Style editor, Sunday editor, beat reporter covering the Cleveland Barons of the National Hockey League; president of the Cleveland chapter of the Professional Hockey Writers Association in 1976.

Cleveland Crusaders/Director of News Media Relations

Richfield, Ohio

June 1974 to July 1975

Responsibilities: Media relations for the World Hockey Association franchise.

South Bend Tribune

South Bend, Ind.

September 1970 to June 1974

Responsibilities: Sports writer, covering Notre Dame, Chicago professional and community sports.

Wisconsin State Journal

Madison, Wis.

September 1968 to September 1970

Responsibilities: Sportswriter, copy editor; part-time during the school year and full-time during both summers.

Milwaukee Journal

Milwaukee, Wis.

June to August 1968

Responsibilities: Sports internship; copy editing, game coverage and feature writing.

Education

- Master of Arts in Journalism, Michigan State University, June 1997; GPA of 3.86 (on a scale of 4.0). Thesis/project: "Hugh Fullerton and the Black Sox Scandal: The Ethical Impulse in Sports Writing;" chair: Stephen Lacy.
- Course work towards a Master's in American Urban History, University of Akron, 1973.
- Bachelor of Arts in American Urban History and Hebrew and Semitic Studies, University of

Wisconsin-Madison, 1970.

Teaching Experience

- Teaches Writing Across Media, Newswriting and Reporting, Introduction to Journalism, Online Journalism, Political Journalism, Free Speech and the First Amendment, and Sports Writing and Reporting at George Mason University.
- Taught Online Journalism at Cape Cod Community College (2005).
- Taught Sports Journalism at American University (2002).
- Taught news writing, reporting and editing classes at Michigan State University from 1987 to 1995.
- Developed the syllabus and taught the first course in sports journalism at Michigan State, The Ethical Impulse in Sports Writing, fall semester, 1994. Developed similar courses at American University and George Mason University.

Professional Activities

- Presented seminars on online journalism, online ethics and management since 1995 at College Media Advisers conventions in New York City, Washington, D.C., Orlando, Atlanta, Chicago and Kansas City.
- Participated as a panelist and facilitator at the first Sports Summit on Ethics and Sports in Tampa, Fla., in May 1998; participated on steering committee for 2001 conference in Providence, R.I.
- Invited to speak to journalism classes at the University of South Dakota's Neuharth School of Journalism in April, 1998; and at Michigan State University, October, 1998.
- Invited to give the Editors Day keynote address ("The Multi-Mediated Journalist") at Kansas State University for the Kansas Press Association, November, 1997.
- Between 1985-95 while sports editor of the Lansing State Journal, presented seminars in Michigan and at the national Associated Press Sports Editors convention on managing and utilizing resources (staff and newshole); gave a similar presentation at American Press Institute in 1991.
- Has spoken nationally and internationally on sports journalism, teaching online journalism and cross-platform journalism throughout the United States and in London, Barcelona, Beijing, and (in November 2005) Sharjah in the United Arab Emirates.

Honors

- Awarded a National Endowment for the Humanities fellowship in Chicago during the summer of 2002 and participated in a six-week seminar on "Sports, Society and Modern American Culture" at the Chicago Historical Society and Northeastern Illinois University.
- Sports column was frequently honored between 1985-95 by the Associated Press Sports Editors at national and state levels, by the Michigan Press Association, and by Gannett.
- The sports sections of the Lansing State Journal and Stamford Advocate were honored by Associated Press Sports Editors at the national and state levels and by the Michigan and Connecticut press associations.
- From 1981 to 1983, the Sunday Sports section of the Stamford Advocate was named the best in the country for newspapers under 50,000 circulation.

Computer Skills

Skilled in the full range of Microsoft Office applications and several proprietary media editing, design and page-creation programs, as well as basic HTML, Dreamweaver and Photoshop.

