

# DAN EVANS

---

## SUMMARY

---

A newsroom leader and educator with a record of achievement in writing, reporting, SEO, management, teaching, multimedia and design. Established capabilities in social media, photography, B2B and B2C websites, blogging and cross-disciplinary initiatives. Possesses nearly two decades of journalistic, government and business experience and numerous awards for reporting, commentary and online excellence.

## EXPERIENCE

---

FLORIDA INTERNATIONAL UNIVERSITY, Miami, Florida  
**Assoc. Journalism Professor & Bureau Chief, 2016-Present**

Teach undergraduate classes on basic, advanced and multimedia reporting, with an eye toward digital-first publication and preparing students to enter the professional journalism world under FIU's "teaching hospital" methodology. Serve as the Miami bureau chief for the South Florida Media Network ([sfmn.fiu.edu](http://sfmn.fiu.edu)), a campus-based internship that supplies professional-level copy, video and multimedia projects to area news outlets. Clients include: the Miami Herald, Sun Sentinel, El Sentinel, Miami Community Newspapers and others.

- Serve as campus advisor for the Society of Professional Journalists, receiving regional and national recognition for programs on diversity and race.
- Created intensive training programs, allowing novice journalists to get into the field within four weeks.
- Oversaw work that led to a first-place Hearst Award in breaking news, the first time the school had won the award in 20 years and only the second time in FIU's history.

LOS ANGELES TIMES, Los Angeles, California  
**Times Community News Editor, 2009-2016**

Led team of 30 full-time reporters, photographers, and editors covering communities in San Fernando Valley. Content chief for the Glendale News-Press, Burbank Leader and the La Cañada Valley Sun. Served as founding editor of the Pasadena Sun as well as editorial director of an arts weekly, Brand X. Oversaw one print and two website redesigns, leading to increased readership; integrated custom digital styling, dedicated columnist pages, live blogging schedules and interactive features. Developed changes to complement the group's breaking news blog, as well as to its associated social media accounts.

- Increased website traffic statistics, improving unique visits from 20,000 to 250,000 and total pageviews from 50,000 to more than 1 million.
- Papers received 58 first- and second-place awards from the California Newspaper Publishers Association for design, website, government, investigative and feature reporting, editorial pages, column writing, and sports coverage.
- The Pasadena Sun received an EPPY from Editor and Publisher in 2012, while the Burbank Leader received the CNPA's highest honor, general excellence, in 2011.

THE HOLLYWOOD REPORTER, Los Angeles, California  
**Online News Director, 2008-2009**

Oversaw day-to-day news operations of publication's website. Ensured story placement, photography, and multimedia content fulfilled quality, style, and content guidelines. Unique monthly visitors increased from 1.25 million to 1.75 million through improved search engine and social media strategies. Developed unified promotion program, charting effectiveness of article pickups on B2B and B2C websites as well as media, celebrity, and industry blogs.

LOS ANGELES ETHICS COMMISSION, Los Angeles, California  
**Senior Investigator, 2005-2008**

Investigated alleged violations of city ordinances relating to campaign finance, misuse of city resources, and political money laundering. Cleared 80% of assigned cases, highest rate in division. Served as lead investigator on case that lasted 18 months and involved millions of dollars in potential fines.

## ADDITIONAL PROFESSIONAL AND TEACHING EXPERIENCE

---

UNIVERSITY OF SOUTHERN CALIFORNIA, Los Angeles, California, **Adjunct Professor**, 2012-2015. Taught undergraduate classes on news writing, reporting, and online media. Trained students to produce compelling audio and video/text, as well as to determine the best-equipped medium to tell story at hand.

LONG BEACH STATE, Long Beach, California, **Adjunct Professor**, 2008-2011. Taught undergraduate classes on media ethics. Classes were taught discussion-style, letting students work through the thorny issues that face modern newsrooms.

LOS ANGELES DAILY JOURNAL, Los Angeles, California, **Orange County Bureau Chief**, 2003-2005. Provided breaking news coverage and in-depth pieces. Recognized for legal writing by Los Angeles Press Club.

THE SAN FRANCISCO EXAMINER, San Francisco, California, **Criminal Justice Reporter**, 2000-2002. Covered San Francisco Superior Court and contributed to police beat reporting.

LOS ANGELES TIMES, Los Angeles, California, **Times Community News Reporter**, 1998-2000. Covered politics, education, and courts in San Bernardino County.

## EDUCATION

---

COLUMBIA UNIVERSITY, New York, New York  
**M.S., Journalism**, 2003

UNIVERSITY OF CALIFORNIA, BERKELEY, Berkeley, California  
**B.A., English & Philosophy**, 1998

## SELECTED AWARDS

---

**Sunshine State Awards:** 2<sup>nd</sup> Place, Profile Writing (Freelance - Miami Herald) 2018

**California Newspaper Publishers Association:** 1<sup>st</sup> Place, Website, 2015; 2<sup>nd</sup> Place, Columns, 2015; 1<sup>st</sup> Place, Website, 2014; 1<sup>st</sup> Place, Website, 2013; 1<sup>st</sup> Place, Investigative Reporting, 2013; 1<sup>st</sup> Place, Website, 2012; 1<sup>st</sup> Place, General Excellence, 2011; 1<sup>st</sup> Place, Website, 2010; 2<sup>nd</sup> Place, Editorials, 2010

**Editor & Publisher:** EPPY Finalist (Community Service), 2015; EPPY Finalist (Best News Website), 2014; EPPY Winner (Best News Website), 2013

**Society of Professional Journalists:** National Campus Program of the Year, 2018 (SPJ National); Distinguished Journalist Award, 2013 (Los Angeles Pro Chapter)

**Los Angeles Press Club:** 1<sup>st</sup> Place, Columns, 2014; 2<sup>nd</sup> Place, Columns, 2013; 2<sup>nd</sup> Place, Journalist of the Year, 2011; 2<sup>nd</sup> Place, Columns, 2011

## CURRENT RESEARCH & PROJECTS

---

JMC INNOVATION PROJECT ([www.jmcinnovatioproject.com](http://www.jmcinnovatioproject.com)): A survey on innovation at schools of journalism and mass communication, conducted via interviews with more than 70 deans and school directors in the United States. Served as web editor and designer. Presented at the 2017 AEJMC Conference in Chicago.

SFNS PUBLIC RECORDS ([www.publicrecords.sfns.online](http://www.publicrecords.sfns.online)): A student and faculty project providing how-to guides on obtaining public records from Florida agencies.