

**Vitae**  
**Daniel E. Axelrod, M.A.**

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**EDUCATIONAL BACKGROUND**

**University of Florida, Gainesville, Florida. August 2011-Present.**

Student in College of Journalism and Communications.  
Pursuing Doctor of Philosophy, Mass Communications, Concentration in Journalism.  
Received full scholarship with appointment as a Graduate School Fellow.

**Syracuse University, Syracuse, New York. August 2003.**

S.I. Newhouse School of Public Communications.  
Master of Arts in Magazine, Newspaper and Online Journalism.  
Thesis Topic: *Bias in Newspaper Articles on Weapons of Mass Destruction.*

**SUNY College at Cortland, Cortland, New York. May 2002.**

Bachelor of Arts in History & Communications, Magna Cum Laude.  
Senior Thesis Topic for History Major: *The Mythology of the Wild West.*  
Specialty: Nonwestern History.

**PROFESSIONAL EXPERIENCE**

President, Writers Unlimited, Inc. June 2010-Present.

Lead nearly 30-year-old family nonprofit and small press. 501c3 operates with state nonprofit status in NY and Florida and has offices in PA and NJ. Educational division of WU stages readings, workshops and lectures on poetry, creative writing and journalism. Small press publishes books. WU also provides freelance and PR services.

Corporate Communications Specialist, Blue Cross of Northeastern Penn. Wilkes-Barre, PA. April 2009-April 2011.

Writer, researcher and media specialist. Started as a full-time consultant April 2009. Hired as a regular employee June 2010. Draft press releases and internal talking points on company threats. Organize press conferences and companywide meetings. Write op-eds, letters and presentations for CEO. Collect and analyze data to produce research reports. Interview senior leaders to create essays so employees understand company's strategic direction.

Business/Health Reporter, Times-Tribune. Scranton, PA. May 2007-laid off April 2009.

Wrote five-part series on state's four Blue Cross insurers, co-wrote four-part opiate addiction series and big, award-winning packages on diabetes and growth in the Poconos. Handled an array of nonhealth business stories.

Education Reporter, *Norwich Bulletin*. Norwich, CT. August 2006-2007.

Covered multiple school districts and wrote several investigative enterprise pieces for a daily former Gannett paper. City Government Reporter, *The Gardner News*. Gardner, MA. 2006.

Wrote two stories per day about government meetings, elections, city's finances and features, plus a five-part series on the state of the city's infrastructure and how future development will affect Gardner.

Town Government & Education Reporter, *Old Colony Memorial*. Plymouth, MA. 2005.

Covered local government and school administration meetings, elections, the town's finances, nuclear power plant security issues and produced in-depth investigative pieces for a twice-a-week newspaper.

General Assignment Reporter, *Westmore News*. Port Chester, NY. 2004.

Produced five to eight news stories a week while covering two communities' schools and writing occasional police, local government and feature stories. Wrote an investigative piece that led a town official to resign.

Freelance Reporter, *Smithtown News*. Smithtown, New York. Summer 2001 & Fall 2003.

Covered all beats except sports. Assisted in political coverage of 2003 Long Island Republican Convention.

Freelance Reporter, *Times Beacon Record Newspapers*. Setauket, NY. 2003.

Attended staff meetings and wrote articles to cover all beats including sports.

Features Reporter, Syracuse University's *Daily Orange* student newspaper. Syracuse, NY. 2003.

Reporter-Intern, *Central New York Business Journal*. Syracuse, NY. 2003.

Wrote business articles about companies and entrepreneurs in central New York.

Student Reporter, *Uni-Planet Internet Magazine*. SUNY Cortland, NY. 2002.

Editor-in-Chief, SUNY Cortland's *Dragon Chronicle* student newspaper. Cortland, NY. Fall 2001.

Oversaw a staff of ten at a college weekly with a circulation of 3,000. Created layouts with Adobe PageMaker. Served as sports editor in the fall of 2000 and as news editor in the spring of 2000.

Reporter-Intern, *Times Beacon Record Newspapers*. Setauket, NY. 1999.

Attended staff meetings and wrote mostly sports articles before covering news stories.

## **INTERNATIONAL JOURNALISM & PUBLIC RELATIONS EXPERIENCE**

*USA Today*. Reporting from Colchester, CT. Fall 2006.

Recruited to write a feature, published in the Nov. 8 issue's "Life" section, on an innovative Connecticut elementary school teacher. Also wrote informative breakout box for an Oct. 19 All-USA teacher special section.

British Parliament. London, U.K. Communications Aide for a Member of Parliament. Summer 2003.

Oversaw correspondence between Louise Ellman, Labour MP, Liverpool, her constituents and other members of Parliament to earn credits for Syracuse University's "News, Politics & Public Policy" class. Conducted research for Ellman's speeches and presentations to her constituents in Liverpool.

## **UNIQUE TRAINING**

**University of California at Berkeley, Knight Digital Media Center Multimedia Training. May 2010.**

*Accepted as one of 20 Knight Digital Media Center fellows, out of 200 applicants, for intensive one-week multimedia training session.*

**Society of Professional Journalists' Ted Scripps Leadership Institute, June 2009.**

*Recruited and accepted to expenses-paid training session to represent Pennsylvania and learn leadership skills on behalf of SPJ.*

## **TEACHING EXPERIENCE**

Adjunct Professor at King's College. Wilkes-Barre, PA. Fall 2010-Spring 2011.

Taught "Ethics and the Media," "Magazine Article Writing" and "Sports Journalism."

Adjunct Professor at Luzerne County Community College. Nanticoke, PA. Spring 2010.

Taught rhetoric & grammar, improve vocabulary & writing fundamentals, ensure passage of competency exams.

Guest Lecturer at Suffolk County Community College. Selden, NY. 1997-2004.

Spoke about writing to creative writing classes at SCCC.

Poetry Workshop Instructor at Middle Country Library. Centereach, NY. 1997.

Taught workshop on the mechanics of poetry to adults & children.

Featured Poet at Events Across Long Island.

Featured poet/guest speaker at Canio's Books & West Hampton Writers' Festival. Hamptons, NY. 1985-89.

Guest author & poet at Borders Books, Stony Brook & Bohemia, NY & Barnes & Noble, Westbury, NY. 1990-97.

Poetry Workshop Instructor at South Hampton Elementary School. South Hampton, NY. 1987.

Taught workshop on the mechanics of poetry to children.

## **AWARDS & GRANTS**

*University of Florida's Graduate School Fellow Appointment in College of Journalism and Communications.* 2011-2015.

*Society of Professional Journalists' Outstanding Chapter Award presented to Keystone Pro Chapter,* 2010.

Recognized by SPJ's national offices for running one of the top three small chapters in America.

SPJ honored chapter for the five lectures I organized since April 09 and the roughly 12 new members I helped add.

*Keystone Pro Pennsylvania Chapter of the Society of Professional Journalists, Third Place for Spotlight Award,* 2010.

In an independently judged contest, won chapter's highest honor for five-part series on four Blue Cross/Blue Shield companies in PA. "Code Blue" series covered history of Blues, their social missions, surpluses and rates.

*Keystone Pro Pennsylvania Chapter of the Society of Professional Journalists, Second Place for Enterprise Reporting for Code Blue,* 2010.

*Pennsylvania Associated Press Managing Editors Association, Second Place for Enterprise Reporting for Code Blue,* 2010.

*Pennsylvania Associated Press Managing Editors Association, Second Place for Business Reporting for Code Blue,* 2010.

*Keystone Pro Pennsylvania Chapter of the Society of Professional Journalists, First Place for Health Reporting,* 2009.

Wrote four stories about teens with a rare bone cancer. Coverage led state to reopen investigation into the matter.

*Keystone Pro Pennsylvania Chapter of the Society of Professional Journalists, Second Place for Health Reporting,* 2009.

Four-part series detailed extent of local opiate addiction and hurdles addicts and providers face in treatment system.

*Keystone Pro Pennsylvania Chapter of the Society of Professional Journalists, Second Place for Feature Writing,* 2009.

Honored for a one-day, two-story project detailing a critical local shortage of surgeons.

*Keystone Pro Pennsylvania Chapter of the Society of Professional Journalists, Third Place for Health Reporting,* 2008.

Recognized for excellence for a thorough package full of real people about diabetes in the region.

*Keystone Pro Pennsylvania Chapter of the Society of Professional Journalists, Honorable Mention for Enterprise Reporting,* April 2008.

Lead reporter on an in-depth seven-part series detailing growth and change in the Poconos.

*Times-Tribune, company award for Best Non-deadline Reporting,* February 2008.

Awarded a bonus, special recognition for four-part series, Web of Addiction, about rise of local opiate addiction.

*Times-Tribune*, company award for Best Non-deadline Reporting, November 2007.

Awarded a bonus, special recognition for Poconos series.

*New England Press Association*, Second Place for Education Reporting, 2005.

At *Old Colony Memorial*, won prize for a series chronicling the shortcomings of Plymouth's schools.

*New York Press Association*, First Place for News Story, 2004.

At the *Westmore News*, won the NYPA's individual first place award for best news story among weekly newspapers.

*New York Press Association*, First Place for Local Government Coverage, 2004.

Wrote one of three stories that helped the *Westmore News* win top honors for local government reporting.

*Syracuse Department of International Studies Grant*, Summer 2003.

Awarded grant to serve as an aide and researcher for Louise Ellman, Labour MP, Liverpool. London, U.K.

## **PUBLICATIONS**

*Staircase Wisdom*. Writers Ink Press. Centereach, NY ©1997

*Dreams*. Writers Ink Press. Centereach, NY ©1989

*History Doesn't Kill Me*. Writers Ink Press. Centereach, NY ©1986

A nonprofit organization published these three poetry chapbooks for its youth writers series. The books sell on Amazon.com and the Borders Books Web sites and are housed in local libraries around Long Island.

## **PROFESSIONAL MEMBERSHIPS**

Association for Education in Journalism and Mass Communication, 2006 & 2009-present.

Society of Professional Journalists, 2004-present.

Society of Professional Journalists' Digital Media Committee, Vice Chairman, October 2009-October 2010.

Helped run national committee that authored a strategic report about how SPJ can stay relevant in digital age, created handbooks with tips on using new media tools, wrote testimony on behalf of SPJ for FTC and FCC hearings on the media's future, blogged and tweeted, wrote columns for *Quill*, threw events with AOL and Google.

Society of Professional Keystone Pro Chapter, President, August 2009-August 2011.

Ran large statewide contest, staged lectures and workshops as president of Keystone Pro Chapter.