

CAROL E. HOLSTEAD

William Allen White School of Journalism and Mass Communications
The University of Kansas
Lawrence, Kansas 66045

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EDUCATION

Master of Arts, Theater, 1983

Kansas State University, Manhattan

Emphasis: Criticism, literature and history

Thesis: "The Dramatic Criticism of Norman Nadel"

Honors: Theta Alpha Phi, theater honorary

Bachelor of Science, Journalism, 1980

Kansas State University, Manhattan

Emphasis: News-editorial, magazine

Publications: Editor of the *Kansas State Collegian*

Internships: Wichita (Kansas) Public Schools Communications Department

Honors: Phi Kappa Phi; recipient of the Donrey Media Scholarship for Academic Excellence

EXPERIENCE

Associate Professor

University of Kansas School of Journalism, Lawrence, 1990 –

Selected to teach in the Consortium International Universities study abroad program in Paderno del Grappa, Italy, Spring 2003

Courses taught: Reporting I, Ethics, Magazine Article Writing, Advanced Publication Design and Production, Marketing Communication Design and Production, Multimedia Editing (course coordinator, 2000 – 2004), Case Studies in Editing, Advanced Magazine Production (produced the School of Journalism's alumni magazine), Visual Communication

Graduate Committees Served: 43 (Chaired: 13; 1 thesis, 7 projects)

Editor

Vance Publishing Corporation, Overland Park, Kansas, 1984 – 1990

Supermarket Floral: Developed editorial concept for start-up of monthly business magazine. Planned editorial calendar, supervised writing, editing, production and design. Presented industry seminars. 1988 – 1990

Produce & Floral Retailing: Supervised editorial, production and design of monthly business magazine and annual directory. 1986 – 1987

Fresh Produce: Supervised editorial, production and design of quarterly business magazine and annual directory for foodservice industry. 1984 – 1985

The Packer: Wrote stories on foodservice/retailing topics for weekly business newspaper for the produce industry. 1984 – 1985

Instructor/Graduate Teaching Assistant

Kansas State University, Manhattan, 1981 – 1984

Courses taught: Public Speaking

Information Specialist

Kansas Institute for Career Development, Manhattan, Kansas, 1981

Wrote articles for monthly business publication covering private and state-run employment training programs.

AWARDS AND GRANTS

Outstanding Service and Achievement, Association for Education in Journalism and Mass Communication Magazine Division, 2001

Freedom Forum Professors Publishing Program grant, \$2000 awarded to subsidize work on consumer magazine article, 1995

Calder M. Pickett Teaching Development Award, 1994

New Faculty Grant, University of Kansas, \$5,000 awarded for development of catalog and database for School of Journalism's Magazine Publishers of America First Issues Collection, 1992

Calder M. Pickett Teaching Development Award, 1992

Kappa Tau Alpha, journalism honorary, 1991

Theta Alpha Phi, theater honorary, 1982

Phi Kappa Phi, academic honorary, 1980

Donrey Media Scholarship for academic excellence, 1979

RESEARCH AND CREATIVE ACTIVITIES

Major Published Work

“What’s Old is New: The Need for Historical Inspiration in Contemporary Magazine Design,” *American Periodicals*, Fall 1997, pp. 73 – 86
(Juried article)

“American Health,” *Women's Periodicals in the United States: Consumer Magazines*, edited by Kathleen L. Endres and Therese L. Lueck for Greenwood Press, 1995, pp. 6 – 11 (Publication history, book chapter)

“Cooking Light,” *Women's Periodicals in the United States: Consumer Magazines*, edited by Kathleen L. Endres and Therese L. Lueck for Greenwood Press, 1995, pp. 44 – 49 (Publication history, book chapter)

“The Packer,” *The Trade Press of the United States*, edited by Kathleen L. Endres for Greenwood Press, 1994, pp. 300–311 (Publication history, book chapter)

Minor Work

- “Head Games: I want my brother to wear a helmet when he rides his motor cycle—and now, after a traumatizing life lesson, he will.” submitted to *Newsweek* magazine for My Turn column, January 2007
- “Walking the Line: Taking care of aging parents requires finding a way to help without undermining their independence. Carol Holstead learns from her own mother what that means and takes the lessons to heart.” Submitted to *Women's Health* magazine, January 2007
- “Editors and Art Directors: Making the Marriage Work,” *Best Practices of the Business Press*, edited by Robert Freedman for the American Society of Business Press Editors, 2004, pp. 101–103
- “Three Steps to Web-smart editing,” *Folio: The Magazine for Magazine Management*, June 1999, pp. 27 – 28
- “Alberto Vargas,” *American National Biography*, edited by John Garraty, Oxford University Press, 1999, pp. 270 – 272
- “Magazine Design,” *History of the Mass Media in the United States: An Encyclopedia*, edited by Margaret Blanchard and William Rand Kenan, Jr. for Garland Publishing, 1998, pp. 325 – 328 (Book chapter)
- “Have You Practiced Your Writing Today?” *Writer's Forum*, the quarterly newsletter for the Writer's Digest School, Winter 1996, pp. 13–14
- “Assert Yourself,” and “Tips for Assertive Communicators,” *Women In Business magazine*, January 1994, pp. 32 – 33 (Magazine article)
- “Historical Perspective in Magazine Design: The Need to Go Forward into the Past in a Technological Age,” paper presented at the American Journalism Historian's Association conference, Roanoke, Virginia, October 1994 (Refereed paper)
- “The Editor as Design Coordinator: Add to the editor's responsibilities the role of fashion cop—the job of protecting the integrity of the magazine's design,” *Folio: The Magazine for Magazine Management*, November 15, 1994, pp. 50 – 52 (Magazine article for premier industry publication)
- “Win, Lose and Learn,” *Magazine Forum*, the teaching magazine for the Association for Education in Journalism and Mass Communication Magazine Division, Spring 1994, pp. 3 – 7
- “Personal Journalism,” *Magazine Forum*, the teaching magazine for the Association for Education in Journalism and Mass Communication Magazine Division, Spring 1992, pp. 6 – 8

Invited Scholarly Presentations

- “Art and the Editorial Process at Magazines,” panel discussant, “Family, Politics, and Photography of the 1960s,” Diane Arbus Colloquium, Spencer Museum of Art, Lawrence, Kansas, November 2004
- “Advising Student Magazines,” panel discussant, Association for Education in Journalism and Mass Communications Convention, Miami, Florida, August 2002
- “The Art of Writing Short,” panel discussant, Association for Education in Journalism and Mass Communication Convention, Washington, D.C., August 2001
- “Using Pros as Models: A Valuable Approach to Teaching Design,” panel discussant, Association for Education in Journalism and Mass Communication Convention, Phoenix, Arizona, August 2000
- “Help Wanted: Giving Students the Skills They Need to Find a Job,” panel discussant, Association for Education in Journalism and Mass Communication Convention, Baltimore, Maryland, August 1998
- “Magazine Design,” workshop presented at the Kansas Associated Collegiate Press Spring Conference, Wichita, Kansas, April 1997
- “The Tools that Sell You: Creating Your Resume and Portfolio,” workshop presented at the Society of Professional Journalists Region 7 Conference, Kansas City, Missouri, April 1997
- “New Women in the Academy,” panel discussant, Association for Education in Journalism and Mass Communication Convention, August 1996
- “The Tools that Sell You: Creating Your Resume and Portfolio,” workshop presented at the Society of Professional Journalists National Convention, Minneapolis, Minnesota, October 1995
- “Magazine and Newspaper Writers: Putting Yourself Into Your Writing,” Society of Professional Journalists Writers Workshop, Indianapolis, Indiana, March 1995
- “Making the Marriage Between Editors and Art Directors Work,” workshop presented to the Kansas City Society of Magazine Editors, Kansas City, Missouri, January 1995
- “Magazine and Newspaper Writers: Finding Your Voice,” Society of Professional Journalists Writers Workshop, Kansas City, Missouri, November 1994
- “Keeping Pace With Computer Technology,” workshop presented at the Association for Education in Journalism and Mass Communication convention, Kansas City, Missouri, August 1993
- “Building Design Sense,” workshop presented at the 1993 Engineering College Magazines Associated National Convention, University of Kansas, Lawrence, April 1993
- “Trends In the Supermarket Floral Industry,” research presented at the Produce Marketing Association Convention, New Orleans, Louisiana, October 1990

Other Scholarly Presentations

“Editorial and Design Analysis of the *Information Management Journal*,” a business journal published by the American Records Management Association, January 2007

Workshop with staff of *KU Spirit* magazine for the Kansas University Endowment Association, June 2006. *KU Spirit* subsequently redesigned into *KU Giving* magazine

“Editorial and Design Analysis of *KU Spirit Magazine*,” a fundraising magazine of the Kansas University Endowment Association, June 2006

“Design analysis of *Fresh Trends*, a Profile of the Produce consumer, for Vance Publishing Corporation, June 1997

“Analysis of Milling & Baking News Redesign,” presented to Sosland Publishing Company., Kansas City, Missouri, November 1992.

“Design Analysis of *Kansas Engineer*,” presented to the School of Engineering, University of Kansas, Lawrence, October 1991

SERVICE

Professional:

(International)

Association for Education in Journalism and Mass Communication Student Magazine Contest, director, 1993 – 1997, 2001 –

(National)

Vance Publishing Corporation, contest judge, 2007

Golf Course Superintendents Association of America Strategic Communications Committee member, 2004 – 2005

Host committee member, Association for Education in Journalism and Mass Communication national convention, Kansas City, August 2003, 2002 – 2003

Florida Magazine Association Charlie Awards, judge, May 2001

Association for Education in Journalism and Mass Communication,

Magazine Division head, 2000–2001

Magazine Division vice-head, 1999 – 2000

Magazine Division secretary, 1998 – 1999

Magazine Division Teaching Standards Committee, chair, 1997–1998

Magazine Division Teaching Standards Committee, assistant chair, 1992 – 1993

Association for Education in Journalism and Mass Communication, research paper panel moderator, Washington, D.C., August 2001

Association for Education in Journalism and Mass Communication, Magazine Division, research paper competition judge, 1999 – 2001

Primedia Magazine Contest, judge, October 1999 – 2001

Association for Education in Journalism and Mass Communication, "Know the Code: Expert Advice on How to Get Your Student Publication On-Line," Association for Education in Journalism and Mass Communication Convention, panel moderator, Baltimore, Maryland, August 1998

Brown & Benchmark Publishers, reviewer of magazine editing textbook writing proposal, October 1996

"Winning Awards: The Role of Contests in the Classroom," Association for Education in Journalism and Mass Communication Convention, panel moderator, Anaheim, California, August 1996

City and Regional Magazines White Awards, design contest judge, March 1996

National Auctioneers Association Advertising and Photography Contest, contest judge, June 1995

Evangelical Press Association annual awards, contest judge, 1991 and 1993
Association for Education in Journalism and Mass Communication, Simon & Schuster Education Group, reviewer of magazine writing textbook proposal, May 1991

(Regional)

"Hot Tips for Yearbook Design," Kansas Scholastic Press Association Fall Conference, 2004 – present

Harris News Design Contest, judge, February 2002, 2006

"Design Tips for Yearbooks," speaker, Kansas Scholastic Press Association Fall Conference, 2000, 2003 – 2006

"Making the Editor-Designer Marriage Work," invited speaker, American Society of Business Publication Editors, Kansas City, May 2005

"Writer's Conference '98," Lawrence, Kansas, junior high writer's workshop, session leader, November 1998

Reporting workshop, Haskell Indian Nations University, Lawrence, Kansas, October 1998

"Why Magazines Make You Think You're Fat," discussion leader, West Junior High, (January 1998) Southwest Junior High (February 1998) Lawrence, Kansas

"Writer's Conference '97," Lawrence, Kansas, junior high writer's workshop, session leader, November 1997

Job hunting workshop, School of Journalism, Kansas State University, Manhattan, October 1996

Kansas Scholastic Press Association, contest judge, 1991 –

Harris News Photography Contest, judge, February 1996

Kansas City Press Club-Society of Professional Journalists, Program Planning Committee Member, 1995

Kansas City Society of Magazine Editors, founding board member and education director, 1991 – 1995

“Can I Quote You On That?” Kansas City Society of Magazine Editors, panel moderator, Kansas City, Missouri, November 1994

Society of Professional Journalists Regional Convention, portfolio reviewer, Kansas City, Missouri, February 1993

University of Kansas:

Meet-a-Professor program participant, 1994 – 2000

Academic Policies and Procedures Committee, chair, 1999 – 2000

Strengths, Weaknesses, Opportunities, Threats study committee in School of Fine Arts, member, 1999

University Council, 1997–2000

University of Kansas Calendar Committee, 1994 – 1999; committee chair, 1995–1998

KU Athletic Department Student Athlete Mentor, 1991–1994

School of Journalism:

Mentor for tenure-track faculty member Doug Ward, 2005 –

Chair, Promotion and Tenure Committee, 2005 – 2006

Coordinator, Consortium of Universities for International Studies program in Italy, 2003 –

Ambassador, Center for Teaching Excellence, 2003 – 2008

Curriculum Committee, chair, 2000 – 2001; member, 2000 – 2002

Promotion and tenure review committee, 2002

Graduate program redevelopment committee, member, 2000

Multimedia Editing course development committee, chair, 2000 – 2002

Visual Communications course development committee, chair, 1999

School Committee, elected member, 1997 – 2000; chair, 1998 – 2000

Strengths, Weaknesses, Opportunities, Threats study committee, member, 1999
Culture Committee, member, 1997

Freshman caller, 1996 – 2000

Business Press Education Foundation Internship, applicant coordinator, 1994–

American Society of Magazine Editors Internship, applicant coordinator, 1992–

Kappa Tau Alpha, Journalism Honor Society, adviser, 1991–

School of Journalism:

Faculty Committee, elected member, 1991–1994

Subcommittee for review of General Research Grant Proposals, 1993

Association for Education in Journalism and Mass Communication

Convention Planning Committee Member, 1992-1993

Search committees:

Visual Communications and Multimedia faculty positions, 2007–2008

Editing faculty position, 2002

Visual Communications faculty position, School of Fine Arts, 1999

New Media faculty position, 1997

Integrated Media Lab Tech Coordinator, 1997

Visual Communications faculty position, 1994

Gannett Professional-In-Residence, 1991

Advertising faculty position, 1991

Community:

Lawrence Civic Choir, 1999 – 2001

Executive Committee, Wakarusa Chapter of the Sierra Club, Lawrence, Kansas,
1996 – 1999

Olathe Community Theater Association, Board Member, Olathe, Kansas, 1986–
1989

Project Finish, Literacy Program Tutor, Olathe, Kansas 1989–1990