

# LES ROSE

## Professor of Practice

S.I. Newhouse School, Syracuse University

Broadcast and Digital Journalism

215 University Place, Newhouse 2-376

Syracuse, NY 13210

[horose@syr.edu](mailto:horose@syr.edu)

(213) 999-5516 (c)

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## EDUCATION and PROFESSIONAL TRAINING

### **Masters of Arts, Journalism 2010**

University of Nebraska, Lincoln

### **Bachelor of Arts, Broadcast Journalism 1979**

University of South Florida, Tampa

## CAREER EXPERIENCE

### **Professor of Practice, S.I. Newhouse School**

#### **Broadcast and Digital Journalism**

**Syracuse University, Syracuse, NY**

August 2016 to Present

- COM 117 Multimedia Storytelling
- COM 470 Experience Credit
- BDJ 464 Television and Digital News Reporting
- BDJ 500 Selected Topics
- BDJ 664- MMM News Reporting II

### **Television News Photojournalist and Field Producer**

#### **CBS Network News, Los Angeles Bureau**

November 1998 to July 2016

*CBS Evening News, CBS Sunday Morning, CBS This Morning, CBS News 48 Hours, 60 Minutes 2*

- 2011 – 2016: Co-Photojournalist, *On the Road with Steve Hartman*
- 2005: Co-Photojournalist, *60 Minutes 2* end segments with Steve Hartman
- 2005 – 2011: Co-Photojournalist, *Assignment America* segments with Steve Hartman
- 1998 – 2004: Photojournalist/field producer, *Everybody Has a Story* with Steve Hartman
- Ongoing: Photojournalist and field producer for CBS News primetime news programs
- CBS Evening News with Scott Pelley (as well as Dan Rather, Bob Schieffer, and Katie Couric)

**ENG Photojournalist, Editor, Live Truck Operator, Field Producer  
KCBS-TV, Los Angeles**

January 1986 to November 1998

- News photojournalism, editing, live remotes, and story producing
- Photojournalist, field producer of a daily feature with Steve Hartman, 1994-1998
- Helicopter videographer
- Special assignments included mini documentaries (half hour) on subjects ranging from The Getty Museum and the rehabilitation of a beached grey whale at SeaWorld

**ENG Photojournalist/Field Producer, Freelance**

**NBC Network News, Miami Bureau**

January 1984 to January 1986

- Assignments included Contra War coverage in Nicaragua, El Salvador, and Honduras.
- Assignments in South America, Santo Domingo, Haiti, and the Southern United States
- Stories and live remotes with satellite trucks seen on the NBC *Today Show*, The *NBC Evening News* with Tom Brokaw
- Served as freelance audio technician for CBS Sports
- Assignments included the South Florida Cocaine wars and *Miami Vice*
- Assignments included several hurricanes and tornadoes

**ENG Photojournalist, Editor, Live Truck Operator, Field Producer  
WFLA-TV News, Tampa, Florida**

January 1982 to January 1984

- Photojournalist, field producer, and editor for *8 Country* feature segments.
- Covered numerous hurricanes and flooding stories in addition to sports stories.

**ENG Cameraman, Editor, Field Producer-Promotions Department  
KTVI-TV News, St. Louis, Missouri**

September 1981 to January 1982

- Shot and produced topical promos for air that evening to promote evening newscast
- Regularly shot aerials in station's helicopter
- Regularly helped out news department with breaking news

**ENG Photojournalist/Editor/Live Aerial Photographer  
WTSP-TV News, St. Petersburg, Florida**

March 1981 to September 1981, staff (freelanced July 1980-March 1981)

- Twice daily live aerial photographer for morning and evening newscasts
- Edited for first year before I was assigned a camera
- Covered the Skyway Bridge Disaster

## **PROFESSIONAL AFFILIATIONS (VOLUNTEER POSITIONS)**

### **Student Television Network**

March 2012 – Present

Advisory Board: Program development assistance and seminar formulation for yearly convention and judging student work.

### **National Press Photographers Association**

January 2000 – 2018

TV News Critique Chairman: Program administration to critique stories from NPPA television photographers, editors, reporters and anchors nationwide.

### **Columbia (MO.) Area Career Center, Journalism Programs**

September 2009 – 2018

Board Member: Program development assistance and student work critic.

## **PROFESSIONAL MEMBERSHIPS and AFFILIATIONS**

**Syracuse Press Club**

**Society of Professional Journalists**

**Broadcast Education Association**

**National Academy of Television Arts and Sciences (Los Angeles)**

**Press Photographers Association of Greater Los Angeles**

**Investigative Reporters and Editors, Inc.**

## **SEMINARS and LECTURE ENGAGEMENTS**

- 2021 New 8-Week Course for Orange Academy Online for January 2021: TV News Stories that Matter and How to Tell Them, developer
- 2021 BDJ Reporting, Prof. Faith Sidlow, Cal State Fresno, guest presenter
- 2021 Student Television Network (STN) 2021 Virtual Convention, “Changing the World, One Story at a Time,” virtual speaker
- 2021 Student Television Network (STN) 2021 Virtual College Fair, Syracuse University Newhouse School & Syracuse University Pre-College Programs/Summer College, participant
- 2021 Storytelling Workshop, Azerbaijan Diplomatic Academy (ADA) University, Baku, Azerbaijan, guest presenter

- 2021 Virtual *Teachapalooza*: Front-Edge Teaching Tools for College Educators, “Managing Demanding Students,” breakout moderator
- 2021 Syracuse Summer College for High School Course, Broadcast and Digital Journalism: TV News Storytelling, Online Course Summer 2021, instructor (& developer)
- 2021 Mandela Washington Fellowship for Young African Leaders, 3 Participants, focus project mentor
- 2021 Syracuse University Alumni Minnowbrook Conference Weekend, keynote speaker
- 2020 Visual Storytelling Video Chat for Don Goble’s Students (Broadcast Technology, Film, and Multimedia Teacher at Ladue School District), St. Louis, Missouri, instructor
- 2020 Zoom Event, Maui Waena Intermediate School, Kahului, Hawaii (Middle School Class – Student Television Network), guest speaker
- 2020 Virtual Poynter Institute *Teachapalooza*, St. Petersburg Florida, instructor
- 2020 Syracuse Summer College for High School Course, Broadcast and Digital Journalism: TV News Storytelling, instructor (& developer)
- 2020 National Press Photographer’s Association of America National Workshop, Online, speaker & instructor
- 2020 Newhouse First Year Engagement Activities, “Broken Hearts and Luggage Carts: True Tales of TV News,” Online, presenter
- 2020 JEA/NSPA Fall National High School Journalism Convention, “Les Rose on Broken Hearts and Luggage Carts: True Tales of TV News,” virtual presenter
- 2019 National Press Photographers Association News Video Workshop, Norman, Oklahoma, speaker & faculty
- 2019 Student Television Network National Convention, Seattle, Washington, session speaker
- 2019 Excellence in Journalism Convention, San Antonio, TX, participant and student speaker
- 2019 The Poynter Institute NewsU Video Storytelling Webinar, St. Petersburg, Florida, instructor
- 2019 The Poynter Institute *Teachapalooza*, St. Petersburg, Florida, instructor
- 2019 Military Motion Media Camera/ Editing Refresher Course, Newhouse SU, instructor

- 2019 “The Power of Storytelling,” FaceTime Friday Series Alpharetta High School, Fulton County Georgia, Audio-Video, Technology & Film Students (STN- Student Television Network), guest speaker
- 2019 Multimedia Photography & Design and Military Photojournalism Leader for Military Motion Media Students, Fall Photography Workshop, Newhouse, instructor
- 2019 New York Scholastic Press Association (ESSPA- Empire State School Press Association), High School Journalist Conference, session speaker
- 2019 High School Journalism Webinar, Russian High School Journalism Students, Youth TV Bridge – Eurasia Foundation, developer and presenter of three individual sessions
- 2018 Student Television Network National Convention, session speaker
- 2018 National Press Photographers Association News Video Workshop, keynote speaker & faculty
- 2018 Florida Scholastic Press Association Annual State Convention, keynote speaker & sessions speaker
- 2018 USAID Macedonia, Consultant for USAID.Gov (through AECOM), Sitel Television Network Skopje, Macedonia
- 2018 California State University Summer Arts Program, Visual Storytelling, Fresno, California, co-developer & instructor
- 2018 Military Motion Media Camera/ Editing Refresher Course, Newhouse SU, instructor
- 2018 Multimedia Photography & Design and Military Photojournalism Leader for Military Motion Media Students, Fall Photography Workshop, Newhouse, instructor
- 2018 Excellence in Journalism Convention, Baltimore, MD, participant and student speaker
- 2017 Michigan Association of Broadcasters, seminar leader
- 2017 National Press Photographers Association News Video Workshop, keynote speaker & faculty
- 2017 Student Television Network National Convention, guest speaker
- 2017 North Carolina Broadcasters, guest speaker
- 2017 Storytelling Workshop Advance Media NY, instructor
- 2017 MediaShift/ CUNY Twitter Chat, Participant/Newhouse Representative

- 2017 Sound of Life Storytelling Workshop, keynote speaker
- 2017 Military Motion Media Camera/ Editing Refresher Course, Newhouse SU
- 2017 Q & A on Compassion in Journalism, University of Central Florida, guest speaker via Skype
- 2016 Syracuse Setback (Mental Health Awareness Week), speaker
- 2016 WNBC-TV, New York, NY, visiting lecturer and seminar leader for photojournalists
- 2016 Associated Press, “State of the Media,” S.I. Newhouse, Syracuse University, speaker co-coordinator
- 2016 S.I. Newhouse Fall Workshop, Syracuse University, faculty
- 2016 Louisiana Association of Broadcasters LAB/MAB, convention speaker
- 2016 DINFOS (Defense Information School) Fort Meade, MD seminar instructor
- 2016 The Poynter Institute, Visiting Faculty and Co-Presenter of three-day seminar, *TV Power Reporting: Telling Stronger Stories*
- 2016 Texas Association of Broadcasters, full day seminar co-speaker
- 2016 Journalism Education Association/ National Scholastic Press Association, convention speaker
- 2016 The University of Florida, visiting lecturer, keynote for National Broadcasting Society Chapter meeting and coaching one-on-one with students
- 2016 National Press Photographers Association News Video Workshop, faculty
- 2016 Student Television Network, 4-day convention seminar speaker and judge
- 2016 Southern Illinois University, multi-day seminar leader
- 2015 The Poynter Institute, visiting faculty and co presenter of three-day seminar, *TV Power Reporting: Telling Stronger Stories*
- 2015 The University of Florida, visiting lecturer, keynote for National Broadcasting Society Chapter and coaching one-on-one with students
- 2015 National Press Photographers Association News Video Workshop, faculty
- 2015 Quinnipiac University, visiting lecturer and coaching one-on-one with students

- 2015 PBS Hawaii, full week seminar leader for high school and middle school journalism students for their prime-time show, *Hiki No*, Maui, HI
- 2015 Student Television Network 4-day convention seminar speaker and judge
- 2015 The University of Central Florida, visiting lecturer and seminar leader
- 2015 The University of North Florida, visiting lecturer and seminar leader
- 2015 The University of Southern California, visiting lecturer and seminar leader
- 2015 SCAN-NATOA for Southern California, full day seminar leader
- 2015 Carlsbad High School Full Day Seminar Leader, featured speaker
- 2015 Florida Scholastic Press Association, featured guest speaker
- 2014 The Poynter Institute, visiting faculty and co presenter of three-day seminar, *TV Power Reporting: Telling Stronger Stories*
- 2014 National Press Photographers Association News Video Workshop, faculty
- 2014 The University of Florida, visiting lecturer, keynote for National Broadcasting Society Chapter and coaching one-on-one with students
- 2014 PBS Hawaii, full week seminar leader for high school and middle school journalism students for their prime time show, *Hiki No*, Kauai, HI
- 2014 The University of Central Florida, visiting lecturer and seminar leader
- 2014 The University of Southern California, visiting lecturer and seminar leader
- 2014 SCAN-NATOA for Southern California, full day seminar leader
- 2014 Maine Association of Broadcasters, co-presenter, full day seminar
- 2014 Carlsbad High School Full Day Seminar Leader, featured speaker
- 2014 Maine Association of Broadcaster, seminar leader
- 2014 Hawaii Association of Broadcasters, full day seminar co-speaker
- 2014 Texas Association of Broadcasters, full day seminar co-speaker
- 2014 Oklahoma Association of Broadcasters, News Seminar co-presenter

- 2014 Student Television Network 4-day convention seminar speaker and judge
- 2014 KLAS-TV News, Las Vegas, NV, training seminar
- 2013 The Poynter Institute, visiting faculty and co-presenter of three-day seminar, *TV Power Reporting: Telling Stronger Stories*
- 2013 The University of Florida, visiting lecturer, keynote for National Broadcasting Society Chapter and coaching one-on-one with students
- 2013 The University of Central Florida, visiting lecturer and seminar leader
- 2013 The University of Southern California, visiting lecturer
- 2013 Alaska Association of Broadcasters, Storytelling Seminar, presenter
- 2013 Student Television Network 4-day convention seminar speaker and judge
- 2013 Florida Scholastic Press Association, featured guest speaker
- 2013 Carlsbad High School, Carlsbad, CA, full day seminar, featured speaker
- 2013 Florida Scholastic Press Association, featured guest speaker
- 2013 University of Missouri/KOMU-TV, Columbia, visiting lecturer
- 2013 Kansas Association of Broadcasters, Storytelling Seminar, presenter
- 2013 Oklahoma Association of Broadcasters, News Seminar co-presenter
- 2013 WGAL-TV, Lancaster, PA Full day seminar for entire newsroom staff
- 2013 Cayman 27-CITN, Grand Cayman, Cayman Islands, seminar leader for newsroom staff
- 2013 National Press Photographers Association News Video Workshop, faculty
- 2012 The Poynter Institute, visiting faculty and co presenter of week-long seminar, *TV Power Reporting: Telling Stronger Stories*
- 2012 The University of Florida, visiting lecturer, keynote for National Broadcasting Society Chapter and coaching one-on-one with students
- 2012 Student Television Network 4-day convention seminar speaker
- 2012 RTNDA Convention, Fort Lauderdale, FL seminar leader



- 2012 DINFOS (Defense Information School) Fort Meade, MD Full day seminar
- 2012 The University of Southern California, visiting lecturer
- 2012 Florida Scholastic Press Association, featured guest speaker
- 2012 Kansas Association of Broadcasters, Storytelling Seminar
- 2012 University of Missouri/KOMU-TV, Columbia, visiting lecturer
- 2012 Carlsbad High School, Carlsbad, CA full day seminar, featured speaker
- 2012 Oklahoma Association of Broadcasters, News Seminar co-presenter
- 2012 Nebraska High School Press Association State Convention, keynote speaker
- 2012 Society of Professional Journalists/RTDNA (joint convention), seminar speaker
- 2012 KLAS-TV News, Las Vegas, NV, training seminar
- 2011 The University of Florida, visiting lecturer and seminar leader
- 2011 The Poynter Institute, visiting faculty and co-presenter of week-long seminar, *TV Power Reporting: Telling Stronger Stories*
- 2011 SCAN-NATOIA for Southern California, full day seminar
- 2011 Hawaii Schools/PBS Initiative: *Hiki No*, five-day seminar
- 2011 Florida Scholastic Press Association, featured guest speaker
- 2011 Nebraska High School Press Association State Convention, keynote speaker
- 2011 Student Television Network, National Convention, featured speaker and judge, four days
- 2011 Texas Association of Broadcasters, seminar leader
- 2011 University of Missouri/KOMU-TV, Columbia, visiting lecturer
- 2011 Hawaii Association of Broadcasters State Convention, seminar leader
- 2011 University of Southern California, visiting lecturer
- 2011 Cayman 27-CITN, Grand Cayman, Cayman Islands, seminar leader
- 2011 South Carolina Broadcasters Association, State Convention Workshop

- 2011 News12 Storytelling seminars (NYC area), four seminars for all seven bureaus
- 2011 PBS/Hawaii full day seminar for editorial and production staff

## **AWARDS**

- 2015 Edward R. Murrow Award (shared/ contributor to show) Best Newscast CBS Evening News with Scott Pelley
- 2015 Emmy Award (shared/contributor to show) CBS Sunday Morning, Outstanding Morning Program, Daytime Emmys
- 2013 Emmy Award (shared/contributor to show) CBS Sunday Morning, Outstanding Morning Program, Daytime Emmys
- 2013 Gracie Award “Cancer Cure” (team win), Alliance for Women in Media
- 2013 SPJ Sigma Delta Chi Award for Feature Reporting (Network Television, Team Win)
- 2011 “University Libraries Influence Award Winner,” University of Nebraska, for Influence of Thesis: *Edward R. Murrow’s Ethics and Influence*
- 2009 – 2010 Alfred I. Dupont Columbia University Award (shared) for “CBS Reports: Children of the Recession”