

CHARLES J. BUTLER

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EDUCATION

Fellow, Knight-Bagehot Fellowship in Economics and Business Journalism,
Columbia University, 1999

Master of Science in Journalism, Columbia University Graduate School of Journalism, 1999

Bachelor of Arts in Political Science, Columbia University, 1985

PROFESSIONAL DEVELOPMENT

“Build Your Own Web Site: Working with HTML, CSS, and Other Web-based Programs” with
Professor Kevin Molnar, Northampton Community College, Spring 2013

“Introduction to Multimedia” with Duy Linh Tu, Director of Digital Media, Columbia University
Graduate School of Journalism, Spring 2012

“Smarter Social Media” with Professor Sree Sreenivasan, professor of technology and social
media, Columbia University Graduate School of Journalism, Spring 2011

MULTIMEDIA SKILLS AND PROFICIENCIES

HTML, CSS, Wordpress, FinalCut Pro, InDesign, Word, Excel, and Blackboard

TEACHING EXPERIENCE

Instructor, School of Journalism and Communication, University of Oregon, Eugene, OR,
September 2014-present

Adjunct Professor, Department of Journalism and Communication, Lehigh University,
Bethlehem, PA January 2007-May 2014

Adjunct Professor, Department of Media and Communication Studies, Ursinus College,
Collegeville, PA January 2014-May 2014

Adjunct Professor, Department of Leadership and Human Capital Management, New York
University School of Continuing and Professional Studies, New York, NY Fall 1999-2010

COURSES TAUGHT

University of Oregon

Journalism 371, Feature Writing This course introduces students to what editors of magazines,
newspapers, and digital media platforms expect of writers assigned to long-form, in-depth
reporting and writing assignments. Students will conceive story ideas that are of interest not only
to themselves but also to their intended audience. Students will then take these ideas and—

through rigorous reporting, research, and interviewing—develop them into comprehensive, engaging, accurate and stylishly written pieces. Students will be exposed to various forms of feature-writing—including service pieces, profiles, narratives and trend pieces—and gain instruction in how best to execute similar pieces on their own.

Journalism 361, Reporting I In this course students develop techniques for interviewing sources, researching topics and beats, analyzing issues, spotting trends, and much more. They conceive story ideas that (ideally) turn into publishable articles. With exposure to the writings of some of the America’s finest journalists, students gain an appreciation for what exceptional reporting and writing requires and learn to produce copy with clarity, confidence, and cleverness.

Lehigh University

Journalism 298, Writing for the Media II Students are trained to work in the newsroom of a traditional and/or digital enterprise with each class structured along the lines of a functioning news production site that replicates the experience of working as a journalist. Students will be expected to work as journalists, producing publishable work that will be geared not only toward assessment but also toward publication in the Lehigh university student newspaper.

Journalism 23, Editing Students are trained in skills to strengthen news judgment, critical thinking, and writing through careful editing of articles for accuracy, fairness and clarity, including use of proper spelling, grammar, usage, and style. Practice in writing headlines for print and the Web, including search engine optimization and multimedia presentation of content.

Journalism 218, Freelance Writing Students are trained in reporting and writing for magazines, newspapers, the Web, and other publications. They analyze publication content, review the works of well-known writers, and learn to compose query letters that will catch an editor’s attention. Students are required to produce a feature-length story of approximately 2,500 words.

Journalism 211, Reporting Students are instructed in the principles and practices of news reporting, including techniques in gathering, organizing, and writing news. Emphasis is placed on story conception, interviewing methods, library skills, Internet research, news style, and clear, concise writing. The course fulfills a writing-intensive requirement.

Ursinus College

MCS 275, Sports Journalism Students are introduced to the history of sports journalism, its current practioners, and the fundamentals of its craft. Students read classic pieces of sports journalism and see how those stories have influenced today’s sports journalists. They will write game reports, athlete profiles, and features. They will tweet and blog. By the end of the semester, students will have an appreciation for the excitement and social relevance of sports journalism.

Adviser, The Grizzly Work with student editors as they develop, edit, and produce the content for the weekly newspaper of Ursinus College. Responsibilities include instructing students in newsgathering, story assigning, editing, and layout.

New York University School of Continuing and Professional Studies

X49.3910 Managing Workplace Communications Students receive instruction in essential communication skills and their practical application to human resources, corporate communications, and management. They develop a strategic communications approach for solving problems. Topics include the communications process, style differences, oral and written presentations, interviews and orientation, conflict and negotiation, and listening and counseling.

JOURNALISM EXPERIENCE

Writer at Large

Runner's World, Rodale Inc., Emmaus, PA

December 2012-present

Write long-form features for the best-selling publication among running enthusiasts (circulation: 640,000). Contribute story ideas and edit suggestions to staff editors regarding feature stories.

Executive Editor

Runner's World, Rodale Inc., Emmaus, PA

May 2004-December 2012

Conceived and edited long-form narratives and profiles. Developed a roster of nationally acclaimed contributors and worked with editor-in-chief to plan feature lineups. Editing work was nominated for two National Magazine Awards and included in *The Best American Sports Writing* series. Promoted from Deputy Editor, August 2010; promoted from Features Editor, July 2007.

Digital responsibilities: Coordinating Producer of runnersworld.com's coverage of the 2012 U.S. Olympic Track & Field Trials. Oversaw all content, including editorial reports, videos, and slideshows, produced by six-person staff during the quadrennial sporting event.

Articles Editor

SmartMoney Magazine, Hearst and Dow Jones Joint Venture, New York, NY

March 2000-February 2004

Edited narrative and service features and front-of-the-book departments for leading national personal-finance publication (circulation: 810,000). Features included both investment articles and consumer-oriented exposés. Managed five reporters.

Editor-in-Chief

Sales & Marketing Management Magazine, VNU Business Media, New York, NY

March 1993-July 1998

Responsible for editorial operations of monthly business publication for corporate sales and marketing executives. Managed staff of 11 editors, writers, and designers. Planned editorial and art budgets. Magazine honored with 10 Jesse H. Neal Awards from the American Business Press, including awards for best feature writing, best investigative report, and best overall issue.

Senior Editor

Successful Meetings Magazine, VNU Business Media, New York, NY

May 1990-March 1993

Wrote profiles and narrative pieces and edited various departments for monthly business magazine covering the meetings and convention industry.

Senior Editor

Sports Travel Magazine, Reed Travel Group, Secaucus, NJ

March 1989-April 1990

Involved in launch of monthly sports business magazine targeting executives of professional and amateur sports leagues. Responsible for writing and editing feature articles, profiles, and news items highlighting events in the sports industry.

Senior Editor

View Magazine, View Communications, New York, NY

November 1986-March 1989

Wrote and edited features and departments for business magazine reporting on the television industry. Specialized in coverage of TV sports market.

Sports Intern

The Press-Enterprise, Ottaway Newspapers, Riverside, CA

June 1986-September 1986

Reported on various teams and events, including the Los Angeles Dodgers and California Angels.

News Clerk

The Associated Press, New York, NY

August 1985-June 1986

Responsible for retransmitting wire-service copy to member newspapers.

JOURNALISM AWARDS

Knight-Bagehot Fellowship in Economics and Business Journalism, presented by the Columbia University School of Journalism, 1998

McAllister Editorial Fellowship, presented by the American Business Press and Northwestern University, 1995

ACADEMIC AFFILIATIONS

Association for Education in Journalism and Mass Communication (AEJMC)

SELECTED BIBLIOGRAPHY**Books**

Co-author, with Matt Long, of the “*The Long Run: A New York City Firefighter’s Triumphant Comeback from Crash Victim to Elite Athlete*” (Rodale Inc., 2010; audio version by Random House, 2010; paperback version 2011)

Author of “From Out of Norway” in *The Great Grete Waitz* (Rodale Inc. e-book, 2011)

Author of the chapter “A Second Life” in *Going Long: Legends, Oddballs, Comebacks & Adventures* (Rodale Inc., 2010)

Author of the chapter “Sales & Marketing” in *Writing About Business: The New Knight-Bagehot Guide to Economics and Business Journalism* (Columbia University Press, 2000)

General Publications

DuJour (October 2015)

The New Face of Oil: In small towns across America, a new wave of investors is betting hard on drilling—and winning. But as this investigation of an Ohio community proves, every boomtown has its shadows. *By Charles Butler* <http://dujour.com/news/oil-drilling-in-small-town-america/>

The Morning Call (Allentown, PA., April 15, 2014)

Distant Recall: Boston Marathon bombing memory will never go away. *By Charles Butler* http://articles.mcall.com/2014-04-14/opinion/mc-boston-marathon-bombing-anniversary-butler-yv-0-20140414_1_boston-marathon-tsarnaev-finish-line

Runner's World (April 2014)

Big All of their lives they had to look up to other people. But now, after running Boston, it's the other way around. *By Charles Butler* <http://www.runnersworld.com/runners-stories/big-the-story-of-two-little-people-running-boston>

Runner's World (November 2012)

Sole Sisters of '72 Only six women entered the 1972 New York City Marathon. But what they did would change racing forever. The untold story of a momentous day. *By Charles Butler* <http://www.runnersworld.com/cda/microsite/article/0,8029,s6-239-489--14577-1-1X2-3,00.html>

Departures (June 2012)

Best Baseball Seats Settle into the choice seats at these Major League Baseball stadiums that take perks seriously. *By Charles Butler* <http://www.departures.com/articles/best-baseball-stadium-seats>

Runner's World (November 2011)

From Out of Norway On October 22, 1978, few expected a shy, young Scandinavian woman to be a factor in the New York City Marathon. But on that sunny day, a world record—and the start of a meteoric career—lay just 26.2 miles ahead. An oral history of the late, great Grete Waitz. *By Charles Butler* <http://www.runnersworld.com/cda/microsite/article/0,8029,s6-239-489--14099-0,00.html>

Family Circle Magazine (June 2009)

Number's Game You can put more money in your pocket by playing smart with your credit. Use our strategies to make sure you're getting the best possible deals on loans. *By Charles Butler* <http://www.familycircle-digital.com/familycircle/200906/?pg=65>

Runner's World (March 2009)

A Second Life Matt Long had life by the horns—until the day a 20-ton bus crushed him. Though the firefighter and Ironman suffered horrific injuries, he somehow survived. Then he had to learn to live again. *By Charles Butler* <http://www.runnersworld.com/article/0,7120,s6-243-297--13053-3-1X2X3X4X5X6X7X8X9X10X11X12-12,00.html>

Columbia College Today (May 2005)

The Coach of Silicon Valley Bill Campbell captained Columbia's Ivy League football champions and coached the Lions for six seasons before beginning a successful career in high-tech industry. Throughout his journey, he has never forgotten his roots—or his alma mater. *By Charles Butler* http://www.college.columbia.edu/cct_archive/may05/cover.php

Runner's World (November 2005)

Running The Company Great CEOs. They're unbelievable at running the numbers. Launching the next can't-miss product. Setting a vision for the company. And these days more of them gain an edge just by changing their shoes. *By Charles Butler*

BusinessWeek (July 5, 2004)

Shipping Out Mining overseas markets can be tricky, but entrepreneurs still can strike gold. *By Charles Butler* http://www.businessweek.com/magazine/content/04_27/b3890459.htm

Columbia College Today (September 2004)

So Near And Yet So Far Jim Lima heads New York's effort to put Governors Island back on the map. *By Charles Butler* http://www.college.columbia.edu/cct_archive/sep04/features2.php

BusinessWeek (Winter 2005)

Get 'Em In Gear Making your sales force more productive. *By Charles Butler*
http://www.businessweek.com/magazine/content/05_49/b3962438.htm?chan=sb

The New York Times (October 8, 2004)

Havens: By the Light Of the Fake Moon In recent years landscape lighting has become as popular an outdoor feature as backyard waterfalls and sculptures. Still, while such accessories are functional, some lighting experts say they compromise aesthetics. *By Charles Butler*
<http://query.nytimes.com/gst/fullpage.html?res=9805E1DF143BF93BA35753C1A9629C8B63&sec=&spon=&pagewanted=1>

Good Housekeeping (July 2004)

I'll Never Do That Again It's not about denial. It's about getting what you need for less. Here's how to find the best deals to slash costs. *By Charles Butler*
http://www.goodhousekeeping.com/money/budget/never-again-jul04_3

Good Housekeeping (October 2004)

Save \$300 in 3 Days Even the money pros goof sometimes. But they've learned from their bloopers—and so can you. *By Charles Butler*
<http://www.goodhousekeeping.com/money/budget/save-300-dollars-oct04>

SmartMoney Magazine (July 2002)

Sam's Club Sam Isaly's formula is simple: just win. And for most of the past decade, that's what his health care fund has been doing, returning about 20% a year and beating virtually all comers. But this year the sector and his numbers are in a tailspin. Will his best-laid plans come undone? *By Charles Butler* <http://www.smartmoney.com/investing/mutual-funds/sams-club-13092/>

The New York Times (February 16, 2000)

When Young Managers Deliver the Pink Slips Not so long ago the bearer of bad news at a company was an old pro, or at least old enough to know enough to cope with the emotions surrounding it. Not anymore. *By Charles Butler* <http://www.nytimes.com/2000/02/16/business/management-when-young-managers-deliver-the-pink-slips.html>

Fortune Magazine (May 29, 2000)

I'll Be Studying Up on Trade Law—In Paris One answer to associate burnout. *By Charles Butler* http://money.cnn.com/magazines/fortune/fortune_archive/2000/05/29/280639/index.htm

The New York Times (December 29, 1999)

Time of Turmoil at Willy Loman & Co. These days it's not just car dealers and retailers who fear that the world wide web has invaded their sales territory. *By Charles Butler*
<http://www.nytimes.com/1999/12/29/jobs/time-of-turmoil-at-willy-loman-co.html>

The New York Times (November 10, 1999)

Scratching the Popular Itch to Switch Jobs As the baby-boomer generation ages, the inclination of those in its ranks to strike out in different directions is finding fertile soil in the booming economy. *By Charles Butler*
<http://www.nytimes.com/1999/11/10/jobs/scratching-the-popular-itch-to-switch-jobs.html>

Columbia Journalism Review (September/October 1998)

A Driven Reporter *The New York Times*'s Keith Bradsher led the pack in revealing the growing dangers of SUVs. What did it earn him? A couple of prizes—and ill will. *By Charles Butler*

Sales & Marketing Management (July 1998)

Thy Willes Be Done In his short time as publisher of the *Los Angeles Times*, Mark Willes has made headlines, enemies, and changes at the country's fifth largest newspaper. Are his changes delivering a better product for readers and advertisers—or just trouble? *By Charles Butler*

PRESENTATIONS

University of Florida

Discussed long-form magazine writing with students concentrating in magazine journalism. Spoke on the challenges of reporting, writing, and editing feature-style pieces. March 18, 2012, via Skype.

Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference
Panelist for the session “Who We Hire Now—and Why: What Magazine Editors Seek in Employees and Freelancers.” Provided insights to conference attendees on what publications look for when filling staff positions in today's competitive marketplace. August 10, 2012, Chicago

Bloomsburg University

Presented “Winning an Editorial Position in Today's Challenging Job Market” to students of Bloomsburg University. Talk offered ideas on how students graduating with a journalism degree can earn a job at a magazine, newspaper, or web site. February 19, 2010, Bloomsburg, PA

Penn State Lehigh Valley

Presented “The Perfect Marriage: When the best of old and new media work together, enterprising journalism can (and does) happen” in a forum sponsored by *State of the Valley*, the student newspaper of Penn State Lehigh Valley. Talk focused on the convergence of print and digital media and where it is being successfully implemented. October 7, 2009, Center Valley, PA

2009 American Society of Journalists and Authors Conference

Panelist for the session “Digging Deeper,” which focused on how writers can find the information needed for a feature article, book proposal, or web project. April 25, 2009, New York City

The College of New Jersey's Ed2010 Journalism Program

Guest speaker at a forum on journalism, careers, and freelance writing organized by journalism students at The College of New Jersey. March 15, 2008, Ewing, NJ

Temple University's Ed2010 Journalism Program

Panelist on a forum organized by students of Temple's department of journalism that featured a discussion on freelance writing and career opportunities. October 10, 2007, Philadelphia

Advertising Specialty Institute Management Retreat

Speaker at the magazine company's annual meeting of its editors and writers on how to develop ideas and sources for news and feature stories. February 11, 2007, Philadelphia

Writers & Editors/One-on-One

Speaker at one of the country's leading conferences for freelance writers. Presented on the techniques writers can use to pitch freelance stories. July 17-18, 2006, Chicago

Communications Ethics, Law, and Regulation / Y49.1010

Guest lecturer at an NYU School of Continuing and Professional Studies class on financial disclosure. Discussed the media's role in covering financial news. March 6, 2003, New York City

EDITORIAL JUDGING PANELS

National City and Regional Magazine Awards, for editorial excellence at city and regional magazines. January 2011, 2012, 2013, 2014, 2015

American Society of Magazine Editors' National Magazine Awards. March 2012, 2014

Advanstar Communications Internal Editorial Awards, for editorial excellence at the business-to-business magazine company. March 2001, 2002, 2003

American Business Press Jessie H. Neal Awards, for excellence in business journalism. February 1995, 1996, 1997

ADVISORY WORK

Harlem RBI (Reviving Baseball In Inner Cities), 1991-present

Sports and educational program serving 650 at-risk youth and teenagers in East Harlem, NY.

Coach, 1991-2004

Member, Board of Directors, 1998-2006

Member, Homerun Leadership Council, 2006-present