

MONICA MOSES Star Tribune 425 Portland Avenue. Minneapolis Minnesota 55488 (612) 673-7955 mmoses@startribune.com

Deputy managing editor, Star Tribune. Lead photo, graphics and design staffs at 12th largest metro. Company, corporate responsibilities. Reinventing the paper to appeal to light readers, young people and women. December 2002-present.

Faculty member, The Poynter Institute. Taught design, typography, visual journalism, leadership and collaborative storytelling. Wrote regularly about visuals and collaboration for Poynter.org and trade magazines. Contributed to The Newspaper Designer's Handbook (fifth edition), Best Newspaper Writing (1999), Beyond Argument: A Handbook for Editorial Writers, Shoot for the Eye and other books. Frequent conference speaker. December 1998-December 2002.

Design director, The Charlotte Observer. Launched, trained, coached and inspired a design team of 25 to achieve visual excellence. Recruited, hired and trained staff and leaders. Re-engineered production of news projects. Redesigned for typographical consistency. Instituted extensive cross-training. Beefed up technology. Created the Golden Eyeball Award for Excellence in Visual Thinking, among other word-visual bridge-building efforts. November 1995-December 1998.

Assistant managing editor/design & photo, Rochester (N.Y.) Democrat and Chronicle. Directed the work of 25 photographers, artists and visual editors. Markedly increased productivity and professionalism in the art department. Expanded technology. Directed several news projects. Redesigned the newspaper. May 1993-October 1995.

Art director, Gannett Suburban Newspapers. Led six artists who made graphics, illustrations and pages. Designed and copy-edited weekly op-ed page and special projects. Conducted a limited redesign. December 1991-May 1993.

Design editor, The Arkansas Gazette. Supervised eight artists in a competitive market. Designed news packages, feature covers and special projects. Other job at The Gazette: Feature page designer. September 1989-October 1991.

Design director, Minneapolis CityBusiness. While in graduate school, directed visuals and designed pages for a business publication. April-October 1988. **Editor**, University of Minnesota, alumni magazine, August 1987-October 1988.

Assistant features editor, The Anchorage (Alaska) Times. Designed and copy-edited seven covers a week. Worked with reporters to polish stories. Other jobs: Wire editor, business slot, news copy editor. November 1985-July 1987.

Degrees. M.A., visual communication, University of Minnesota. **B.A.**, English, St. Olaf College (Northfield, Minn.), awarded summa cum laude. Elected to Phi Beta Kappa. Awarded Departmental Distinction. **Other education:** Two terms of philosophy and English literature studies at Oxford University in England.

Leadership training. Managing Conflict Inside the Organization, Harvard University's Program on Negotiation, 2002. The Manager as Mediator, Mediation Training Institute, 2001. Multicultural Management, Knight Ridder headquarters, 1996. Zenger-Miller, 1996. **Art and design training.** Illustration, graphics and typography courses, Minneapolis College of Art and Design, 1988-89. Also in the 1980s, attended weeklong seminars with Mario Garcia, The Poynter Institute, and with noted magazine designer Jan V. White. Numerous other art and design classes.

Awards. 38 Society for News Design Awards of Excellence, 1991-98. SND Gold and Silver medals, 1997-98.

Print Magazine, 1996, 1997.

Associated Press of New York, first prize for news presentation for an 80-page newcomers guide I reconceived, edited and redesigned, 1995.

Numerous corporate, SPJ and state press association awards, 1989-1998. Two Observer Excel Award nominations, 1997-98.

Training and consulting. Since 1996, I've done training in visual journalism, collaboration, work relationships and leadership for the American Society of Newspaper Editors, Dow Jones, the Knight Ridder Training Task Force, Society for News Design, National Press Photographers Association, Southern Newspaper Publishers Association, Associated Press and Association for Educators of Journalism and Mass Communication. I've also done redesign and training for individual news organizations, including The Oregonian, The Dallas Morning News, the Akron Beacon Journal, the Austin American-Statesman, The Tampa Tribune, the Sarasota Herald-Tribune, Isthmus and the News & Record of Greensboro, N.C., others.

Judging. Canadian National Newspaper Awards, 2003, Pictures of the Year International, 2002. City and Regional Magazine design contest, 1999-2003. SND annual international competition, 1998. Design and graphics judge for The Oregonian, Virginian-Pilot, Fresno Bee and others.

NEWSROOM LEADER

THEY SAID IT A few words from former colleagues at The Charlotte Observer.

“Best hire in 10 years at The Charlotte Observer: Monica Moses.” **Brian Melton**, former senior editor/nights, now managing editor, The Macon (Ga.) Telegraph.

“You’ve demonstrated a reader awareness that few journalists have, an intelligence that is rarer still and leadership qualities that motivate and inspire with force and grace.” Managing Editor **Frank Barrows**, in a note after The Observer won an unprecedented 13 SND awards in February 1998. The following year, we won 22 SND awards.

“You’ve become an important part of our newspaper in a relatively short period of time. Your journalistic talent has much to do with that, of course. But I’ve worked with people of great skill who are not respected as widely and deeply as you.” **Frank Barrows**, in another note.

“Monica ... approaches her work with a technical expertise and design sense unsurpassed in the newsroom. Add her innate creativity and drive for innovation, along with her natural collaborative leadership style, and it’s easy to see why Monica is such an effective design director.” Deputy Managing Editor **Tom Tozer**.

“Monica’s superior organizational skills helped me organize my own work and get it done in a timely manner.... Monica also has a wonderful, soothing manner that keeps everyone calm in the face of looming deadlines.... Also, she can explain why something looks good or not so great, which is very instructive for writers.” From an award nomination by reporter **Nancy Stancill** after a series produced according to a project production process I established.

“A nice bonus about Monica: She’s a blast to work with. Besides her talent, she brings humor, grace and passion to the table. Monica values great photography, great artwork and great words.” From an award nomination by Observer Sports Editor **Gary Schwab**, Investigations Team Leader **Steve Gunn** and Business Editor **Jon Talton**. (Talton is now a columnist at The Arizona Republic, and Gunn and Schwab have different roles at The Observer.)

“Let me tell you this from this line editor’s perspective: Monica is terrific. Great attitude, fun to work with, good teacher, flexible, knows news, big picture. And she gives great seminar.” Features Editor **Michael Weinstein**, in an email to Poynter President Jim Naughton on the eve of my arrival at the institute.

“Remind me to tell you about my conversation with one of my newest charges. It was a tough one, but I felt really confident. I just handled it with the patented Moses Method....Thanks so much for letting me learn how to have these tough conversations from you.” Design Team Leader **Robin Thrana**.

“Ninety-five percent of my personal and professional growth in this past year was due to you.” Charlotte Observer Art Director **Jo Miller**.

“You’re the reason we won all those awards.” **Susan Gilbert**, director of photography, after the Observer’s photography department won dozens of NPPA, POY and SND awards in 1999.

THEY SAID IT A sampling from Poynter seminar participants and consulting clients.

“Monica was just great. She’s got a complete grasp of the subject. She’s an American journalism treasure.” **Keith Robison**, assistant features editor, The Kansas City Star, on a “Readership, Relationships and Visuals” session I taught for Visual Thinking, a cross-discipline seminar I directed in November 2001.

“A note about Monica: She is like the big sister everyone wishes they had — smart, confident, fun and constantly looking out for us. She did a great job of making us feel comfortable and getting us to work together.” (Anonymous) feedback on the Visual Thinking seminar, which brought together assigning editors and visual journalists.

“Monica, your fingerprints are all over the improvements we made in our process.” **Chas Brown**, design director, after leadership and collaboration training I did at The Dallas Morning News in 2000.

“Monica exudes competence and professionalism, but her casual manner, sense of humor and concern for students create an atmosphere that is extremely conducive to learning. Great balance of high standards and supportiveness.” **Lori Thomson**, design editor, Juneau Empire, Design/Type/Color for Copy Editors, October 2001.

“I can’t thank you enough for the tremendous help you’ve given us [in 2001]. It was a breakthrough for the newspaper, and your influence will be felt for years.” **Craig Gemoules**, Tampa Tribune deputy managing editor.

“Without spewing buzzwords or management-speak, Monica explains clearly and specifically why [coaching staff] is important and how to do it, not just in the ideal world, but in our real world.” **Ronnie Willis**, news design editor, The Dallas Morning News, Poynter Leadership for Visual Journalists, February 2001.

“I came away from the week excited, motivated and more confident in my abilities than I ever have been. Thank you for helping me to see myself in a whole new way.” **Jill Jorden Spitz**, Arizona Daily Star business editor and participant in a February 2001 New Leaders in the Newsroom seminar I directed.

“Thank you for the skill, enthusiasm and long hours you brought to your conversations at The Oregonian. Your observations were very helpful....You did an excellent job of working with us.” Oregonian Editor **Sandy Rowe**, in a note following two days of training I conducted for visual staff in 1999.

“You raise some very specific typography and design issues that we’ve not seen from others or discussed ourselves.... Central to your message is something that we cannot be reminded of often enough: simplify, simplify, simplify. Understand the functions and make them uniform throughout the paper. Excellent advice throughout.” Former Colorado Springs Gazette Managing Editor **Terri Fleming**, responding to a comprehensive critique I wrote in April 1999.

“Monica is an inspiration. So positive. So evangelical. I liked the detailed, warts-and-all presentation on the Charlotte conversion. She shared the hard stuff, the heartbreak, the celebrations of the small stuff.” (Anonymous) comment on my session on change at Poynter’s 1999 Visual Journalism Leadership Conference.

“You are a terrific communicator, in person and on newsprint!” Arizona Republic Assistant Managing Editor **Tracy Collins**, after my session on work relationships at the 1998 Society for News Design convention.