

## **BILL LASCHER**

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## **WORK EXPERIENCE**

**OWNER/EDITOR/WRITER, LASCHER AT LARGE, [WWW.LASCHERATLARGE.COM](http://WWW.LASCHERATLARGE.COM)** 2009-PRESENT

- Reporting and analyzing news, composing narrative nonfiction and designing this Web publication
- Managing front-end and back-end technical issues via self-hosted *Wordpress* CMS and other software
- Publicizing site using traditional methods and online networking tools such as Twitter, Facebook and LinkedIn

**FREELANCE WRITER, RESEARCHER AND EDITOR, VARIOUS OUTLETS** 1997-PRESENT

- Contributing environmental, transportation, business, science, technology and general assignment coverage
- Curating weekly news analysis and discussion from journalists as associate editor for [thisweekinearth.com](http://thisweekinearth.com)
- Recognized as a Knight Digital Media Center Multimedia and Convergence Journalism fellow at U.C. Berkeley

**ADJUNCT INSTRUCTOR, CLARK COLLEGE, VANCOUVER, WA** SPRING, 2012

- Developed and taught multimedia journalism curriculum and assessed student performance

**EDITOR, VENTURA COUNTY REPORTER, VENTURA, CA,** 2007-2008

- Planned, budgeted, assigned, reported and edited coverage for weekly alternative newspaper and website
- Wrote breaking news and feature stories while managing editorial staff and freelance contributors

**STAFF WRITER, PACIFIC COAST BUSINESS TIMES, SANTA BARBARA, CA** 2005-2007

- Wrote weekly news packages and monthly legal affairs and technology columns
- Created new electronic newsletter; represented publication on weekly television broadcast, assisted copy-editing

**CAMPAIGN MANAGER, FRIENDS FOR CHARLES HOCHBERG, BROOKINGS, OR** 2004

- Designed campaign materials, implemented voter contact and GOTV program, conducted regional and opposition research, directed media outreach and publicity, supervised fundraising, managed office, recruited volunteers

**HOSPITALITY, RESTAURANT, OFFICE, AND RETAIL POSITIONS, VARIOUS LOCATIONS** 1997-2004

- Interacted with customers, prepped food, delivered products, maintained clean and orderly workplaces, answered phones, filed documents, inputted data, conducted research, transcribed dictation, developed web content
- Positions included hotel valet and chauffeur, prep cook, retail clerk, office assistant, fundraiser and delivery driver

## **EDUCATION**

**USC ANNENBERG SCHOOL FOR COMMUNICATION, LOS ANGELES, CALIFORNIA** 2008-2009

- M.A., specialized journalism, science journalism focus, master's project on transportation in Los Angeles

**SALT INSTITUTE FOR DOCUMENTARY STUDIES, PORTLAND, MAINE** 2002

- Graduate certificate in creative nonfiction composition, research methods, interview techniques, and ethics

**OBERLIN COLLEGE, OBERLIN, OHIO** 1998-2002

- B.A., history, minor in politics, *Oberlin Review* staff editor and intern at *Elyria Chronicle Telegram*

## **SKILLS**

**Content development and editing:** Story development, proofreading, copy editing, line editing, editing for content, multimedia production and editing, curation, social media

**Computer:** Wordpress, Movable Type, Typepad, Oasis CMS, Pagemaker, Quark, InDesign, Excel and other spreadsheets, Powerpoint and other presentations, Windows and Macintosh operating system competency, HTML and basic CSS

**Office and Management:** Filing, transcription, research, courier tasks, fundraising, staff and volunteer recruitment and coaching, logistics, scheduling

**Retail and customer service:** Customer interaction, order taking, cash handling, inventory stocking, cleaning, delivery

**Restaurant and Hospitality:** Food preparation, guest and bell services, valet guest transport, some concierge services