

MATTHEW STENSLAND

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EDUCATION



Graduated from the University of Illinois in May, 2005
Degree in print journalism

EXPERIENCE



THE NEWS-GAZETTE, 15 MAIN ST., CHAMPAIGN, ILL., 09/04 to 05/05

Reporting intern

- 40,000 circulation daily newspaper covering Champaign and Vermilion counties
- Assigned to cover city government and politics
- Covered local campaigns and elections

THE DAILY ILLINI, 57 E. GREEN STREET, CHAMPAIGN, ILL., 8/00 to 8/04

Editor in chief 4/03 to 1/04

- Oversaw operations for 20,000 circulation, daily, independent newspaper employing more than 200 students
- Changed an inefficient newsroom structure in order to empower editors, strengthen communication between departments, emphasize staff development, encourage teamwork and provide a system of accountability
- Advocated changing newspaper format from tabloid to broadsheet which debuted in fall, 2003
- Led a team which evaluated content and implemented a successful redesign
- Built and renewed relationships with key sources that were vital in bettering our news coverage
- Added static elements to the paper to increase readership
- Increased traffic to website by 50 percent

Senior photographer 8/00 to 8/04

- Shot spot news, general news, features and sports
- Submitted photos to the Associated Press that have appeared in national and international newspapers
- Printed and sold Tunnel Vision, a 2001 commemorative Illinois football poster

Executive designer 4/02 to 3/03

- One of three executive editor positions for 20,000 circulation, daily, independent college newspaper
- Supervised photo, graphics, illustrations, design, features and supplements departments
- Oversaw daily and long-term newspaper art operations
- Acted as a liaison between art and writing departments

Photo manager 1/01 to 4/02

- Under the supervision of the publisher, identified and fixed problems at the newspaper, yearbook and entertainment magazine photo departments
- Proposed equipment purchases
- Adviser for South Side Star, Southside Elementary School newspaper

REFERENCES



- Eric Meyer, associate professor, University of Illinois, Urbana-Champaign 217-244-8317 ekmeyer@uiuc.edu
- Mary Cory, publisher and general manager, Illini Media Company 217-337-8300 marycory@illinimedia.com
- Mike Howie, city editor, Champaign-Urbana News-Gazette, 217-351-5211 mhowie@news-gazette.com