

Christopher Lacroix, BA-J
Broadcast and New Media Journalist
1203-1188 Howe St., Vancouver, BC V6Z 2S8
604.569.6848 | christopher.lacroix.1@gmail.com | Skype: lacroixc
Online portfolio: geocities.com/lacroixca

Strategic new media and broadcast information production--conception to deployment.

Synopsis

- Experience with major national media outlets
- Trained and experienced with today's technology in every area from strategic conception to deployment, and post-deployment performance analysis
- Graduate of Canada's foremost journalism school, with a major in broadcasting, and studies in new media journalism

Media Experience

Digital Media Specialist, The Fraser Institute

Vancouver, September 2008 - January 2009

Developed a strategic plan for the deployment and sustainability of a current affairs video series. Sought out resources under a minimal budget. Developed a replicable packaging (graphical elements, audio, introduction, and format). Deployed the series--within one month--online in various places. Deployed supplemental new media elements, including an interactive video. Acquired data about the success of deployed elements, and adjusted practices accordingly to augment viewership. Lit and shot all video. Wrote all scripts in collaboration with researchers at the Institute. Designed and deployed two versions of a new video player, increasing accessibility by 20-25%.

Incorporated cross-promotional elements, embedded on the player and within the videos themselves. Graphically improved the Institute's YouTube channel. Established relationships with partner organizations' video offerings to exchange web traffic.

Deployed and maintained an RSS feed.

Broadcast Associate, Broadcast Associate- Web (freelance), BNN-Business News Network

Toronto, July 2007 to May 2008

Supported the news team with editorial and production duties for the delivery of market and business news for television, web, email and mobile platforms. Contributed new ideas to modernize media platforms in strategic ways. Produced original new media editorial content. Trained new employees.

Editor, Canadian Business Online (freelance)

Toronto, March 2006 to July 2007

Pitched unique story ideas to the editors. Researched stories. Performed interviews over the telephone and on location. Wrote stories for publishing. developed web pages.

Assisted in the compiling of email newsletters. Moderated web site forums.

Continued...

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Online News Writer, OMNI Television (internship)

Toronto, March 2006 - June 2006

Found news and feature content related to diversity. Wrote original introductions to stories. Compiled the introductions, along with web links, into an HTML document for incorporation into the OMNI Television web sites for Ontario, Manitoba, and British Columbia.

New Media Editor, 680 News (internship)

Toronto, March 2006 - June 2006

Found news items and pitched them to editors. Wrote news stories for radio broadcast and posting on the station's web site. Updated a digital billboard with the latest news headlines.

Olympics Reporter, Macleans.ca (internship)

Toronto, February 2006

Observed live Olympic events and performed research. Wrote and broadcasted cellular text message and WAP updates on Canadian medal wins the moment they happened. Wrote complete news stories related to the Turin Winter Games for publishing on the Maclean's web site.

Writer, CTV NewsNet (academic internship)

Toronto, September 2005 to October 2005

Found news items and pitched them to editors. Found footage and completed shot lists for editing. Wrote voice-overs, introductions, teasers, bumpers, and news briefs in CTV format for television broadcast.

Editor, Photographer and Chief Editor, EoM News and Earl of March Newsletter (academic extracurricular)

Kanata, Ontario, September 1996 to August 2000

Ascended through the ranks of a high school newspaper and newsletter. Acquired practical skills in the gathering and assembly of news and information in print format.

Editorial Assistant, Ottawa Citizen (academic internship)

Ottawa, September 1999 to December 1999

Assisted in the research and writing of news stories. Edited copy for print. Performed research for a special feature.

Acknowledged for editorial contributions in the book, To the Editor: A Century of Letters (Ottawa: Ottawa Citizen, 1999).

Freelance writing published in *The Ryersonian* and online.

Part-time retail and sales experience, including Supervisory and Announcer responsibilities. Details available upon request.

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Education

Bachelor of Journalism, Major in Broadcasting Ryerson University

Toronto, 2006

Trained in television, radio and new media news writing, editing and production; and magazine feature, non-fiction, and print news writing.

Arts studies including Political Science, Philosophy, Sociology and Literature.

The above degree partially completed at St. Thomas University, Fredericton

Ontario Secondary School Diploma, Ontario Academic Certificate - Advanced Program

Certificate in Recognition of Receiving the Highest Mark in TGA4A-Communications Technology

Earl of March Secondary School

Kanata, Ontario, 2001

Training

Television broadcast news writing (seminar)

BNN-Business News Network

Toronto, 2007

Technical skills

Technical experience

- Editing: Final Cut Pro, Avid, Premiere, linear
- Newswire applications: I-news, Newstar, Gateway, OpenMedia, Burli, Pubflex, NewsEdit
- Content management systems: Teamsite, Marqui and more
- Web design: html code, javascript code, Dreamweaver, Front Page, CSS, limited Flash
- Graphics: Photoshop and inscriber utilities
- FTP: Filezilla, Cute FTP, DartMail
- Online analytics: Google Analytics
- Office applications: Word, Excel, Access
- Audio and video capturing: professional techniques in videography and lighting. Experience with digital XR-1 (HD, 16:9 AR) and analogue DV/DVC. Experience mixing stereophonic sound.
- Control: Live audio and video switching, live VTR operation, live title line-up
- Wired signal connections
- Writing styles: CP, CBC Radio, Chicago, and more
- The ability to quickly grasp new software and technology

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Languages

English, French (limited)

Online portfolio

Broadcast and Online work samples, complete reporter pack, and on-camera demo available at:

geocities.com/lacroixca

References available upon request.

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