

REBECCA BURTON

[Multimedia Journalist, Researcher]

Specialization: Science. Health. Environment.

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www.laymanstermsmedia.com [@LTermsMedia]

Internship/Professional News Experience

Intern reporter, Health News Florida (May 2013- Present)

Searches Florida publications for news related to health and health policy

Aggregates content, writing headlines and summaries that are quick and easy to read

Content gets sent out in the form of an E-Alert, with a widespread viewership

Has had one original byline so far about state hospital ratings.

Reporter, UF Health News and Communications (May 2013-Present)

Writes articles about current research being done at the University of Florida. These are published in many publications the hospital produces.

Turns scientific jargon into language suitable for a lay audience.

Writes press releases about research to give to local and international media.

Writes scripts for NPR-affiliated daily radio program *Health in a Heartbeat*.

Science/Health blogger, Layman's Terms Media (June 2012-Present)

Writes weekly science/health blog posts for a self-started blog.

Created and manages the website www.laymanstermsmedia.com and its associated social media accounts.

Over the past year, viewership on the blog has grown tremendously and has been featured on the Scientific American Incubator, which features up-and-coming science writers, several times.

Comfortable with tagging techniques and SEO for personal blogs.

Graduate/ Teaching Assistant, University of Florida (August 2012-Present)

Instructed an undergraduate Multimedia Reporting class, and received good reviews from students and supervisors.

Manages social media for the Master's program for Web Design and online communication.

Expected to give design advice on college's website and all social media accounts.

Responsible for keeping relations with current and prospective students of the program.

Grades blog posts for an online Global Strategic Communication's course.

Web Producer, Gainesville Sun (October 2012-Present)

Manages and posts content on Gainesville.com, Ocala.com and Gatorsports.com.

Writes headlines and summaries for breaking stories.

Chooses and edits photos to place with online stories.

Creates an online web plan, showing where stories will be placed on the websites at the beginning of each shift.

Uses Photoshop, InDesign and content management systems

Freelance Reporter, Miami Herald (Present)

Reports and writes hard news and features for the local and health sections, including sensitive subjects like substance abuse.

Retrieved police reports for five cities every week to write the blotter.

Covered government meetings, earned connections with important sources in community.

Wrote several cover stories for Neighbors section.

Also contributed articles to Home and Design, Health, Environment and Local sections.

A story about green homes received recognition from Realtors.

Videographer, Independent Florida Alligator (September 2012-January 2013)

Filmed and edited three videos to accompany online stories.

Reporter, Scripps Howard Foundation Wire (Summer 2012)

Semester in Washington

Created multimedia packages for hard news and features for the *Scripps Howard Foundation Wire* in Washington, D.C., including the National Spelling Bee. Stories following one speller published in the Treasure Coast Newspapers.

One feature about the drum circles in D.C. got recognition from the African American community and was placed in their newspaper.

Covered Senate and House hearings, and a story in the White House that was picked up by several news outlets.

Created at least three complete multimedia packages a week.

Gainesville Magazine (September 2012-present)

Contributed one feature so far about giving cars as holiday presents. It ran in the December, 2012 issue of the magazine.

The Miami Planet, Society of Environmental Journalists Conference Reporter (2011)

Wrote two articles for Themiamiplanet.org, the website that was used for the Society of Environmental Journalists conference in October 2011 in Miami, FL.

Earned important connections with various scientists across South Florida.

Environment Editor, The Miami Desk (2011)

Assigned, edited, and wrote several environmental stories pertaining to South Florida.

One story highlighted a local surf break that was being threatened and garnered attention by local surfers.

Environment reporter, The Beacon Florida International University Newspaper (2010-2012)

Contributed various in-depth articles about environmental issues on campus.

Uncovered a story about a proposed second road that would harm the mangroves and marine environment.

Learned to communicate with scientists, and policymakers about various subjects.

Digital Media Department, NBC Miami, Miami, FL (Summer 2011)

Wrote and contributed over 75 articles to the NBC website.

Produced photo galleries to place on the website.

Helped with the social media aspect of the website, including Facebook and Twitter.

Edited photos and video to go along with stories on the website.

Reporter, South Florida News Service (2011-2012)

Wrote and contributed several news articles to the news service.

Came every week with story ideas to add to the budget line.

Stories from news service published in the *Miami Herald*, which led to an internship and freelance position.

EDUCATION & REFERENCES

Master's Student (Current)
University of Florida
Science/Health Communication
GPA: 4.0

Bachelor's in Journalism (May 2012)
Florida International University
Miami, FL
Minor in Marine Biology
GPA: 3.69

*Clips, video and photo can be found at
www.laymanstermsmedia.com*

SKILLS

Computer: Adobe Creative Suite, Microsoft Office, iMovie, Audacity, Soundslides, WordPress, content management systems

Writing: Science/health, features, news, opinion, Web, headlines, captions, public relations

Page Design: Newspapers, magazines, resumes, pamphlets

Social Media: Facebook, Twitter, LinkedIn

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