

Vita

John Lofflin
Associate professor of journalism
Park University
Parkville, Mo. 54152

Education:

MA. Political Science, University of Kansas, 1981
BS Journalism, Baker University, 1970

Teaching:

- Benedictine College, Atchison, Kansas. Instructor of journalism, assistant professor of journalism 1981-1985
- Park College, Parkville, Mo., Associate professor of journalism, tenured, 1985-present. Faculty Meeting Co-Chair, 2000-2003; Faculty Senate President, 2003-2004; facilitator – Teaching Engagement Working Group 2004 – present; service as chair, Division of Humanities and Performing Arts; chair, Communication Arts Department 1997-present; acting associate dean 4/98-5/98; various search committees; faculty development committee 1996-1997; library committee, 1999-2000; advisor, student newspaper and annual magazine
- Courses taught: Reporting I; Reporting II; Photography I; Feature Writing; Photography II; Senior Project; Internship; Photojournalism; Editing, Layout and Design; Communication Ethics and Law; Theory and History of Mass Media; Journalism Practicum; Special Topics: Investigative Reporting; Public Relations I; Honors -- Civic Values; Honors -- Personal Values; EN304 MLL: Special Topics in Language and Literature -- Reading Baseball; The Presidential Election and the Media (2004 -- co-taught with Dr. Ron Brecke); Media and Politics (2002 -- co-taught with Dr. Ron Brecke); Scriptwriting; The City Hall Project (2005 – co-taught with Dr. Ron Brecke)

Journalism, Photography, Public Information:

- **Reporter/editor**, newspapers, 1971-1979
- **Administrative assistant and public information officer**, City of Kansas City, Kansas, 1979-1980
- **Freelance writer**, 1980-present: *Money Magazine*, *Leisure*; *The New York Times*; *Institutional Investor*; *Veterinary Economics*; *NewsReach / NewsBeat*; *Corporate Report Kansas City*; *Missouri Life*; *Kansas City Star Magazine*; *City Magazine*; *The Pitch*; *The New Times*; coverage of International AIDS Conference, San Francisco, Atwood Publications, 1990; *Firstline*, *Compass*, *Veterinary Medicine*
- **Special Assignments Editor**, *Veterinary Economics*, 2000-present

Professional Service

- Judge, 2006 American Society of Business Publication Editors contest

1998- 2006 Selected Magazine Journalism:

Articles 2006

- *Veterinary Economics*, Dec. 2006, “Life, Love, Loss,” (Vol. 47, Number 12)
- *Veterinary Economics*, June 2006, “Changes on the Horizon,” (Vol. 47, Number 6) pg. 34-46.
- *Veterinary Medicine*, August 2006, “Animal Abuse: What Practitioners Need to Know,” (Vol. 101, Number 8), pg. 506-518.
- *CVC 2006*, July, 2006, “Hidden in Plain Sight,” pg.14-19.

Articles 2005

- *Veterinary Economics*, Sept. 2005, “The Winds of Change,” (Vol. 46, Number 9) Pg.26-33
- *CVC 2005*, “The Revitalization of Downtown Kansas City,” July 2005, pg. 10-13.
- *Firstline*, “When the Doctor Doesn’t See the Problem,” Oct. 2005.
- *Veterinary Medicine*, April 2005, “Tracing Texas Fever to the Tick,” pg.6
- *Veterinary Medicine*, April 2005, “The Antibiotic Revolution,” pg.12
- *Veterinary Medicine*, April 2005, “Fighting Disease Through Diet,” pg.22
- *Veterinary Medicine*, April 2005, “Striving for More,” pg.26
- *Veterinary Medicine*, April 2005, “The Summer of ‘78,” pg.38
- *Veterinary Medicine*, April 2005, “The Miracle Molecule,” pg.44
- *Veterinary Medicine*, April 2005, “All in the Family,” pg.48
- *Compass*, Feb. 2005, “Giving back and looking ahead,” pg. 18-19
- *Compass*, Feb. 2005, “Training center in the works,” pg. 36-38
- *Veterinary Economics*, May 2005, “Aging with Grace,” pg 26-32.

Articles before 2005

- *Veterinary Economics*, Jan. 2004, “Has your associate’s salary peaked?” pg. 56-62
- *Veterinary Economics*, Feb. 2004, “The changing status of pets,” p. 32-38
- *Veterinary Economics*, March 2004, “Surviving the trials of record keeping,” pg. 49-58
- *Veterinary Economics*, April 2004, “Who’s responsible for drumming up business?” p. 34-45
- *CVC 2004*, “Baseball in Kansas City – a century of summertime fun,” pg. 8-12
- *NewsReach*, April 2003, “A West Virginia lawyer finds happiness and some profit moonlighting a 100 proof, 100 percent legal moonshine,” Pg. 1,2
- *Veterinary Economics*, April 2003, “Women’s pay: exploring checks and balance,” pg. 32
- *Veterinary Economics*, July 2003, “Putting down roots: Making your first—or

- second—practice work,” pg. 33
- *Veterinary Economics*, Sept. 2003, “The struggle over referrals,” pg. 32
 - *Veterinary Economics*, April 2002, “Protecting your pharmacy business,” pg. 34
 - *Veterinary Economics*, April 2002, “Sale of mislabeled drugs lands PetMed Express in hot water (sidebar),” pg. 38
 - *Veterinary Economics*, April 2002, “PetMed Express Inc. has its say (sidebar),” pg. 42
 - *Veterinary Economics*, July 2002, “Should you test for drugs?” pg. 20
 - *Veterinary Economics*, April 2001, “Serving an entire community,” pg. 63
 - *Veterinary Economics*, July 2001, “Are you ready for insured pets?” pg. 33
 - *Veterinary Economics*, Dec. 2001, “A higher level of service,” pg. 32
 - *Veterinary Economics*, Dec. 2001, “Remembering examples of excellence in practice (sidebar),” pg. 38
 - *NewsReach*, Oct. 2001, “‘Hey, Buddy, need tickets?’ is a thing of the past, says high-tech, high service broker of the hottest seats money can buy,” pg. 1
 - *NewsReach*, Nov. 2001, “Sole and soul are synonymous with success at a remarkable, one-man custom shoe business founded in an old barn in Maine,” pg. 1
 - *NewsReach*, Feb. 2000, “From Dinner Table to Conference Table: Precautionary tales and advice to help keep family businesses flourishing,” pg. 1-2.
 - *NewsReach*, March 2000, “Five essential lessons from an insider’s survival guide for struggling family business,” pg. 2.
 - *Veterinary Economics*, Nov. 2000, “Tackling tough cases,” pg. 51
 - *Veterinary Economics*, April 2000, “Taping the Web’s potential.” pg. 4-9.
 - *Firstline*, April/May 1999, “Fire up your team,” Vol. 3, No. 2, pg. 27-29.
 - *Firstline*, October/November 1999, “Protect your practice from the unexpected,” Vol. 3, No. 5, pg. 24-26.
 - *Guide to the Central Veterinary Conference*, “Kansas City Spirit: The 18th & Vine Historic Neighborhood,” July 1999.
 - *Institutional Investor*, September 1999, “UtiliCorp United: A Nimble Giant,” pg. 8-9.
 - *NewsReach*, April 1999, “Up to his neck in alligators, creative clothier swamps the competition,” pg. 1-2.
 - *NewsReach*, July 1999, “A Texas landscaper has his competition, his customers, even all of Amarillo seeing red while he counts the green,” pg.-2.
 - *NewsReach*, Nov. 1999, “End the rectangle! Change the desk! Hip designer makes a revolution in the office,” pg. 1-2.
 - *Veterinary Economics*, May 1999, “VetSmart acquires 115 PetSmart veterinary clinics,” pg. 16-17.
 - *Compass, Navigating the Conference and the City*, (Supplement to *Veterinary Economics* for the Western Veterinary Conference, Las Vegas), Feb. 1999, “A Well Balanced Conference,” pg. 6-11; “Glitz meets glory,” pg. 12-15; “The Exhibit Hall: A shopping oasis,” pg. 18-21; “Never a dull moment,” pg. 22-26; “Survival guide,” pg. 32-33.
 - *Firstline*, October/November 1998, “Career Development: The do’s and don’ts of

- professionalism,” Vol. 2, No. 5, pg 32-34.
- *Firstline*, Dec. 1998, “Good Clients, Bad Choices: Helping pets and people before the stuffing flies,” Vol. 2, No. 6, pg. 14-17

Books:

- *The Abbott & Costello Story*, (Chicago: Contemporary Books, 1990);
- *The Abbott & Costello Story* (Nashville, Tenn.: Cumberland House, 1997)
- *Here’s Johnny: Thirty Years of America’s Favorite Late-Night Entertainment* by Stephen Cox [contributed two chapters], (New York : Harmony Books, 1992)
- **Non-fiction book editing:** *Inner Vision: The Story of the World’s Greatest Blind Athlete*, (Kansas City: Addax Publishing, 1998); *The Story of the Pittsburgh Pirates*, Dr. John McCollister, (Kansas City: Addax Publishing, 1998); *The Real 100 Best Baseball Players of All Time*, (Kansas City: Addax Publishing, 1998); *Peyton Manning : Primed and Ready*, Jimmy Hyams, (Kansas City: Addax Publishing 1998); *So You Want To Be A Pro*, Pellom McDaniels, (Kansas City: Addax Publishing, 1999); *The Tigers and Their Den*, Dr. John McCollister, (Kansas City: Addax Publishing, 1999).

Panels:

- “Is News Reporting and Writing 101 Dead? Would New Approaches Inspire Undecided Students to Consider Print Journalism?” moderator, Association for Education in Journalism and Mass Communications, Toronto, Aug. 6, 2004
- “Voices in the Wilderness Revisited: How are Small Programs Greeting the Teaching Challenges of the Future?” panelist, Association for Education in Journalism and Mass Communications, Toronto, Aug. 5, 2004
- “Voices in the Wilderness,” panelist, Association for Education in Journalism and Mass Communications, Kansas City, Mo., 1994

Public Relations:

- Developed personal public relations campaigns for international management consultant Marty Becker, 1996, 1999-2000
- Developed public information strategy for Commissioner of Higher Education, State of Missouri, 1991

Research:

- “Presidential Pennant Race,” content analysis of newspaper coverage of the 1988 presidential campaign, presented to American Popular Culture Association, St. Louis, Mo., 1989
- “Reading Baseball.” presentation to Park College Friends of the Library, 1997

Photography:

- “Black Skies,” Campanella Gallery, 2000
- Kansas Camera juried exhibit, 1997
- Kansas City Municipal Arts Commission annual contest, award winner, 1997
- Lawrence Photo Alliance exhibit, Paradise Cafe, 1997

- Kansas Camera juried exhibit, 1996
- “Haiku Snapshots,” Campanella Gallery, 1995

Awards and Honors:

- Finalist, Jesse H. Neal Award, best single story 2006, winner announced March 22, 2007
- J.L. Zwingle Award, Park University 2005-2006
- Outstanding Faculty Member 2005-2006 College of Liberal Arts and Sciences
- Speaker, Doris Howell Leadership Dinner, May 2006
- Association of Area Business Publications, Best Investigative Reporting / Magazine 1983
- Missouri Better Newspaper Contest Best Feature Story / Weeklies 1979
- Missouri College Newspaper Association Adviser of the Year 1986-1987
- JL Zwingle Award, Park University, 1994-1995
- Distinguished Faculty Scholar Award, Park University, 1999

Feb. 2, 2007