

OBJECTIVES

- Contribute constructively & ethically to informing &/or educating target audiences
- Communicate clearly, utilising a broad range of media & social media platforms
- Engage target audiences with timely, concise & useful content
- Satisfy curiosity by researching & seeking to understand before being understood
- Utilise skills gained as a journalist/editor, researcher/educator & communication manager

SKILLS

Specialist writing, editing & production

- News, features, crime, investigations, profiles, research, business/corporate & academic writing
- Fact-checking, proof-reading & cross-checking/triangulation of complex or risky content
- Print & online (mass media & niche/industry) publications
- Scientific findings, public health research & initiatives, high-technology breakthroughs
- Online & cross-platform content management in high-pressure, breaking & daily news environments
- Speeches for business leaders, departmental heads, state & federal political leaders
- Speech-writing/ghost-writing (university & business leaders, departmental heads, state & federal ministers)

Corporate & crisis communication

- Media liaison, publicity & promotion, including co-ordinating high-profile events & public displays
- Issues management (dealing with strategies for metropolitan, regional & national media liaison)
- Strategic support for issues & crises with potential for intense or negative national/international exposure
- Monitoring media attention, evaluating campaigns & gauging audience communication/reader satisfaction
- Public speaking & networking (excellent newsroom contacts, all media)
- Utilising social & online media to maximise message reach, direct online traffic, publicise events

Project, research & communication management

- Multiple concurrent projects delivered on time, on budget & with successful outcomes
- Ground-breaking MA thesis: *The impact of news reporting on victims & survivors of traumatic incidents*
- Expertise in tracking, monitoring & evaluating communication activities
- Recruited, retained, mentored & developed multi-disciplinary communication teams
- Able to lead, collaborate & give/take direction with a minimum of fuss

EDUCATION

QUT • 2003

- Master of Arts by Research (Journalism)

QIT • 1981

- Bachelor of Business-Communication (Journalism/PR)

SHORT COURSES

News Limited • 2010:

Search Engine Optimisation

Odyssey Training • 2001:

Dreamweaver; InDesign

QUT Faculty of Business • 1996:

Crisis Communication (p/g subject)

Queensland Treasury • 1993:

Team Building

Queensland Treasury • 1992:

Performance Management & Development

Australian Institute of Management • 1991:

Train the Trainer

Securities & Investment Institute • 1991:

Understanding the Australian Stockmarket

Ithaca TAFE • 1991:

Aldus Pagemaker

Melbourne College of Adv. Education • 1987:

Negotiation Skills

TAFE Victoria • 1987:

Basic Bookkeeping

LINKEDIN

- <http://www.linkedin.com/profile/view?id=126820287>



EXPERIENCE

Freelance writer/web editor & educator • reporting4work.com.au • 2/2013-present

- Tutor, final-year Journalism & Communication Research course, UQ
- Guest lecturer, Online Journalism 1, QUT
- Online tutor, Commonwealth Broadcasting Association (cohort of Caribbean broadcasters)
- Co-author, CBA online course Disaster Reporting
- Web editor/blogger, www.reporting4work.com.au

Senior Sub-Editor • News Queensland • 12/2004 – 2/2013

- One of company's first multi-skilled sub-editors, working on print, online & iPad editions
- Worked on all print mastheads (*The Courier-Mail*, *The Sunday Mail*, *Gold Coast Bulletin*, *Townsville Bulletin*, *Cairns Post*, *Gold Coast Sun* newspapers and all Quest Newspapers titles)
- Online news editor & online sub-editor (couriermail.com.au) since 2007
- Won two company awards; plus part of three award-winning teams (two online, one training)
- Loaned to News Limited's National News Desk for six months, working collaboratively from Brisbane on interstate online/iPad editions, receiving strongly positive feedback
- Built NewsCentral's intranet with Microsoft SharePoint, which was adopted nationally
- Conceived, compiled & helped construct a Wiki-driven Style guide, now used nationally via intranet
- Relief Foreign Editor, *The Courier-Mail*, plus night world desk sub-editor for 18 months
- Page One sub/late sub on *The Courier-Mail*; early general news/page one check sub on *The Sunday Mail*
- Nightly news wrap (ABC Radio's Tomorrow's News Tonight on *Nightlife*) for two years

Contract web content writer • Queensland State Development Department • 12/2004-3/2005

- Researched, interviewed, drafted & edited fresh web profiles for all of department's business regions

Print journalism co-ordinator/lecturer • University of Southern Queensland • 1/2004-12/2004

- Course design & delivery for 4 u/grad journalism subjects, including: supervising tutors & external students; updating learning materials; assessment, moderation, marking & student consultation/advising

Journalism & communication lecturer • University of Queensland • 1/2002-12/2003

- Two-year contract teaching across two campuses, teaching undergraduate & postgraduate students
- Course co-ordinator responsibility for 7 subjects; guest lecturer in another 5 subjects
- Assessment, moderation, marking, course advising & student consultation

Media Manager/Editor • QUT Department Corporate Communication • 2/1996-1/2002

- Managed busy media unit (6 f/t, 2 p/t staff + occasional casuals) which handled media inquiries, pro-active media liaison, publicity photography for all faculties & PR web content
- Responsible for producing periodical newspaper & tri-annual four-colour alumni magazine
- Extensive issues management & crisis communication experience
- Promoted high-profile projects such as QUT Science Train (including its launch), QUT Science Deans' Scholar program launch, QUT Business Leaders Forums, international conferences across multiple disciplines, opening of QUT Art Museum
- Worked closely with QUT executives, staff, academics, researchers & students
- Guest lecturer & p/t tutor for a range of journalism & communication courses
- Represented Vice-Chancellor on university's Equity Committee
- Completed MA research higher degree (p/t)

Contract communication consultant/p/t lecturer • State Govt/QUT • 2/1995-2/1996

- Reviewed, by invitation, departmental & inter-departmental communication services for Queensland Premier's Dept
- Edited the *1996 Queensland Commission of Audit*, a book-length document for the Queensland Audit Office
- Publications editing, production supervision & publicity for GoPrint & its larger state government clients
- Relief course co-ordinator & lecturer for QUT's head of journalism program (two subjects)

Communication manager • Queensland Treasury • 6/1991-1/1995

- Built professional corporate communication unit of five f/t individuals
- Produced wide range of departmental publications, from annual reports & media kits to internal & sector-wide newsletters
- Collected two Institute of Internal Auditors awards for departmental annual reports
- Drafted critical speeches by Treasurer, Under Treasurer and departmental & SAO senior executives
- Oversaw significant annual printing activity as well as print procurement by tender
- Successfully lobbied for adoption of more efficient, productive, industry standard publications production platform
- Conducted internal and external communication audits for department and its divisions
- Represented Queensland Treasury on the State Government Communications Group (1991-1995)

Production editor • Business Queensland • 1/1991-6/1991

- Designed, laid out and edited weekly 36-68pp newspaper, *Business Queensland*
- Produced occasional special editions, e.g., *Business Queensland Top 100*
- Supervised two graphic designers, liaised with freelance photographers



Managing director • Fineline Communication • 4/1987-12/1990

- Established a successful consultancy with clients in telecommunications, technology, health & printing industries
- Special events, issues & crisis communication management
- Metro, regional, statewide, national & trade publicity & media liaison
- Radio interviews for clients
- Corporate & specialty publications
- Speeches for business leaders, industry body chiefs, state & federal ministers

Sub-editor/senior reporter/weekend reporter • Herald & Weekly Times • 5/1985-4/1987

- News, features & finance sub-editor & stone sub, *The Herald*
- Senior business reporter, finance section, *The Herald*
- Weekend general & crime reporter, *Sunday Press* (joint HWT-David Syme & Co. newspaper)

Magazine sub-editor • Southdown Press • 11/1983-5/1985

- Sub-editor, *New Idea*

Reporter • Mirror Australian Telegraph Publications (MATP) • 9/1982-11/1983

- News, features & columns reporter, *The Sunday Sun*

Reporter/sub-editor • Sunshine Coast Newspapers • 1/1982-9/1982

- News, features, sport reporter, *Sunshine Coast Daily*
- Occasional sub-editor on company's range of free newspapers

COMMUNITY SERVICE

- BushCare volunteer, Dawn Road Weedeaters (2009-present)
- Older People Speak Out awards judge & occasional adviser (1995-present)
- Dart Centre for Journalism & Trauma – Australasia founding board member & secretary (2004-2009)
- Neighbourhood Watch deputy area co-ordinator, Rowville, Victoria (1987-1990)
- Women's Radio company secretary (1982-1983); volunteer broadcaster (1979-1983)

HOBBIES & RECREATION

- Writing
 - current blog www.reporting4work.com.au and previous blog <http://parkside-dawn-road.blogspot.com.au>
 - environmental feature: <http://reporting4work.files.wordpress.com/2013/03/dawn-rd-reserve-feature.pdf>
- Gardening, amateur photography (mainly landscape & wildlife), bush & beach walking, reading, music, dancing, cooking, dining with friends & family, picnics, driving, good movies

RESEARCH/REFEREED PUBLICATIONS

- McLellan, T. (2013) [Reporting moral outrage – Reducing the ramifications of royal commission coverage](#) (online issues paper)
- McMahon, C., & McLellan, T. (2008) “[Journalists Reporting for Duty: Resilience, Trauma & Growth](#)”, in *The Phoenix of Natural Disasters: Community Resilience*, Ed. by Paton, D., & Gow, K.
- Green, K., McLellan, T., and McMahon, C., (2005) [Year of Living Dangerously Revisited](#), *Australian Journalism Review* vol. 27, no. 2, pp. 67-74
- McLellan, T., & Dobinson, G., (2004) “[Tertiary education of journalists & the readability of Australian newspapers](#)”, *Australian Journalism Review*, Vol 26 (1), July
- McLellan, T., (2003) [The Impact of News Reporting on Victims & Survivors of Traumatic Incidents](#), MA Thesis
- Breit, R., Harrison, J., Hirst, M., McLellan, T., & Bartlett, D., (2002) “[Ethics in Journalism & Cheryl Kernot: A Colloquium](#)”, *Australian Studies in Journalism*, Vol 10-11: 2001-2002
- McLellan, T., (2000), “[Traumatic incidents as ‘media events’ – fair game or fair go?](#)”, research paper/presentation to the International Society for Traumatic Stress Studies’ 3rd World Conference
- McLellan, T. (1999), “[Impact of news reporting on victims & survivors of traumatic events](#)”, *Asia Pacific Media Educator*, Vol 7, July-December



PRESENTATIONS

- (2013) Guest lecture, *One click & it's all changed: A look at how audiences access their news in the digital age*
@ Creative Industries Faculty, Queensland University of Technology (online journalism class)
- (2007-2013) Annual guest lecture, *Journalists & Victims of Trauma*
@ Creative Industries Faculty, Queensland University of Technology (journalism ethics class)
- (2013 & 2012) Presenter, (2) *Careers in the Media* sessions @ St Rita's Catholic College, Clayfield
- (2012) Guest lecture, *Is it safe to report? Understanding the risks of reporting*
@ School of Journalism & Communication, University of Queensland (1st-year journalism students)
- (2011 & 2012) Guest lecture, *Understanding the law & how it impacts on journalists*
@ School of Journalism & Communication, University of Queensland (1st-year journalism students)
- (2011) Presenter, *Images of the Dawn Road Reserve*
@ Albany Creek Garden Club, for Dawn Road Weedeaters Bushcare Group
- (2010) Workshop leader, *Taking charge of the future: Broadcasting after a traumatic event*
@ Community Broadcasting Association of Australia (CBAA) annual conference, Hobart
- (2009) Panellist/presenter, *Emergency Response Broadcasting: What you need to know about the Emergency Services*
@ 4EB-FM Brisbane, CBAA conference session
- (2008) Booth representative, CBAA Annual Conference
@ Alice Springs for Dart Centre for Journalism & Trauma – Australasia
- (2008) Booth representative, MEAA Freelance Journalism Convention
@ Queensland Public Library for the Dart Centre for Journalism & Trauma – Australasia
- (2007) Participant, Inaugural Dart Centre for Journalism & Trauma Journalists' Retreat
@ Opal Cove Resort, Port Macquarie
- (2006) Co-presenter, news media training session on *Developing resilience*
@ Saville Hotel, Brisbane for Dart Centre for Journalism & Trauma – Australasia
- (2006) Participant/presenter, *What a disaster: Assessing media coverage of trauma & tragedy*
@ Walkley's Forum, Regatta Hotel, Toowong, for Dart Centre for Journalism & Trauma – Australasia
- (2006) Guest lecture/workshop, *Journalism & Trauma* @ J School, Brisbane
- (2006) Co-organiser/closing comments, *Public/media forum prior to 10th Anniversary of Port Arthur Massacre*
@ Hunter Street Centre for the Arts, Hobart for Dart Centre for Journalism & Trauma – Australasia
- (2005) Co-trainer, *AusAID Journalism & trauma five-day course for 16 Indonesian journalists*
@ RMIT University for Dart Centre for Journalism & Trauma – Australasia
- (2004) Presenter/panellist, Symposium session: *Trauma & the World of News Media – What victims experience*
@ Westin Hotel, Melbourne (Organisational launch activity) for Dart Centre for Journalism & Trauma – Australasia
- (2004) Presenter, *The media will eat you if you don't provide palatable information*
@ Internet, Media & Mental Health Conference, Carlton Crest Hotel, Brisbane for Dart Centre for Journalism & Trauma
- (2003) Co-presenter, *Trauma & Journalism – Best practice reporting & minimising harm – the win-win approach*
@ The Vibe Hotel, Sydney for Journalism Education Association
- (2003) Co-presenter, *Journalism & Trauma Awareness* session
@ Sydney Morning Herald newsroom for Dart Centre for Journalism & Trauma
- (2003) Co-presenter, *Three decades on: Has tertiary education changed news? A comparison of readability*
@ The Vibe Hotel, Sydney for Journalism Education Association
- (2003) Presenter, *Exploring best practice for reporting traumatic incidents*
@ CIRAC, Queensland University of Technology seminar for QUT MA presentation of research
- (2002) Presenter, *How MEAA/AJA Code of Ethics impacts on victims & survivors of traumatic incidents*
@ UQ School of Journalism & Communication Postgraduate Research Seminar for University of Queensland
- (2001) Presenter, *Traumatic incidents challenge traditional newsroom culture*
@ Hilton Hotel, Perth for Journalism Education Association
- (2001) Presenter, *Reporting traumatic incidents – victim perspectives* @ CIRAC, QUT for QUT MA presentation
- (2000) Presenter, *Traumatic incidents or 'media events' – fair game or fair go?*
@ 3rd World Conference, Melbourne for International Society for Traumatic Stress Studies
- (1998) Presenter, *How prepared are you for a crisis on campus?*
@ Australian Vice-Chancellor's Committee Annual PR Conference, Edith Cowan University, Perth for QUT

REFERENCES

- Available on request

