

LYDIA LUM

Profile: Award-winning Reporter, Editor, and Educator experienced in university and community college teaching, magazine and newspaper journalism, digital platforms, sports coverage, health communication, mass communication. Published national stories for national audiences for more than 20 years—plus multimedia and special projects for newspapers, magazines, and corporate and nonprofit clients. Expertise in profiles, education, law, investigative and data reporting, government, podcasts, social media, SEO, and content strategy. Versatile and detail oriented. Works well individually and in teams. Speaks basic Spanish, Cantonese, and Mandarin.
Additional details at www.linkedin.com/in/LydiaLumWriterEditor

Education:

SOUTH DAKOTA STATE UNIVERSITY. Earned Master of Mass Communication in 2021

Selected Courses: PR Campaigns, Nonprofit PR, Media Law, Multimedia Storytelling, Research Methods
UNIVERSITY OF TEXAS AT AUSTIN. Bachelor of Science, Journalism

Employment History:

INTERIM INSTRUCTOR, COMMUNICATION STUDIES 2025 – present
EAST TEXAS A&M UNIVERSITY. Commerce, Texas

DIRECTOR OF STUDENT MEDIA, UNIVERSITY OF TEXAS AT DALLAS 2024

- Supervised and advised student-run opinion magazine, internet radio station, and UTD TV.
- Initiated peacekeeping to address student newspaper controversy after it went on hiatus in fall 2024.

VISITING ASSISTANT PROFESSOR OF MULTIMEDIA JOURNALISM 2022 – 2023
DIRECTOR OF STUDENT MEDIA, INDIANA UNIVERSITY SOUTHEAST. New Albany, Indiana

- Redesigned [introductory “Reporting” course](#) under institutional grant that targeted students who lived outside Kentuckiana and held full-time jobs. Taught 3:4 course load in multiple modalities: news practicum, news reporting, mass communications, and multimedia storytelling.
- Built [hybrid](#) “News Practicum” course for student-led media that had asynchronous path for students who lived outside the university’s traditional service area and could not commute to campus.
- As Faculty Adviser to [The Horizon](#), I rebuilt a national award-winning student news staff and radio leadership team to 2017 levels and directed all fiscal and business matters.
- Created 100% profitable ad revenue without leaving carbon footprint.
- At student leaders’ request, I retired the student-produced print newspaper to focus on growing digital platforms. This was also in response to total enrollment decreasing for 9 years and ever-increasing numbers living not only outside Kentuckiana but in other time zones.
- Trimmed 9% of student media operating expenses in real-time without affecting experiential learning. Renegotiated vendor contracts to align with academic and co-curricular needs.

FOOTHILL COLLEGE ADJUNCT PROFESSOR. Los Altos Hills, California 2021

SAN FRANCISCO STATE UNIVERSITY (ADJUNCT) LECTURER 2017
Taught upper division, advanced beat reporting course. [Student work](#) is here.

FREELANCE JOURNALIST, WRITER, AND EDITOR. Texas and California 2000 – present
Published national features and news for magazines, newspapers, and other clients.
On-the-ground coverage has included September 11, 2001, terrorist attacks (San Francisco angle) and California’s historic 2003 gubernatorial recall campaign. Remote coverage has included: Hurricane Katrina in 2005, Great Recession of 2008, and dual profile of Kamala Harris and Maya Harris in 2013.

LYDIA LUM (CONTINUED)

Other Highlights:

- Contributor to *Diverse: Issues in Higher Education* magazine and website.
 - Developed and launched a groundbreaking beat focused on intersections between Asian Americans and African Americans.
- Contributor to *Diversity & the Bar* magazine and the Minority Corporate Counsel Association.
 - Conducted multiple iterations of the organization's annual, signature census of Fortune 500 and Fortune 1000 corporations for head counts of female and minority chief legal officers to determine growth or regression in diversity metrics in hiring and promotion.
- Increased publicity of the world's largest oral history archive of memoirs from the U.S. civil rights movement by giving interviews to newspapers, TV, and radio stations in the South as part of AARP's Emmy-winning "Voices of Civil Rights" tour, a multimillion-dollar 2004 campaign. Our team recorded more than 1,000 first-person accounts from the 1950s and '60s for the Library of Congress.
- Wrote for mass market magazines such as *People*, national newspapers such as the *Los Angeles Times*, and trade press magazines such as *CASE Currents* and *Black Issues in Higher Education*.
- Contributor to advancement causes such as the University of San Francisco alumni magazine and news site, Samuel Merritt University (medical school) news site, SF State alumni magazine, SF State Foundation annual report, and the Association of Corporate Counsel Foundation website and newsletter.

Daily Newspapers:

1990 – 2000

On-the-ground assignments included lead reporter at the 1996 Olympic Park bombing in Atlanta, Georgia, from which the 2019 movie "Richard Jewell" was based, sole reporter in 1996 advancing the reunification of Hong Kong with China, and the 1993 Branch Davidian siege, shootout, standoff, and mass fatalities in Waco, Texas.

HOUSTON CHRONICLE. Houston, TX (1994 – 2000)

HIGHER EDUCATION BEAT REPORTER; BEGAN AS GENERAL ASSIGNMENTS REPORTER

FORT WORTH STAR-TELEGRAM. Fort Worth, TX (1990 – 1994)

"TWENTYSOMETHING" BEAT REPORTER

- Attracted new readers and advertisers by pursuing lifestyle and business stories about young people alongside daily coverage of local and state higher education issues.
- Broke new ground producing traditional higher education news for different newspaper sections.

FEDERAL COURTHOUSE BEAT REPORTER; BEGAN AS POLICE AND GENERAL ASSIGNMENTS REPORTER

BEAUMONT ENTERPRISE. Beaumont, TX (1990)

POLICE AND GENERAL ASSIGNMENTS REPORTER

Selected Awards and Honors:

1999 Journalist of the Year, (nat'l) Organization of Chinese Americans, for Asian American issues reporting
1997 finalist, University of Michigan's Livingston Award for journalists under-35, for international reporting
1997 Hearst Newspapers award, for investigative news series
1995 Texas Associated Press Managing Editors staff award, for feature story series
1993 Dallas Press Club staff award, for breaking news

Other Selected Skills and Experiences:

Donor Relations | Vendor Relations and Contracts | 501©3 IRS Applications | Nonprofit Management