

CHRISTOPHER TYREE

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VISUAL COMMUNICATIONS, MULTIMEDIA & MANAGEMENT

Proven ability to research, produce, lead, and manage complex projects ranging from documentaries to digital media dissemination; proficient in strategic formulation, execution, team building and communication strategies.

Highly accomplished multimedia producer, creative director and documentary photojournalist offering a unique blend of storytelling, entrepreneurial talent, creative ideas and operational expertise. Charismatic, honest, and results-oriented; highly regarded by colleagues and staff for outstanding organizational and business development skills. Proven record of success in competitive markets built from founding and leading companies in the multimedia, visual communication and marketing industries. Directs project resources efficiently and fosters an environment predicated on a commitment to the customer and the attainment of short- and long-term goals.

Skilled in building top-performing teams and sharing best practices across the entire organization. Equally skilled at storytelling and developing technology. Leverages critical and creative thinking capabilities to analyze and rectify project issues. Assesses and motivates team members to maintain individual accountability for results.

CORE SKILL AREA

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|-----------------------------------|-------------------------------------|---------------------------------------|
| ✓ Documentary Video Production | ✓ Strategic Planning & Execution | ✓ Creative Direction |
| ✓ Visual Communication Strategies | ✓ Teaching and Consulting | ✓ Advanced skills in editing software |
| ✓ Narrative Based Story Telling | ✓ New Product / Concept Creation | ✓ Project Management |
| ✓ Team Leadership | ✓ Issue Management & Resolution | ✓ Process & Procedure Creation |
| ✓ Research & Analysis | ✓ Written Communication | ✓ Field based production |
| ✓ Still Photojournalism | ✓ Social and Digital Media Concepts | ✓ Global Experience |

PROFESSIONAL EXPERIENCE

IDM LLC TA RE:ACT MEDIA. FORMERLY WEYO INC, Norfolk, Virginia
President/CEO

February 2008 to Present

Run the day to day operations of niche marketing and media company that utilizes strong narrative and visual communication with award winning design and new media technologies to detail and promote the mission and stories of our clients. Responsible for attracting and maintaining clients and employees; clients range in size from those organizations with operating budgets of \$200,000 to \$13 million.

- Responsible for purchasing, writing proposals and estimating costs for the company.
- Additional duties include video production, creative direction and strategic planning.
- Develop professional contacts and partnerships with media industry leaders especially with dissemination.
- Build and manage entire award-winning teams focused on story development and editing.
- Initiate various social media, digital media and emerging technology programs.
- Build capacity for programs through development of donors and volunteer base.
- Direct the creative approach to projects and their dissemination as well as company wide brand.
- Wrote the company business and strategic plan.
- Produce, direct, film and edit feature length and short documentaries.
- Extensive travel in developing countries.
- Write and photograph narrative based stories for clients, magazines and independent projects.

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TRUTH WITH A CAMERA WORKSHOPS, Norfolk, Virginia
Director, www.truthwithacamera.org

May 2008 to Present

- Responsible for the promotion, design and execution of weeklong, international documentary photography and film workshops.
- Promote the work of non-profits and NGOs in developing countries.
- Provide a learning experience for students interested in international project based documentary employment.
- Work with international universities and U.S. Embassy in workshop development.

THE VIRGINIAN-PILOT, Norfolk, Virginia
Visual Communications Specialist

May 2000 to August 2008

Covered the 9/11 terrorist attacks in New York City, the detainees in Guantanamo Bay, Cuba, was embedded during work in Iraq with Navy, Army and Coast Guard as well as producing hundreds of other award-winning socially centered documentary projects using a variety of media formats.

- Produced stories to include researching, reporting, writing, editing, photographing (still and video) and designing the projects.
- Produced, wrote, directed, and filmed multimedia projects.
- Served as Night Picture Editor, Features Picture Editor, and Assignment Editor.
- Responsible for technological support for the department, intern and department hires development.

THE WASHINGTON POST, Washington, D.C.
Freelance photographer

June 1998 to May 2000

OHIO UNIVERSITY, Athens, Ohio,
Adjunct Professor, School of Visual Communication
Taught design classes on undergraduate and graduate level.

Spring 1999 & Fall 2000

BOOTSTRAP, Oxford, Maryland
1999Editor/Creative Director

May 1996 to October

Regional magazine for the National Press Photographers Association.

- Performed all edits, designs and layouts for *Bootstrap* quarterly news magazine.
- Redesigned magazine in 1996 and 1999.
- Wrote design-style guide.

THE STAR DEMOCRAT, Easton, Maryland
Photojournalist, Designer, Editor, Strategic Planner

June 1992 to July 1998

- Redesigned the newspaper and wrote the publications first design style book.
- Responsible for facilitating growth of the newspaper, ensuring a high standard of quality for the newspaper, seeking new ways to incorporate technology into the production of the newspaper, boosting employee morale, and improving community relations.

EDUCATION

OHIO UNIVERSITY, Athens, Ohio, **M.A. Visual Communications** with Distinction 2000
JAMES MADISON UNIVERSITY, Harrisonburg, VA, Cum Laude, **B.S. Communications/Journalism** 1991
Photo Editor, *THE BREEZE* 1990-1991.
Assistant Photo Editor, *CURIO* 1991.

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PROFESSIONAL AFFILIATIONS AND MEMBERSHIPS

Wéyo.org, CHAIRMAN OF THE BOARD (THIS ORGANIZATION IS NO LONGER ACTIVE)
Tree of Lives.org, BOARD MEMBER AND COMMUNICATIONS CHAIR
Edom Foundation, CONSULTANT
Member: International Documentary Association, American Society of Media Photographers and National Press Photographers Association.

AWARDS

National Award Winner for the National Mental Health Association Media Awards for project on jailing of the mentally ill 2004.
Best In Show for Photojournalism from the Virginia Press Assoc. 2004.
First Place Sports Picture POYi 2004.
Virginia News Photographer of the Year 2001, 2002, 2004 and 2007 with more than 40 single awards.
National Association of Black Journalists, 2003 First Place Photo Story from NABJ.
Second Place for NPPA's Cliff Edom Award 2001.
Third Place sports picture NPPA POY 2001.
Award of Excellence for sports picture POYi 2001.
Pew Fellowship finalist for project on AIDS orphans in Botswana.
Slover Award winner 2000, 2001, 2002, 2003, 2004, 2005, 2006—Landmark Com. Award—judged by Mark Edelson, *Palm Beach Post*, Jamie Francis-*The Oregonian*, Bill Greene-*Boston Globe*, Carolyn Cole-*The Los Angeles Times*.
Award of Excellence for Portrait/Personality, NPPA 58th Annual Pictures of the Year.
Third Place for Spot News Photograph, NPPA's 54th Annual POY.
Third Place Sports picture Atlanta Photojournalism Competition.
Five First Place Clemens Awards from the Associated Press for news, sports, and multiple picture story and feature photos, design.
Several awards from the Society of News Design 1999-2008.
Several other general NPPA Clip Contest and Maryland, Delaware, D.C. and Virginia Press Association awards.
Mentor to summer interns at *The Virginian-Pilot*, 2000-2008.
Numerous picture editing awards from internationally recognized media organizations.

SPEAKING ENGAGEMENTS/WORKSHOPS/PANELS

Humanistic Photography and Working with Nonprofits, University of North Carolina, Chapel Hill, March 29, 2011.
Storytelling and Visual Communication Workshop at the Academy for Nonprofit Excellence, Tidewater Community College, October, 2010.
Panel Judge, Washington Post Award for Excellence in Nonprofit Management, 2010.
Still photography and story instructor, Western Kentucky University's 2010 Mountain Workshop.
The Cliff Edom Truth With A Camera Photojournalism Workshops National and International. 2002, 2003, 2008 to present.
Guest lecturer for journalism classes at Hampton University, Virginia Wesleyan, Ohio University, Tidewater Community College, Salem High School, Virginia Beach, Virginia.
Guest speaker at the 2006 NPPA Flying Short Course-Philadelphia, PA.
Panel Judge, Academy of the Arts Photography Contest, Easton, Maryland, 1995.

GROUP EXHIBITIONS

Tidewater Community College Visual Arts Center, 2010.
Cross Roads Art Center, Physicians for Peace, Richmond, 2010.
Peninsula Fine Arts Museum, Newport News, Virginia, 2008.
The Chrysler Museum of Art in Norfolk, Virginia, 2006-2007.
The Courthouse Galleries, Portsmouth, Virginia 2006.
Exhibited in the Virginia Poverty Law Center exhibition 2005.

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Dabney S. Lancaster Community College, Clifton Forge, Virginia, 2003.
Pictures of the Year International, traveling exhibition, 1995.

SOLO EXHIBITIONS

Thomas Nelson Community College Visual Arts Center, 2007.

VIDEO DIRECTING/PRODUCING

“Building Piece on Desktops,” March 2011.
“The Purpose Project,” May 2010.
“The Laurel Center,” May 2010.
“The Linowess Awards,” September 2010.
“CNA Excellence Awards,” May 2010.
“Friends of Guest House,” April 2010.
“Edmarc Children’s Hospice,” April 2009.
“Grassroots,” February 2009.
“The Forgotten Story,” October 2009.
“In My Shoes,” May 2008.
“Broken,” October 2008.

**PUBLICATIONS
(PERIODICALS)**

EBONY MAGAZINE, March 2011, Photos featured. “Behind The Music: Hazing or Brotherhood?”
THE CHRONICLE OF HIGHER EDUCATION, April 4, 2010, Photos featured. “Minority-Serving Colleges Benefit from a Student-Loan Change They Fought.”
NIEMAN REPORTS, The Nieman Foundation for Journalism at Harvard University, Vol 64, No. 1, Spring 2010. Ppg 26-27, “Newspaper Employee to Nonprofit Director: A Photojournalist’s Journey” and “‘Lost boys’ Return to Sudan As Doctors.” Article and photographs.
NEED Magazine, 2009. Article and photographs, ‘Lost Boys’ Return. Akobo, Sudan.
MOTHER JONES, 2004, photos featured as part of a package on developments in a small North Carolina town.
MULTIMEDIASHOOTER.COM, multimedia projects Waging Peace, 2006 and Summers End, 2007. Photos, writing, video featured.
PEOPLE, Photo featured, 1994.
NEWSWEEK, 1999, Hurricane Floyd coverage. 2000-2001, Bombing of USS Cole coverage, 2000. Photos featured.
THE LOS ANGELES TIMES, various photographs published in conjunction with the Associated Press over 10 year period.
THE NEW YORK TIMES, various photographs published in conjunction with the Associated Press over 10 year period.
THE WASHINGTON POST, various photographs published in conjunction with the Associated Press over 10 year period.
TIME, 1999, Hurricane Floyd coverage. 2000-2001, Bombing of USS Cole coverage, 2000. Photos featured.
U.S. NEWS AND WORLD REPORT. Photos featured in Best of American Universities, 2000.

(BOOKS)

A Century of Great Photography, The Virginian-Pilot, 2006. Photographs featured throughout.
Life 2001 Album The Year in Pictures, ppg 90-91. Photo featured.
The Best of Photojournalism by the National Press Photographers Association. 1995, 2002. Photos featured.
Virginia 24/7, 2004. Several photos featured throughout.
Virginia Poverty Law Center exhibition catalog, 2007.

ADDITIONAL EDUCATION

Graduated from the nationally recognized multimedia workshop, Platypus, 2006.
Mentor program under Master Photographer, Ernest Bazan. New York City 2004.
Adobe Flash immersion program, Landmark Media, 2003.

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REFERENCES

YOON BYUN, photojournalist, The Boston Globe, yoonsbyun@gmail.com, 757.646.0640, P.O. Box 55819 Boston, MA 02205-5819

MARIA CARILLO, Managing Editor, The Virginian-Pilot, Maria.Carrillo@pilotonline.com, 757-446-2004, 150 W. Brambleton Ave., Norfolk, VA 23510

PATRICK DAVIDSON, Director of Documentary Projects, Associate Professor, Visual Communication, University of North Carolina at Chapel Hill, pdavison@email.unc.edu, 919-962-407, CB # 3365, Carroll Hall, Chapel Hill, NC, 27599

KEVIN DILLY, Professor, University of North Carolina at Fayetteville, kmdilley@austin.rr.com, 512-906-2368, 9204, Ridgewell, Austin, TX 78749

MATT EICH, LUCEO Images, eich.matt@gmail.com, 757-319-7053, Norfolk, Virginia

TERRY EILER, Director of Visual Communication, Ohio University, eiler@ohio.edu, 740-593-4895, 301E Sigfried Hall, Athens, OH, 45701

MAURICE JONES, President and Publisher, Pilot Media and The Virginian-Pilot, Maurice.Jones@pilotonline.com, 757-446-2631, 150 W. Brambleton Ave., Norfolk, VA 23510

JOSH MELTZER, Associate Professor, Western Kentucky University, josh.meltzer@wku.edu, 270-745-2070, 130 Mass Media and Technology Hall, Bowling Green, KY 42101