

# CALEB J. CLARK

WEB: PLOCKTAU.COM | EMAIL: CALEBJC@WELL.COM | CELL: 917-703-5580

## WEB MEDIA PRODUCER

Specializing in humane and innovative Web media projects in the areas of instruction, journalism, documentation and social networking since 1994. Naturally cycles endlessly in a do, document, distill, disseminate, open source loop. Thrives in academic/research/media environments. Experienced leader and teacher who inspires, empowers, trusts, and challenges people.

## PROFESSIONAL HISTORY

- Web Video Producer/Instructor**, www.blip.tv, NY, NY. 01/07 – 08/07  
Leading video host of episodic content. Produced online video, assisted site management and marketing. Wrote and produced learning center covering the creation of episodic, online video content.
- Supervisor, Access Services**, Antioch New England Graduate School Library, Keene, NH. 06/04-10/04 + 09/05-07/06  
New position. Trained/managed front desk staff of 15 for 88-hour week. Standardized training, scheduling workflow to a "Wiki Way of Working." Managed audio/visual equipment. Upgraded interlibrary loan system, "the fastest, most dedicated, organized and efficient installation of a complete Clio Advanced system ever," according to vendor. Photographer for ANE Website.
- Documentary Producer/Director/Writer**, Santa Fe, NM 11/04 - 09/05  
Produced, directed, wrote and shot hour-long documentary film and submitted to several film festivals.
- Media/Journalism Teacher**, MC<sup>2</sup> High School (Public Charter School), Keene, NH 12/03 – 07/04  
Media / journalism / technology teacher, directly advising nine students. Organized field trips. Created an internship video.
- Project Coordinator**, High Tech High (Public Charter School), San Diego, CA 01/02 – 08/03  
Coordinated 70 high school level interns in the field. Created design and functionality for an internship tracking database in collaboration with IT. Created / updated web site. Brought internship program to full operation. Wrote manual. Created replication video / DVD.
- Manager**, Ballpark Advanced Technology Lab (BAT\_LAB) / San Diego Padres Baseball, San Diego, CA 01/01 – 01/02  
Technology lab for new downtown ballpark construction project. Evaluation and demonstration of technologies such as cell phone concession orders and web-enabled turnstiles/ticketing. Partnered with Fortune 500 Companies. Under budget. Beyond expectations.
- Production Manager / Trainer**, Yride.com, San Diego, CA 01/00 – 01/01  
Managed / trained Web media / online community team. Achieved 20,000 users, 50,000+ unique visitors, 400,000+ impressions / month.
- Adjunct Faculty/Graduate Assistant/IT Tech**, Ed. Tech. Dept. San Diego State University, San Diego, CA 06/97 – 08/00  
Six sections (one online) of *Multimedia Development*, a graduate level prerequisite for SDSU's Educational Technology Masters program. Above average evaluations. Instructional media lab tech. Graduate assistant to several professors.
- Online Community Moderator**, Netcenter / Netscape Inc., Mountain View, CA 12/97 – 05/99  
Moderator of *Issues and Ideas*, a heavily-trafficked professional forum, through development, public launch and operation.
- Webmaster / IT**, Woolword & Partners (Advertising Agency), San Francisco, CA 05/95 – 05/96  
Hired and managed freelance team members at a 25-staff firm serving Oracle, Global Village, FileMaker, Logitech, Syquest and Claris.

## ADDITIONAL EXPERIENCE

- Web Vlog Producer/Host** – New York City. 16 episodes of Web Video Blog "www.TechTrek.tv: Humane Technology", 2007/2008.
- Grant Work** – Nathan Cummings video blogging training in New Orleans. Azuero Earth Project documentation, Panama.
- Co-Founder / Co-Facilitator** – NoEnd, a well-known Web developers group, Jan 1996 – Present.
- Conference Panelist, Online Communities / Social Networking** – Web Chicago/SF, 2000-2001; SXSW, 2002.
- Film / Video Production Assistant** – Three Hollywood features on location and several television commercials, 1987 – 1992.

## SELECTED PUBLICATIONS

- A Wiki Way of Working**, an academic paper. Internet References Services Quarterly. 13(2) May 2008.
- The Production Assistant's Pocket Handbook**. Top 5 Google search. Used at several film programs and film commissions. 1992/2008.
- Design for Community: The Art of Connecting Real People in Virtual Places** (interviewed as expert), 2001.
- Tech Trends Magazine**. "Geek Learning." Vol. 44. Issue 5, 2000.
- Association for Computers and the Social Sciences (CSS)** – "Let Your Online Community Grow," Chicago, IL, 2000.
- Salon.com**. "Linux and the Lady." Technology section cover story, 2000.
- Creator of "Calebopolis."** Featured city, interviewed: *SimCity 2000 – Power, Politics and Planning* by Nick Dargahi and Michael Bremer, 2000.
- Educational Technology Magazine**. Clark, C. J. "Journey of a flower child into the land of educational technology consulting." 39(4), 24-30, 1999.
- Wired Magazine**. Shorts for Issues: 1.06, 2.04, 2.06, 2.08, 2.10, 3.02, 3.05, 3.06, 3.09, 3.11, 5.11; 1993-1997.

## EDUCATION

- MPS, Interactive Technology Program (ITP)**. Tisch School of the Arts. New York University, 2008.
- MA, Educational Technology**, San Diego State University. 1999.
- BA, Journalism & Broadcasting**, Arizona State University, Walter Cronkite School of Journalism and Broadcasting, 1991.