

**Tom Tenney**  
*Digital Media Management • Artist • Teacher • Event Producer*

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**EDUCATION**

- *Master of Arts – Media Studies*; The New School; New York, NY
- *Bachelor of Science*; The New School; New York, NY
- *Bachelor of Fine Arts (BFA)*; Ringling Brothers Clown College; Baraboo, WI
- *BFA Candidate (Theatre)*; New York University; New York, NY

**TEACHING**

**2013**

- *Media Literacy: Criticism & Analysis*; *Adjunct Assistant Professor – Hofstra University, Hempstead, NY; School of Communications*. In Fall 2013, I will teach an undergraduate course designed to help students develop an informed and critical understanding of the nature of the mass media as information sources, as entertainment, and as an industry as well as to examine, interpret, and evaluate the messages conveyed therein, and their social, cultural and political implications. The course prepares the student to develop the critical thinking skills, the methods of analysis necessary to interpret media content, and methods of critical writing appropriate to media analysis.
- *Theories of Media*; *Adjunct Instructor – Hofstra University, Hempstead, NY; School of Communications*. Spring 2013. Taught an undergraduate course in diverse theoretical perspectives and conceptual frameworks underpinning the study of media. The class explores historical and current theories, which seek to explain what the media are, how media are used and how media affect society and audiences.

**2012**

- *Creative DIY Cultures & Participatory Learning*; *Teaching Assistant – The New School, New York, NY; Media Studies Graduate Program*; Co-taught (with Prof. Nitin Sawhney, Ph.D.) this seminar investigating creative DIY cultures of

hacking, tinkering, and inventive practices from crafts and electronics to digital media production, networked design collaboration, and participatory learning.

- Sounding Objects, Listening Spaces; *Teaching Assistant – The New School, New York, NY; Media Studies Graduate Program*; Assisted Professor Jessica Feldman in creating the curriculum, developing assignments, and teaching core concepts in sound, physical computing, and the Max/MSP/Jitter visual programming language. I also ran the Saturday lab for this class.

## **2011**

- Sound Culture; *Teaching Assistant – The New School, New York, NY; Media Studies Graduate Program*; Assisted Professor Joan Schuman in creating curriculum and leading discussions for this online class in sonic history and sound art.

## **Professional Experience: DIGITAL MEDIA**

### **2011-2012**

- Phoenix House Foundation, Inc.; *Community Web Director – New York, NY*  
Responsible for driving online marketing, content and SEO strategy for website of national non-profit organization; Oversee creation and maintenance of content, including managing 10 writer/bloggers in six regions. Create weekly, monthly and quarterly analytics and SEO reports for regional directors and senior management. Perform regular SEO and usability audits and provide recommendations to senior management. Work directly with IT and development personnel to execute web strategy.

### **2007-2011**

- VH1/MTV Networks; *Senior Producer – Community, Games & Events – New York, NY*  
Responsible for all aspects of community building and management on VH1 websites and verticals. Specific duties include: product development and oversight; developing project goals and strategy; writing functional specifications, feature requirements and wire frames; overseeing production and moderation teams; overseeing management of production schedules and budgets; managing VH1's relationship with third party vendors and with Flux – MTV Network's social networking platform; researching emerging technologies and making recommendations to executive staff; developing strategies and success metrics for new community sites and initiatives; working with product development team in the creating of new sites and features; tracking and analysis of site metrics.

## **2000-2007**

- *Oxygen Media; Senior Interactive Producer* – New York, NY  
Responsible for day-to-day operation of Oomph.net, Oxygen's social network. Duties included managing paid talent (bloggers), schedules, budgets, technology providers, and working with the SVP of Online to create online and offline promotions for the site; brought membership from 0 to 60,000 in 6 months. Produced various online initiatives (B2B & B2C) including managing budgets, schedules & working with internal teams to manage projects from conception to completion.

## **1998-2000**

- *141/Bates Interactive; Senior Producer* – New York, NY  
Responsible for management of interactive projects at a top-ten advertising agency, including: managing project schedules and budgets, overseeing the production and creative teams, developing cost/hour estimates and controlling budgets, creating flowcharts, project plans and production schedules for website and banner ad development, presenting interactive ideas and strategies to clients, and interacting with them on a daily basis.

## **1997-1998**

- *BlueBarn Interactive; Community Producer* – New York, NY  
Responsible for content creation & delivery, quality assurance, and project management for a boutique interactive company specializing in online communities. Maintained schedule of deliverables to clients, monitored community activity on client websites, generated reports on community activity, oversaw 25+ remotely-stationed hosts, moderated chat events for client communities, wrote and edited content for a weekly forum on a major college online network.

## **PERFORMANCE / ART / EVENTS**

### **2012**

- *RE/Mixed Media Festival; Festival Director* – Brooklyn Lyceum; Brooklyn, NY;  
Curated & produced the third annual festival of creative appropriation in the Park Slope neighborhood of Brooklyn, which featured 14 hours of continuous performance, art, film, digital media, music, and panel discussions.
- *MashROME Film Festival; Rome, Italy. Jury President* for this new 5-day festival of film and video remix..
- *64; Sound design and performance* for a multimedia piece at the HERE Arts Center in NYC in collaboration with painter Jennilie Brewster, playwright Tim Braun, and producer Robert Prichard.

## 2011

- *RE/Mixed Media Festival; Festival Director* – One Arm Red; Brooklyn, NY; Produced the second annual festival of creative appropriation in the DUMBO neighborhood of Brooklyn.
- *64 Paintings/64 Plays*; Sound design and performance for a multimedia piece at the Bowery Poetry Club in NYC in collaboration with painter Jennilie Brewster, playwright Tim Braun, and producer Robert Prichard.
- *Deep Wireless Festival*; Audio piece, *Reunion*, selected for inclusion on the sound art compilation CD created as part of the 2011 festival in Toronto.
- *PRX/Remix Radio*; 3 audio pieces, *Scream Symphony*, *Great Expectations: A Love Story* and *We Are All Underground*, purchased for air on Remix Radio, PRX's satellite radio station.
- *Storyscale Journal*; Audio piece, *I Didn't Know That*, selected for inclusion in Storyscale Journal #6, and online journal of art and culture. Presented *Reunion* at the Storyscale launch party on January 28, 2011.

## 2010

- *RE/Mixed Media Festival; Festival Director* – Galapagos Art Space; Brooklyn, NY; Conceived and produced an 11-hour festival of collaborative creation and creative appropriation featuring over 60 artists.
- *GMFE Sound Experience*; Audio piece, *I Didn't Know That*, selected as part of a multimedia reel presented at the Grantmakers in the Arts Annual Conference on October 17-20<sup>th</sup> in Chicago, IL. Developed in partnership with Grantmakers in Film + Electronic Media, the Association of Independents in Radio and the Third Coast International Audio Festival. <http://gfem.org/node/1083>
- *PRX/Remix Radio*; 2 audio pieces, *I Didn't Know That* and *Reunion* purchased for air on Remix Radio, PRX's satellite radio station.

## 2003-2009

- *Toxic Pop; Founder, Editor* - New York, NY  
Weekly newsletter/event calendar of NYC underground performance.

## 2002-2003

- *SPACE; Founder, Curator* – New York, NY

Independent performance space on 14<sup>th</sup> St. in NYC's East Village

**2003**

- *Shock & Awe-A-Go-Go; Producer* – The Cutting Room; New York, NY  
Weekly burlesque show in Manhattan's Chelsea district.

**2002**

- *Maddy Far Away; Director, Producer* – Surf Reality Theatre; New York, NY

**1998-2002**

- *Grindhouse-A-Go-Go! Creator, Producer* – Surf Reality Theatre; New York, NY  
Weekly midnight show, featuring new scripted performances each month.

**1997-1998**

- *Grindhouse: Alternative Burlesque; Creator, Producer* – Tonic; New York, NY  
Weekly variety show featuring comedians, musicians and burlesque acts.

**1996-1997**

- *The Comedy Asylum; Creator, Producer* – Subterranean Bar; Chicago, IL  
Weekly “alternative comedy” show featuring comedians and variety acts.

**1995-1997**

- *Go Comedy; Founder, Sole Proprietor* – Chicago, IL  
Independent comedy booking business servicing corporate events, clubs & colleges.

**1993-1995**

- *Chicago Improv Comedy Club; Booker, Talent Coordinator* – Chicago, IL

**1995**

- *The Glass Menagerie; Director* – Red Bones Theatre; Chicago, IL
- *Home Free; Director* – Mary Arrchie Theatre; Chicago, IL

**1994**

- *The Billy Club Puppets; Director* – Bailiwick Theatre; Chicago, IL

**1993**

- *Shaved Splits; Director* – Los Angeles, CA

**1991**

- *Spirochete; Actor* – Heliotrope Theatre; Los Angeles, CA
- *The Grace of Mary Traverse; Director, Producer* – Ikaros Theatre; Boston, MA

**1990**

- *The Comedy of Errors; Producer* – Boston Center for the Arts; Boston, MA
- *Twelfth Night; Actor* – Lyric Stage; Boston, MA

**1989**

- *Maddy Far Away; Director* – Boston Center for the Arts; Boston, MA
- *The Tempest; Actor* – Counterpoint Theatre; Boston, MA
- *Measure for Measure; Actor* – Counterpoint Theatre; Boston, MA

**1987**

- *Hamletmachine; Actor (Robert Wilson, dir.)* – European Tour
- *Salome; Actor (Robert Wilson, dir.)* – Teatro alla Scala; Milan, Italy

**1986**

- *Hamletmachine; Actor (Robert Wilson, dir.)* – New York, NY