

Leonard M. Apcar

Academic Experience

Aug. 2015 to present, Louisiana State University, Baton Rouge, La.

Named to the Wendell Gray Switzer Endowed Chair in Media Literacy at the Manship School of Mass Communication to build a program in media literacy education.

Professional Responsibilities

1991 – 2015 The New York Times

July 2013 to Jan 2015, News Editor. New York Times.

A member of a senior team of editors and producers supervising both print and online reports with chief responsibility for page one of the newspaper on weekdays and Sunday, the home page of the website and the main news sections of NYTimes.com.

April 2010 to June 2013, Washington news editor.

Supervised domestic policy coverage for the website and the newspaper. In a dual role, also served as economics editor, directing a new team of correspondents focused on economic policy, business and financial regulation. Also edited coverage of health care policy and lobbying.

July 2006 to March 2010, Chief Editor for Asia and Deputy Managing Editor, International Herald Tribune, Hong Kong.

Directed a print-Web integrated New York Times newsroom in Hong Kong with correspondents in China, Japan, India and Southeast Asia producing the Asia edition of the International Herald Tribune, which has the largest circulation of any international newspaper in the region. From a start-up newsroom of less than 10, managed a newsroom of 30 editors in Hong Kong and 20 correspondents. As chief Asia editor, was involved in the strategic coverage of the region as well as the direction of the paper, the global edition of The New York Times. Served on the senior management committee and a joint news-business development committee. Under his leadership, the paper and the website won several Asia print and online awards for news, features, investigations and photography.

June 2002 to June 2006, Editor in Chief, NYTimes.com

Built a lean, agile and award-winning staff of more than 50 online editors and producers for the world's largest newspaper website. Directed a staff of 10 reporters and editors assigned to a continuous news desk writing breaking news principally for The Times on the Web. Working as a team, led the integration of both print and online news operations and converted print sections to online verticals in travel, movies, autos and real estate. The website won numerous awards for breaking news, commentary, photography, multimedia and four for general excellence. As editor, played a leading role in the strategic direction of the Times online business including the examination of pay and free content.

February 1998 to June 2002, Assistant Foreign Editor, New York Times

Served as editor for foreign features, projects and investigations for the newspaper. Directed coverage of investigative series on small arms trading, Mexican drug lords, Russian money laundering, AIDS in South Africa, Russian health care, as well as a diverse array of news-related features and investigations in Eastern Europe, Latin America and Asia. During 9/11 served as assigning editor for coverage of war in Afghanistan.

March 1995 to February 1998, Chief of Business Correspondents, New York Times

Directed business news and enterprise coverage of 12 correspondents in the United States and abroad with emphasis on Asia, the European Union, and the emerging economies of Eastern Europe and Latin America.

June 1992 to March 1995, Business News Assignment Editor, New York Times

Directed daily breaking news coverage of business reporting staff around the world for Business Day section of The Times newspaper.

January 1991 to June 1992, Business Enterprise Editor, New York Times

Assigned and edited daily news feature articles for daily Business Day section working with a staff of three editors. Was responsible for a monthly "Special Report" on business topics for the front page of the newspaper.

February 1989 to October 1990, Business Editor, St. Petersburg, Fl. Times

Edited a daily, Sunday and a Monday business section of a major metropolitan newspaper whose daily circulation at the time averaged about 350,000. With a staff of 10 reporters and editors, improved and expanded daily business coverage including the launch of the first separate daily section.

April 1986 to January 1989, Special Writer, The Wall Street Journal, Dallas

Covered banking, savings and loans and the economy of the Southwestern United States during a historic collapse in oil and real estate values. Broke several stories on failing banks, the Hunt family's oil interests, corrupt savings and loans and lax government regulation.

May 1981 to May 1986, Staff Reporter, The Wall Street Journal, Washington, D.C.

Beat reporter focusing on labor unions and workplace issues. Co-edited the weekly Labor Letter column (1984-1886). Covered Congressional budget, tax and appropriations legislation (1981-1983.)

June 1976 to May 1981, Staff Reporter, The Wall Street Journal, Detroit

Covered the automobile industry during one of its most eventful periods including the sharp reduction in the size of the industry, the Chrysler bailout, the retirement of Henry Ford II, the firing of Lee Iacocca, gasoline shortages stemming from the fall of the Shah of Iran and inroads by of foreign automakers on the American market.

Professional Activities

Board member emeritus, National Press Foundation, Washington D.C. 2005 to present

Member, Association of Educators of Journalism and Mass Communication

Research Advisory Group, American Press Institute, 2014
Subcommittee on Innovative New Metrics

Visiting professor 2009, University of Hong Kong, Graduate course in online strategy.

Past Adviser, Pulitzer Prize Winners workshop, Hong Kong Baptist University 2007-2010

Member, Society of Publishers in Asia awards subcommittee, Hong Kong. 2009-2010

Board member and officer, Online News Association, New York, 2002 – 2007.

Education

M.S. Columbia University, New York, NY
Graduate School of Journalism

B.A., Claremont McKenna College, Claremont, Ca.
Department honors in political science