

# Tomás Guillén

## PERSONAL DATA

Hometown: El Paso, Texas  
Married  
E-mail: tomasg@seattleu.edu  
Position: Tenured Professor  
Communication/Journalism Dept.  
Seattle University  
Travels: Nicaragua, Colombia, Mexico  
Guatemala, United Kingdom, Canada,  
Italy, Zambia, Botswana, Madagascar

## SUMMARY

- \* Fulbright Sr. Specialist Scholar
- \* Investigative Journalist
- \* Pulitzer Prize Finalist
- \* N.Y. Times Best Selling Author
- \* National Bar Assoc. Silver Gavel Award Winner
- \* Judge for national “Dart Award”
- \* Covered eruption of volcanoes:  
*Nevado del Ruiz* and *El Chichon*
- \* Bilingual: English and Spanish
- \* Humanitarian

## ***EDUCATION***

Master of Arts in Communication, University of Washington, Seattle, Washington, 1990.  
Concentration on privacy and the news media.

Bachelor of Arts in Journalism, University of Arizona, Tucson, Arizona, 1974.

## ***LEADERSHIP***

Fulbright Senior Specialist Scholar. Staffordshire University, Stoke-On-Trent, United Kingdom.  
March 2011

Responsibilities: I taught a variety of undergraduate and graduate classes. During my visit I met with many journalists who shared their expertise in journalism “access” and laws related to investigative reporting.

Fulbright Senior Specialist Scholar, Pontificia Universidad Javeriana, Cali, Colombia, September 2008.

Responsibilities: I met with the university provost, faculty, and a dozen Cali journalists to evaluate the creation of a masters program in investigative journalism. I also lectured in Spanish on journalism ethics and mentored students and faculty working on documentaries.

Acting Chair, Communication Department, Seattle University, Seattle, Washington, Academic Year 2006-2007.

Responsibilities: Led the search and hire of a tenure-track faculty member and several adjuncts; prepared the department budget; scheduled all courses; held regular department meetings; and worked with other chairs to set policies for the College of Arts & Sciences.

*Digital Journalism Square:* During the year I led efforts to revamp our journalism curriculum to emphasize the use of audio and video digital tools. My efforts included getting the university to provide over: 1. \$100,000 to refurbish/modernize the basement that houses the Com. Dept. 2. \$100,000 to create in the basement a Digital Journalism Square with digital equipment. I also obtained a \$35,000 gift for the DJS from a Seattle University alumni.

Director, Journalism Summer Workshop, Seattle University, Seattle, Washington. 2000 to 2009.

Responsibilities: For years I operated this summer writing program exclusively for ethnic high school students interested in journalism. Eventually, we opened the workshop to all students. Besides running the workshop, I supervised six to eight professional journalists and photojournalists who acted as workshop mentors. The workshop was sponsored by the Seattle University Communication Department with the help of the Dow Jones Newspaper Fund Inc. and editors from various news organizations (The Seattle Times, Seattle Post-Intelligencer, Yakima Herald-Republic, Tri-City Herald, Tacoma News Tribune).

Participant, Council of Independent Colleges Sixth Annual Department/Division Chair Workshop, San Francisco, California, March 30-31, 2007. Workshop focused on “essential tools for leading the academic department.”

Participant, Association of Jesuit Colleges & Universities, Seattle, Washington, 2003. Discussed issues facing communication departments in Jesuit colleges and universities.

Attended International Leadership Association International Conference. Guadalajara, Mexico. 2003. Gained a better understanding of “leadership” in diverse cultures.

## ***HUMANITARIAN***

Nicaragua Volunteer Interpreter. February 2009 and Winter 2008.

Twice I volunteered to be an interpreter for mission trips to Nicaragua specifically geared toward providing medical and dental treatment to indigents. As an interpreter I helped the medical and dental teams diagnose health problems to provide proper treatment. In 2008 the teams treated 4,900 men, women, and children and gave out about 6,000 pounds of medicine. The dental team did close to 500 extractions.

Guide Dogs for the Blind: For several years our family raised and socialized puppies for Guide Dogs for the Blind, based in Boring, Oregon, and San Rafael, California.

## ***JOURNALISM***

### **Print**

*The Seattle Times*, Oct. 17, 2011. *The Seattle Times* published an Opinion page column titled: “SPD’s digital crime reports retreat from transparency. The column put me in a public advocacy role and generated extensive comments from the public..

*Seattle Weekly*, Seattle, Washington, January 11, 2006. The *Seattle Weekly* published an excerpt from my book *Serial Killers: Issues Explored Through the Green River Murders*. The excerpt was titled "The Sheriff and The Serial Killer: The strange interrogation of Green River murderer Gary Ridgway."

*The Seattle Times*, Seattle, Washington, December 2001 to January 2002. Special Assignment. Helped direct coverage of the arrest of the Green River Killer, who murdered about 50 women in Washington. Also reported and wrote stories.

*Yakima Herald-Republic*, Yakima, Washington, 1996. During several lengthy in-person and telephone sessions, I helped a reporter develop much of the strategy to investigate nonprofit groups that claimed to assist Hispanics in the Yakima Valley. The newspaper published its investigative package in November 1997.

*The Seattle Times*, Seattle, Washington, 1980 to 1994. General Assignment and Investigative Reporter. Some of my major projects-assignments:

- In 1994 I spearheaded an investigation that illustrated how dysfunctional crime laboratories nationwide resulted in criminals going free and innocent people sitting in jail for months.

- In 1991 I played a key role in revealing that Seattle School District children were being driven to school by prostitutes, drug users, thieves, and individuals with extensive criminal driving records, including DWI. The series, "Who's Driving The Kids?", led to dismissals and the revamping of state guidelines used to hire bus drivers.

- For over two decades I was *The Seattle Times*' reporter on the Green River serial murders, this nation's largest serial murder case in modern history.

- In 1985 I covered the historic eruption of the volcano Nevado del Ruiz in Colombia. My narrative is at: <http://fac-staff.seattleu.edu/tomasg/web/reporter/volcano.html>

- In 1982 I reported on the eruption of Mexico's volcano El Chichon. I dispatched daily stories during the eruption and wrote a special section after the disaster.

*Omaha World-Herald*, Omaha, Nebraska, December 1977 to November 1979. Police, municipal court and county government reporter.

*Tucson Citizen*, Tucson, Arizona, May 1974 to 1977. Police, general assignment and criminal justice reporter.

*Nuestro: The Magazine for Latinos*, March 1977 to November 1977. Tucson stringer for New York-based magazine with regional editions. Contributed 600-word articles about Latinos.

## **Broadcast**

NPR KPLU 88.5 and KCTS 9 The Public Network, Seattle, Washington, *January 2005 to 2006*. Hired to provide journalistic guidance for the reporting and broadcast of educational stories for a special program dubbed *The Learning Curve*. Primarily, I functioned as an “editor” as I evaluated stories and helped journalists plan investigative stories. One of the investigative stories I guided for several months won KCTS 9 an Education Writers Association national award in the category “Hard News and Investigative-Television.” The broadcast was titled: “Lessons Learned: Gates Goes to High School.”

In 1987 I wrote and narrated five television "news inserts" on the Green River case for national distribution prior to the airing of a national docu-drama on the case. I produced the inserts for LBS Communications Inc. of Los Angeles, Calif.

KOLD-TV (CBS), Tucson, Arizona, October 1971 to the summer of 1973. While attending the University of Arizona I was the night assistant news producer then the night news producer.

## **Online**

*Seattlepi.com*, Jan.2, 2015. After traveling to Africa, I wrote a series of travel narratives that were published in *seattlepi.com*. *Seattlepi.com* also published several of my photographs to complement the stories. The narratives-photos focused on Madagascar and its lemurs, sapphires, silk, and rare flora and fauna.

<http://www.seattlepi.com/lifestyle/travel/article/Traveling-to-Madagascar-A-country-full-of-lemurs-5985919.php>

## **University Publications**

*The Spectator*, Seattle University campus newspaper, 1994 to 2004. Adviser.

*Arizona Daily Wildcat*, University of Arizona campus newspaper, 1972. General assignment reporter.

## ***JOURNALISM AWARDS***

Pulitzer Prize finalist for investigative reporting, 1988. *Seattle Times* reporter Carlton Smith and I were finalists for the Pulitzer Prize for a series of stories on the Green River Killer investigation: "Green River: What Went Wrong?"

Silver Gavel Award winner in the 1995 American Bar Association investigative reporting competition. The entry was "Overwhelming Evidence," a series that revealed that crime labs across the nation hinder police investigations and obstruct the judicial process because of poor quality control, inadequate staffing and a burgeoning backlog of cases.

One of ten national finalists for the Associated Press Managing Editors' Public Service Awards competition in 1994. The entry: "Overwhelming Evidence."

First place in investigative reporting in the 1991 National Education Reporting Awards sponsored by the Education Writers Association. The entry: "Who's Driving The Kids?"

First place in investigative reporting in the 1991 Society of Professional Journalists Pacific Northwest Excellence in Journalism Competition. The entry: "Who's driving The Kids?"

First place in investigative reporting in the 1991 C.B. Blethen Memorial Award for Distinguished Newspaper Reporting. Entry: "Who's Driving The Kids?"

Third place in investigative reporting in the regional 1989 Sigma Delta Chi competition for stories on problems in the Seattle Fire Department. Third place for spot news reporting.

First place in investigative reporting in the regional 1988 Sigma Delta Chi competition for the series: "Green River: What Went Wrong?"

Second place in investigative reporting in the 1988 C.B. Blethen Memorial Award for the series: "Green River: What Went Wrong?"

First place in feature writing in the 1979 Nebraska Associated Press Annual Awards.

*Tucson Citizen* merit award for an article on a Mexican national who confessed to a murder during our interview. 1975.

### ***SPECIAL RECOGNITION***

New York Times Best Selling Author. A book I co-authored – The Search for the Green River Killer – was on the New York Times bestseller list for several weeks in 1990. The book also made the Northwest bestseller list.

The Search for the Green River Killer book was one of six semi-finalists in the 1991 Helen B. Bernstein Award for Excellence in Journalism, a national contest sponsored by The New York Public Library.

*Arizona Daily Wildcat Alumni Hall of Fame. Inducted in 2005* for being an outstanding alumnus who once worked on the Wildcat, the campus newspaper at the University of Arizona.

Walls of Merit Award. Given in 2000 by the Bowie Alumni Group of Bowie High School in Bowie, Arizona.

The September-October 1988 issue of the "Columbia Journalism Review" cited Carlton Smith and me among some of the first journalists to use computers in investigative reporting.

### ***NEWS MEDIA INTERVIEWS***

Over the past two decades I have been interviewed on journalism and criminal justice issues by countless major news organizations nationwide. Specifically, I am contacted often as an

expert on serial killer cases. During the “Beltway Sniper” case, I was quoted in *Newsday*, the *Philadelphia Inquirer*, *Christian Science Monitor*, *Sacramento Bee*, *Los Angeles Daily News*, and the *Sydney Morning Herald*. Also, I was interviewed on “Good Morning America,” “CNN TalkBack Live,” and “Fox TV National.”

Most recently, I was interviewed in August 2014 for a national, special broadcast on the Green River Murders. This program focused on the relatives of the killer. The program was produced by “T Group Productions.”

## **BOOKS**

Author of *Serial Killers: Issues Explored Through the Green River Murders*. Interdisciplinary text book with interactive CD and Instructor’s Manual. The book explores challenging issues that relate to criminal justice, law enforcement, journalism, sociology, psychology, and women’s studies. *Published in 2006 by Prentice Hall*. Editor: Frank Mortimer Jr.

My research on this text book led to a Seattle University *College of Arts and Sciences Award for Outstanding Scholarship* in 2005.

Authored a chapter for a five-volume book set titled *Famous American Crimes and Trials*. The chapter is titled: “Green River Murders Case: The Hunt for a Killer.” Published in 2004 by Greenwood Publishing Group. Editors: Frankie Bailey, Ph.D., and Steven Chermak, Ph.D.

Author of *Toxic Love*. Nonfiction medical mystery. Published in June 1995 by Dell Publishing. Editor: Steve Ross. The book was translated into German in 1996.

Co-author of *The Search for the Green River Killer*. Nonfiction. Published in March 1990 by New American Library. Editor: Michaela Hamilton.

In 2002 my co-author and I updated the book with a new chapter after the arrest of the killer. We updated the book again in 2004 when the killer confessed.

## **TEACHING**

Professor, Communication Department, Seattle University, Seattle, Washington. *1994 to present*. *Tenured*.

Responsibilities: Teach a variety of introductory and advanced journalism courses, mentor students, and supervise journalism internships. Primary courses I have taught:

\* *Media Law and Social Responsibilities*: Students explore their daily mass media experiences and debate issues surrounding Journalism and today’s “citizen journalists.” Students will learn how to develop both written and oral arguments as they study First Amendment issues and case law and legal philosophies. Students study specific controversies over both principles and practicalities that have arisen in the practice of Journalism and current digitally-driven mass media.

\* *Art of Interviewing*: Not a day goes by without an individual participating in interviews. Some of the interviews are personal, with friends or parents. Others are job related, with co-workers. Yet others are required routinely as part of professional duties. More often than not, individuals participate in personal and professional interviews with little training in the complex process of interviewing. And, frequently, individuals are not even aware they are enmeshed in an interview as they go about their daily interactions. This course guides students through an exploration of the principles and practical skills that make up the art of interviewing. Students probe “contextualizing” and the interdisciplinary theories that drive the process of interviewing. And they apply those principles and theories as they study the practice of “asking questions,” “structuring interviews,” “using culturally sensitive language,” “observation,” and “listening.”

• *Cops, Crooks, Justice & the Media*: Journalists, fiction writers, film producers, and musicians have become some of the most common sources of information about crime and justice in this society. Yet, the effect of their work is far from understood. In this course students explore the relationship between the media, crime, and the criminal justice system. The study of the relationship between the media and the criminal justice system naturally encompasses the disciplines of criminology, criminal justice, sociology, law, and communication. This course also will emphasize the role of psychology and literature in that relationship

• *Investigation for Journalism and Advocacy*: This course is designed to teach students how to obtain hard-to-find investigative information for use in a print article, broadcast or online report. As part of the course, students work on investigative projects intended to teach students how to: ferret out and analyze information; collect the evidence to substantiate accusations of wrongdoing or dubious practices; interview individuals who prefer not to be interviewed; and write up the investigative information in a clear, concise manner.

• *Writing for Journalism Platforms*: In this course students write, write, write. Whether a student’s interest is in print, broadcast or online journalism, this course is for them. The focus is on teaching the fundamentals of newsgathering and writing amid convergent journalism. Students learn how to use traditional and cyber sources to obtain information for news.

Instructor, Seattle University’s Latin American Studies Program in Puebla, Mexico. Spring 2000.

Responsibilities: Present several lectures in Spanish on the relationship between Journalists and Politicians in Mexico.

Guest Lecturer, Department of Criminal Justice, Seattle University, Seattle, Washington. 1999 and 1996.

Responsibilities: Lecture on serial killers.

Instructor, Communication Department, Green River Community College, Auburn, Washington. Fall Quarter 1993.

Responsibilities: Teach beginning news writing.

Visiting Instructor, Communication Department, Pacific Lutheran University, Tacoma, Washington. 1991.

Responsibilities: Lead a month-long course on the use of computers for investigative reporting.

Visiting Instructor, Journalism School, Universidad Autonoma de Guadalajara, Guadalajara, Mexico. 1976.

Responsibilities: Lecture on reporting.

## ***PROFESSIONAL CONFERENCES***

### **National**

Indiana State Coroners Association (ISCA, Indianapolis, Indiana, 2013. I specifically was asked to offer a four-hour, interdisciplinary case study of the Green River murders. My presentation involved the many aspects of the case, including the acrimonious relationship between journalists and law enforcement. My talk also touched on the media's access to information related to crime and the judicial system.

National Association of Hispanic Journalists National Conference, San Jose, California, 2007. Attended various professional sessions.

National Association of Hispanic Journalists National Conference, Seattle, Washington, 1997. I was asked to help plan this conference. As part of the planning, I researched various issues to present a conference with hands-on workshops and forums that explored such topics as: Race Reporting and Television News; the First Amendment and New Media; and Latinos and Access to the Internet, Technology and the Information Infrastructure.

National Writers' Workshop, Seattle, Washington, 1997. I was invited to speak at this workshop, which was sponsored by *The Seattle Times* and The Poynter Institute, one of the country's most prestigious journalism institutes for the study of media issues and writing.

National Association of Hispanic Journalists National Conference, Chicago, Ill., 1996. I was asked to travel to the Medill School of Journalism at Northwestern University in Chicago to plan the conference's Student Campus, which attracts over 60 college students annually from across the country. I was instrumental in developing that year's curriculum, which involved introducing students to cyber journalism, homepages, and issues related to researching nonfiction information in cyberspace.

National Writers' Workshop, Seattle, Washington, 1996. I was invited to present a lecture on: "Investigative Reporting: Simply Creative Thinking."

National Association of Hispanic Journalists National Conference, El Paso, Texas, 1995. Organized and moderated a panel on writing and publishing books.

Native American Media Association National Conference, Fife, Washington, late 1980's. I was



invited to be a speaker.

Investigative Reporters and Editors National Conference, Portland, Oregon, mid-1980's. The organization asked me to be a workshop panelist. Topic: Reporting on Serial Killer Cases.

### **Local**

University of Washington Communication Department Workshop on Investigative Reporting, Seattle, Washington, 2005. I was asked to join four other journalists in a discussion of investigative techniques.

Seattle University Law Clinic Roundtable Discussion on "Media and the Courts," Tacoma, Washington, 1995. I was asked to participate in this debate.

Seattle Asian American Journalists Association, Seattle, Washington, January 1995. I was invited to be a workshop panelist.

### ***ACADEMIC SCHOLARSHIP***

#### **Journal Publication**

The *Journal of Criminal Justice and Popular Culture* in February 2002 published my manuscript titled: "Serial Killer Communiqués: Helpful or Hurtful."

#### **Paper Presentations**

I have presented a number of papers at Academy of Criminal Justice Sciences national conferences since 1999. Below is a sampling:

- \* Paper titled: "*Media Access to Crime Reports in the Digital World.*" The paper was presented at the Academy of Criminal Justice Sciences conference in Toronto, Canada in 2011.
- \* Paper titled: "The Confession: An Examination of the Interrogation Techniques Used on Green River Killer Gary Leon Ridgway." The paper was presented at the Academy of Criminal Justice Sciences conference in *Chicago in 2005.*
- \* Paper titled: "Investigations and Media Conflict." The paper was presented at the Academy of Criminal Justice Sciences conference in Boston in 2003.
- \* Paper titled: "Privacy Amid Serial Killers: How the Media Handles the Privacy of Serial Killer Victims & Their Families." The paper was presented at the Academy of Criminal Justice Sciences conference in Miami in 1999.

### ***SERVICE***

#### **Journalism**

Bench-Bar-Press Committee of Washington, Seattle, Washington, 2007. I was the moderator for several panelists who spoke about ethics and the influence of digital news on the judicial

process. The panelists included: Anne Melani Bremner, a nationally known trial attorney, and U.S. District Court Chief Judge Robert S. Lasnik.

Dart Center for Journalism & Training, University of Washington, Seattle, Washington, 2006. Helped judge the "Dart Award for Excellence in Reporting on Victims of Violence." The award features a \$10,000 prize for the entry that best illustrates the effects of violence and the ways individuals cope with emotional trauma.

The Valley Workshop, Sunnyside, Washington, 2003, 2004, and 2005. I helped the Yakima Herald-Republic operate or organize this journalism workshop for students who attended high school in the Yakima area.

Washington Journalism Education Association, Seattle, Washington, 2004. I participated as a speaker at "Journalism Day" at the University of Washington. "Journalism Day" is held annually for Washington high school students interested in a career in journalism.

Project Phoenix, Seattle, Washington, June 1999. I assisted the Native American Journalism Association acquire classrooms and computer labs at Seattle University to offer a summer writing workshop for Native American high school students from around the country.

Moderator of the Democratic Candidates for Governor Community Forum, Seattle, Washington, May 1996. Northwest Journalists of Color and Seattle University sponsored the forum.

Judge for the 1994 Mystery Writers of America "Edgar" Best First Novel for Mystery Writers of America Inc.

Northwest Chapter Mystery Writers of America, speaker, Seattle, Washington, 1994.

King County Bench-Bar-Press Annual Seminar debate regarding "The Challenge of High Profile Cases," Seattle, Washington, 1994. The organization asked me to participate.

Judged 1992 Print Journalist of the Year for the Arizona Press Club.

Northwest Chapter Mystery Writers of America, panelist, Kirkland, Washington, 1990.

### **Community**

"History Day" judge, 1996 to 2006. Every year Washington state students are asked to research a specific theme in history and present their research via a paper, multimedia, or performance. During regional and state competitions students are selected to compete at nationals in Maryland.

Creighton University's 125th Anniversary: The Creighton University Department of Journalism and Mass Communication invited me to speak at a Minority Media Forum to help Creighton attract more students from diverse cultures. 2004.

Green River Community College community-series speaker, Enumclaw, Washington, 2003.

Vancouver Police Pipe Band GENTLEMEN'S REGIMENTAL DINNER '92, keynote speaker, Vancouver, B.C., Canada, 1992.

U.S. Naval Air Station Hispanic Heritage Month speaker, Whidbey Island, Washington, 1991.

### **Seattle University**

Participated in 2014 conference titled: "Ready for Trial: Litigation for Paralegals, Legal Staff and New Attorneys." The conference was part of a continuing legal education series by the Seattle University Law School. My presentation was titled: "The Art of the Interview: How to Let Your Client and Witnesses Tell the Whole Story."

Led a Sullivan Leadership Award Committee discussion geared toward attracting more applicants from diverse cultures. 2003.

On the search committee that hired a new Assistant Vice President for University Relations/Director of Public Relations in 1999.

President's Advisory Council: Member 1994, 1995.

Spectator: Faculty adviser to the Seattle University campus newspaper 1994 to 2004.

### **Communication Department**

Assisted with the "Communication Department Program Review" in 2005 and 2006.

Specifically, I led a committee of faculty in exploring ways to redesign the Journalism Major. The redesign involved contacting journalism professors and professionals from around the country.

Created the promotional flyers for the 2004 Sharon James Memorial Lecture, which featured Sonora Jha, who spoke on "Social Protests, Social Media: How Journalists Cover Social Protests in the Age of the Internet."

Planned the 1998 Sharon James Memorial Lecture, which featured P. Cameron DeVore, a First Amendment expert who often represents media organizations before the U.S. Supreme Court.

Participated in "Brown Bag Seminars" in which department faculty and students gather over lunch to share stimulating, but informal conversations about a communication topic.

### ***SPECIAL SKILLS***

Fluent in Spanish.