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Veteran Journalist Named USF St. Petersburg Communications Director

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ST. PETERSBURG, Fla. (February 7, 2012) – A veteran Tampa Bay journalist has been named director of communications at the University of South Florida St. Petersburg, Regional Chancellor Margaret Sullivan announced Tuesday.

Tom Scherberger, an award-winning reporter and editor at the Tampa Bay Times and the Tampa Tribune, will oversee media relations and develop internal and external communication strategies for USF St. Petersburg, a premier graduate urban institution and member of the University of South Florida System. He will report to Helen Levine, regional vice chancellor for external affairs.


“We are excited to welcome someone with Tom’s breadth of experience to our growing campus,” Chancellor Sullivan said. “Great things are happening at USF St. Petersburg and we are eager to spread the word.”

Scherberger spent the past four years developing news-gathering strategies and supervising reporting on the Times’ website, tampabay.com. In his new post, Scherberger will develop social media strategies for USF St. Petersburg. The longtime hurricane editor for the paper, Scherberger will also be the media’s major point of contact at USF St. Petersburg during emergencies.

Scherberger, 56, has worked for four Florida newspapers, including the Orlando Sentinel and the Tampa Times. At the Tampa Tribune he was the assistant metro editor before writing a popular local politics column. During his nearly 20 years at the Times, Scherberger was a reporter, editorial writer, state editor and Tampa city editor. He recently returned to reporting, covering Tampa International Airport, the Port of Tampa and tourism for the newspaper’s business section. He began his journalism career at two small dailies in Virginia. He holds a political science degree from Old Dominion University. He is married to documentary filmmaker Kristy Andersen. They live in Treasure Island.

-USF St. Petersburg-

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