

# Cynthia A. Fernald

## EDUCATION

Master of Science in Mass Communications, 1998, San Jose State University  
Bachelor of Science in Animal Science, cum laude, 1977, University of New Hampshire

## ACADEMIC EXPERIENCE

### **School of Journalism and Mass Communications**

San Jose State University

Undergraduate Adviser, Fall 2012 to present

Adjunct Instructor, 1999 to present

JMC Webmaster, 2005 - 2007

### **Classes taught:**

- MCom 100W -- Writing Workshop
- Journalism 61 -- Online News Writing (traditional and online sections)
- MCom 63 -- New Media Technologies
- PR 190 -- Media Writing for Public Relations
- PR 191 -- Strategic Writing for Organizations
- MCom 72 -- Mass Media & Society
- MCom 96 -- Sex, Drugs and Rock 'n' Roll (freshman MUSE seminar)

### **JMC Activities:**

- Set up a Wordpress blog, at the request of JMC Director Bob Rucker, to provide information to the campus community about the candidates for SJSU president, 2011
- Liaison, 2010 Norcal Conference of the Journalism Association of Community Colleges (JACC), held at SJSU and co-hosted by JMC. Helped arrange facilities and wireless access, and coordinated JMC student volunteers for this one-day event.
- Chair, JMC Scholarship Committee, 2006 - 2007
  - Worked with JMC administrative staff to simplify and streamline the scholarship recipient selection process while increasing input from JMC faculty
- Chair, JMC Technology Committee, 2006 - 2007
  - Developed tech training workshops for JMC faculty, Fall '06 and Spring '07
  - The committee developed a School laptop policy requiring all JMC students in upper division classes to have a laptop and the required software for their classes
- Editor/blog administrator, *The JMC Jobs* blog ([www.jmcjobs.blogspot.com](http://www.jmcjobs.blogspot.com)), an online listing of internship and job opportunities for JMC students and alumni, 2006 - 2007
- Editor/blog administrator, *The JMC Journal* blog ([www.thejmcjournal.blogspot.com](http://www.thejmcjournal.blogspot.com)), an online journal of news and information for JMC students, faculty and alumni, 2005-2007

- *JMC News*: Developed a semi-annual alumni newsletter as a class project in PR 191 to provide hands-on experience for PR students and outreach to JMC alums. 2001 - 2006
- Introduced service learning opportunities into PR 191 and PR 190 classes to allow PR students to gain hands-on experience by developing newsletters, media kits and other media materials for campus and local non-profit organizations as class projects, 2001 - 2006

## PRESENTATIONS

- Co-presenter on blogging in the classroom at the SJSU Center for Faculty Development, as part of the Technology Innovators Learning Community discussion series, Fall 2008
- "New Media, New PR Opportunities," a presentation to the American Institute of Architects (AIA) Principals Roundtable, Santa Clara Valley Chapter, on using new media for public relations, marketing and employee communication, 2008
- Panelist, AEJMC Teaching Panel Session on "Issues in Covering Intelligent Design: Teaching Students to Cover Controversy," Religion and Media & Science Communication Interest Groups, Association for Education in Journalism and Mass Communication (AEJMC) Conference, August 2006
- AEMJC Panelist, Religion and Media Interest Group (RMIG), August 2002
  - My paper, *Framing Reality*, was named the RMIG's top faculty paper.

## AWARDS & PUBLICATIONS

- JMC Chair's Faculty Award, 2006, 2007 & 2010
- "Framing Science," a 1,500-word article, published in [\*Science & Spirit\*](#), a magazine exploring the relationship between science and religion, July 2007
- "Framing Reality," an article based on my graduate thesis, published in the *Journal of Media and Religion* (2003, Vol. 2, No. 1, ISSN 1534-8423).
- Finalist, 1999 CASA Outstanding Thesis Award, for my thesis, *Framing Reality: Shaping News Coverage of the 1996 Tennessee Debate on Evolution* (1998).
- "The Pluses of Working on a Weekly," *Missouri Press News*, March 1981, Vol. 49 No. 2
- "Wading Through Ledyard," *Spur* magazine, Nov.-Dec. 1977, Vol. XIII, No. 2, p. 77-80.

## PROFESSIONAL EXPERIENCE

Freelance Writer/Editor, 1992 to present

Clients include Stanford Alumni Association and W.T. Blase & Associates, a New York City-based marketing communications firm serving financial services clients. Projects include planning and writing newsletters, news releases and other press kit materials, and strategic needs analysis reports for financial services clients such as J.P. Morgan.

Office Administrator (part-time, for spouse's 20-person A/E firm), 1998 - 2006  
AE Pragmatics Inc., San Mateo, Calif.

Marketing Coordinator & Office Manager, 1992 - 1997

McCarty Holsaple McCarty, Knoxville, Tenn.

Developed, organized and maintained marketing materials, prepared proposals and prepared the marketing budget for this regional architecture firm. Also supervised office staff.

Senior Communications Specialist, 1988 - 1992

Hellmuth, Obata & Kassabaum, St. Louis, Mo.

Developed and pursued public relations opportunities for HOK, the nation's largest architecture/ engineering firm.

- Wrote pitch letters, developed project media kits, responded to media inquiries
- Proposed, developed and edited HOK's employee newsletter; contributed articles for HOK's client newsletter; and wrote speeches and bylined articles for HOK executives
- Planned and coordinated project photography

Associate Director & Public Information Officer, Livestock Industry Institute, 1986 - 1988

Public Information Officer, Livestock Marketing Association, 1981 - 1985

Kansas City, Mo.

Developed and implemented communications and membership programs for LMA's non-profit subsidiary, the Livestock Industry Institute (LII).

- Wrote a monthly newsletter on industry issues for LII members
- Planned the program and recruited speakers for LMA's annual industry-wide conference; also handled event publicity, including editing and publication of conference proceedings
- Conducted an annual membership/fundraising campaign

General Assignment Reporter, 1979 - 1981

*The Cuba Free Press*, Cuba, Mo.

General assignment reporter, feature writer and photographer for this weekly newspaper.

- Feature article received a Missouri Press Association award, 1980

Reporter & Columnist, 1978 - 1979

*The Washington County News*, Washington, Kan.

## **VOLUNTEER ACTIVITIES**

- Member/Volunteer, Gamble Gardens, Palo Alto, Calif., 2002 to present
  - Volunteer/docent for the organization's annual spring garden tour, 2003-2007
- Member, Board of Directors, The Friends of the Gardens, a non-profit organization supporting the University of Tennessee Trial Gardens, 1994 - 1997
  - Developed promotional materials for an annual garden tour fundraiser
  - Contributed articles to GardenTalk, the organization's quarterly newsletter
- Developed and taught a non-credit seminar on public relations, "Getting the Word Out," through the University of Missouri-Kansas City, 1987 - 1988