

#### HIGHLIGHTS OF SKILLS

- Journalism (20 years): In-depth experience with principles and practices of gathering news and information for print and broadcast media. Capable of working from concept to final stage on spot news, packages, documentaries, cover stories, columns and features. Special areas of focus include healthcare, environment, government affairs, personality profiles, Hawaii and Samoan arts and culture. Experience as managing editor includes cultivating relationships with local writers and photographers and planning editorial content.
- Public Affairs and Hawai'i State Government Affairs Specialist (10 years): Successful record of enhancing organizational mission of government agencies through the creation and implementation of persuasive advertising or public information campaigns. Able to utilize knowledge of consumer research and local market conditions in strategic budget planning and media buying. Handle all aspects of internal and external communication for businesses, non-profits and government organizations.
- Copywriting (20 years): Dynamic in producing creative commercial copy for newspapers, television and radio stations, magazines, special reports, web content and brochures.
- Digital Media Skills and data analysis (5 years): Web content management, Adobe Premier editing,
  WordPress building and blogging, transmedia storytelling; skilled in Search Engine Optimization and
  application of Google analytics; experienced in data collection and analysis pertaining to annual reports,
  and annual performance reviews of federally funded grant activities; proficient with In-Design and
  Photoshop; knowledge of data management in Excel and ACCESS.
- **Teaching (5 years)**: Experience includes teaching courses in journalism and creative writing at college and high school level.
- Grant-writing (3 years): Significant experience in writing narratives for grants that have secured awards for government and non-profit agencies.
- Volunteerism: (3 years): Adept at organizing volunteer teams; currently serve State of Hawai'I the Honolulu Subarea Health Planning Council
- Specialized training in Crisis Emergency Risk Communications or CERC: (1 year); Certified by CDC in communication protocol pertaining to prospect of H1N1 outbreak.

#### **EXPERIENCE AND ACCOMPLISHMENTS**

NOTE: Currently on contract as consultant for John A. Burns School of Medicine and on-call as substitute teacher for Kelly Educational Services

University of Hawai'i at Mānoa: Public Liaison & Public Affairs Director within SEED (Student Excellence Equity and Diversity)

Duties: Serve 18 SEED programs and diversity initiatives with comprehensive communications planning and products inclusive of Web content, brochures, social media and press releases; organize press conferences, place positive stories in media, write and produce short film documentaries focused on SEED programs; wrote three grants that brought in \$25,000 to fund diversity-related campus events; provide personal statement writing instruction for college juniors and seniors in advance of graduate school application; Provide planning and organizational support for SEED events for dissemination of information to public; responsible for assisting SEED directors in grant-writing and program reports; responsible for fiscal management and contracting of vendors, as needed; general communications responsibilities pertaining to the articulation of diversity on the UH campus

# Hawai'i Pacific University: Adjunct Instructor. Intermittent employment held concurrently with OHA and DOH jobs from September 2005 to May 2011

Duties: Teach classes in analytical writing and argumentative analysis

## State Office of Hawaiian Affairs: Public Affairs Specialist and reporter for OHA newspaper Ka Wai Ola. August 2007 to 2010

Duties: Manage all internal and external communications for agency with focus on agency's public trust fund and public policy initiatives; Research, edit and write articles for OHA newspaper with focus on Native Hawaiian advocacy. Concentrated focus on legislative news, culture and health issues, reflecting stellar analytical and research capabilities and skill in cultivating relationships with stakeholders in the Native Hawaiian community. Responsible for coordinating and hosting public meetings and press conferences. Plan and host broadcasts of OHA-sponsored television and radio programs. Respond to media requests. Responsible for photography and text for annual reports, brochures, and grant reports; Write and produce internal newsletter for agency. Notable accomplishment: Contributed in-depth enterprise stories to Ka Wai Ola; provided on-going coverage of issues related to agency's stake in ceded lands, criminal justice disparities, the Native Hawaiian Government Reorganization Act, healthcare reform

## Hana Hou Hawaiian Airlines Magazine, Honolulu Hawai'i: Feature writer. January 1998 to present.

Duties: Research and write feature stories on topics relevant to Hawai'i's culture and lifestyle. Notable Accomplishment: Recipient of twelve awards from the Hawai'i Society of Professional Journalists and the Hawai'i Publisher's Association

## Hawai'i State Department of Health, Pandemic Influenza Education Coordinator, September 2006 to August 2007.

Duties: (under special contract) Develop and distribute educational materials in all media to raise public awareness of pandemic threat and other major public health emergencies. Wrote and produced television and print campaign entitled "Spread Aloha, Not Germs." Planned press conferences. Organized and implemented public presentations on pandemic awareness to employee groups, including visitor industry professionals. Responsible for adhering to state procurement regulations in contracting with private vendors. Wrote and secured \$10,000 grant to support media campaign. Notable accomplishment: Wrote, produced and distributed Hawai'i's first informational booklet on protection from pandemic infection; Collaborated with the Department of Education and the Newspapers in Education program to produce and distribute newspaper insert on emergency preparedness

# Travel Industry Management School of the University of Hawai'i, Research Associate, January, 2004 to September 2006

Duties: (under special contract) Organized commissioned study on workforce development within the Hawai'i tourism industry; responsible for interviewing tourism leaders; synthesized input into a report that was the basis for allocation of Hawai'i Tourism Authority funding; organized and chaired public meetings in all Island-Counties.

## Hawaiian Islands Humpback Whale National Marine Sanctuary: Public Outreach Coordinator. December 1999 to July 2002.

Duties: Responsible for communicating information on public agency's mission in marine resource conservation and endangered species protection. Prepare and distribute press releases, develop and maintain media contacts, place stories in media. Research, write and produce public informational and educational pieces, including brochures, posters, displays and video. Organize conferences; Contribute articles to sanctuary website. Respond to communication needs of sanctuary Island-County liaisons. Develop image library and newsletter. Make public presentations on sanctuary and investigate grant opportunities for non-profit partnerships. Coordinate with NOAA officials, public and private agencies. Notable accomplishment: Contributed to management plan that supported confirmation of five-year extension of state and federal agency partnership

KHNR-CNN Radio, Honolulu, Hawai'i: Anchor/ Reporter, November 1996 to January 1999. Responsible for precise, accurate and vigorous reporting of local news. Generate original assignments while exercising mature news judgment. Conduct daily interviews with first-hand news sources. Notable Accomplishments: Spearheaded the establishment of long-form enterprise stories as a viable program element.

KHON TV2, Honolulu, Hawai'i: Writer/Producer, February 1993 to January 1996. Develop and pitch story concepts for local origination public affairs television series. Conduct interviews and research. Write complete scripts. Produce weekly news segments and public service spots. Notable Accomplishments: Organized For Kid's Sake board of directors to receive community input for program content.

Honolulu Academy of Arts, Honolulu, Hawai'i: Public Relations Manager, February 1992 to January, 1994, (Job held concurrently with KHON-TV position) Develop and implement communications plan to promote academy mission and programs.

KITV4, Honolulu, Hawai'i: Creative Services Manager, November 1990 to December 1992. Create and implement a multi-media marketing campaign entitled "Island Television. Write, produce and direct spots to highlight station personalities and programs. Assist with budgeting and media buys during rating periods. Notable Accomplishment: Invented and produced a monthly newsletter as tool for marketing and promotions.

The Honolulu Weekly, Honolulu, Hawai'i, feature writer, September, 1990 to December, 1995. Contributing writer for the launch staff of Hawai'i's first weekly alternative newspaper.

Hawaii Public Radio, Honolulu, Hawai'i. broadcast host and news reporter, January, 1990 to December, 1995. Part-time host for morning Programming; News reporter for lively arts and culture; Program host for Caribbean music program.

KUAI Radio, Ele 'ele, Hawai'i: Announcer/ Reporter, June 1980 to December 1989. Execute all elements of full service radio station format including music, news reporting, commercial production, commentary, audio editing, emceeing events.

The Garden Island Newspaper, Līhu'e, Hawai'i: Reporter/Columnist/Photographer, March 1985 to December 1989. Gather news, information and photography for feature length articles for daily publication. Special focus on health reporting and island arts and culture.

### **EDUCATION**

Barnard College, Columbia University, New York, New York, Double major in creative writing and comparative religion,
University of Hawai'i, Honolulu, Hawai'i, B.A. in English, summa cum laude,
University of Hawai'i, Graduate coursework in public health, social work, digital media communications,
PROFESSIONAL & ACADEMIC AWARDS
Appointed in 2011 by Governor Neil Abercrombie to serve the Hawaii Subarea Health Council of the Honolulu State Advisory Commission of the State Health Planning and Development Agency Kid's Count Award for meritorious reporting on issues related to youth, 1994, 1995 Children's Week Award for best television programming related to child advocacy, 1994, 1995 Society of Professional Journalists awards: 2001, 2004, 2007, 2008, 2009, 2010, 2012 Hawai'i Publishers Association awards: 2006, 2008 National Honors Society, Key Club Member, 2003 University of Hawai'i Alumni Association

# Writing Samples (NOTE: PDF's of reports, news stories and health collateral products to be provided in hard copy)

TRADITIONAL MEDIA

http://www.hanahou.com/pages/Magazine.asp?Action=DrawArticle&ArticleID=639&MagazineID=40

MOTU FOOTBALL: SAMOANS GO DEEP IN THE NFL

SPJ award for Best Sports Story; Hawaii Publisher's Award for Best Magazine Feature Story

http://www.hanahou.com/pages/Magazine.asp?Action=DrawArticle&ArticleID=1 128&MagazineID=70

HULA U.: HAWAIIAN DANCE GETS A COLLEGE DEGREE

SPJ Award for best Arts & Culture feature; Honorable mention from Annenberg School of Communications arts writing award competition

http://www.hanahou.com/pages/Magazine.asp?Action=DrawArticle&ArticleID=1 187&MagazineID=74

THE LIGHT ON THE POINT: OLD FASHIONED LIGHTHOUSE SEEN THROUGH A RARIFIED LENS OF THOSE WHO LIVED THERE Pending publication in Shambala Press collection of creative non-fiction..

http://www.hanahou.com/pages/Magazine.asp?Action=DrawArticle&ArticleID=973&MagazineID=62

RISKY BUSINESS: HOW A HANDFUL OF HAWAII STUNT ACTORS HAVE BECOME THE REIGNING DUKES (AND DUCHESSES) OF HAZARD SPJ award for Best Business Story (!)

#### SOCIAL MEDIA

Using WordPress, I established a UH-SEED newsletter and blog: http://blog.hawaii.edu/seed/

Applying my stellar skills as a copywriter, I created content for several UH-SEED program websites:

http://www.hawaii.edu/diversity/McNair/

http://www.hawaii.edu/diversity/mets/

Utilizing my expert skills as a scriptwriter for network television, I responded to the SEED director's request to produce broadcast quality documentaries about SEED-administrated high school programs:

http://vimeo.com/49343422