

Annelore Reisewitz
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EDUCATION

University of Miami, Coral Gables, FL
B.S. 5/1996
Double Major: Marine Science & Biology

University of Hawaii, Manoa, Hawaii
Dual Master's Certificates - 12/2002
Major: Marine Options Program, Ocean Policy Certificate
Major: Department of Urban & Regional Planning, Natural Resource Management Certificate

WORK EXPERIENCE

Rosenstiel School of Marine and Atmospheric Science, Miami, FL
Communications Consultant 09/10 - Present

- Augment ongoing communications and media efforts
- Develop web 2.0 strategies to highlight current research efforts and institutional priorities
- Establish school's social media presence to promote ocean and climate research news to the broader public
- Build institutional capacity to communicate science using a multimedia-based approach
- Establish web-based portals and a multimedia library of high-quality video b-roll and photos

Marine Life Protection Act (MLPA) Initiative, San Diego, CA
Media Relations Liaison 6/08 – Present

- Manage the day-to-day media relations program for the public-private partnership implementing California's MLPA, which includes drafting and sending news releases, media advisories and op-eds; responding to media requests; and coordinating interviews
- Develop and maintain strong working relationships with news media covering the MLPA planning process
- Develop outreach materials, including flyers, brochures and web content in conjunction with Initiative's public outreach team
- Work closely with senior management at California's Natural Resources Agency and Department of Fish and Game to develop and implement communication strategies

Scripps Institution of Oceanography, San Diego, CA
Media Specialist/Science Writer

10/07 – 5/10

- Managed communications program for Scripps' earth science research division
- Managed day-to-day media relations, which includes drafting and sending news releases, media advisories and op-eds; responding to media requests; pitching news; and coordinating interviews, news conferences and media junkets
- Contributed originally-reported stories and produce video podcasts to institution's award-winning monthly e-magazine, *explorations*
- Designed and managed the media and communications campaign for the Scripps SEAPLEX science expedition to the "Great Pacific Garbage Patch" in Aug. 2009
- Developed outreach materials and brochures for both print and web
- Managed institutional social media efforts, including the use of Twitter, Facebook, Flickr, Oceans in Google Earth and expedition blogs

University of Miami, Coral Gables, FL
Public Information Officer (PIO)/Media Relations Specialist

3/04 – 10/07

- Managed university-wide science and engineering communications, including for the Rosenstiel School of Marine and Atmospheric Science, ten science departments within the College of Arts and Sciences, College of Engineering, and the School of Education
- Wrote and sent news releases and media advisories on scientific news and events
- Strategically pitched stories to the media about University-related research and events that advance the university's mission
- Continually established and maintained strong working relationships with news media
- Contacted and responded to media inquiries on a daily basis
- Accepted media request on behalf of the university President
- Briefed and staffed the university President on media interviews
- Organized press conferences and media junkets
- Maintained university-wide program for media requests relating to hurricanes
- Established faculty expert contacts for media during the 2004, 2005 & 2006 hurricane seasons
- Developed and promoted faculty experts in response to breaking news
- Leadership team member for the 2004 Presidential Debate held at the University of Miami
- Member of the University crisis communication team

Tomaes Bay Watershed Council Point Reyes Station, CA
Public Outreach Specialist

1/03 - 12/03

- Provided on-going technical and planning support for development of a watershed stewardship plan

- Provided public outreach support to increase community involvement in current Council activities
- Developed web site content, brochures, fact sheets, and other written materials to support the public process
- Coordinated four community meetings in the watershed to solicit public input on the Stewardship Plan
- Lead the technical revision process to produce the Final Stewardship Plan

Hawaiian Islands Humpback Whale National Marine Sanctuary Honolulu, HI
Management Plan Coordinator 1/02 - 12/02

- Provided technical and planning support for the NMSP's Management Plan Review and Revision process
- Coordinated seven statewide public meeting to collect public comment on draft management plan
- Developed presentations for the public on management plan review process
- Developed communications and public outreach plan for the review process
- Developed relationships with news media to support the communications plan
- Developed web site content, brochures, fact sheets, PowerPoint presentations and other written materials to support the review process
<http://hawaiihumpbackwhale.noaa.gov/planreview/>
- Facilitated Sanctuary Advisory Council meetings on management plan review process
- Compiled and evaluated comments collected on the draft Management Plan
- Led the editing and technical revision process to produce the final revised Sanctuary Management Plan

Common Heritage Corporation, Honolulu, HI 3/01 - 2/02
Office Manager/Public Outreach Specialist

- CHC is a private corporation that develops environmentally sustainable habitats for lesser developed communities using deep ocean water (DOW) technology
- Performed daily office administrative functions including, tour and client scheduling, logistical meeting arrangements and minute taking
 - Editor of CHC quarterly newsletter
 - Provided educational tours of our DOW demonstration site to visiting school/civic groups
 - Worked jointly with COO to create informational brochures, fact sheets, and other communication materials about CHC's mission and technology
 - Collaborated with Board of Directors and Executive Committee on development of new and existing programs
 - Represented CHC at the 2001 Asian Development Bank Conference in Honolulu, Hawaii

Hawaiian Islands Humpback Whale National Marine Sanctuary Honolulu, HI
Research Associate 8/01 - 1/02

- Collected, reviewed and catalogued research reports relevant to the conservation and biology of humpback whales in Hawaiian waters
- Developed an annotated bibliographic database of scientific reports using EndNote™ software to provide a searchable depository of information relating to humpback whales in Hawaii for research and educational purposes

Malama Na I'a, Honolulu, HI
Program Coordinator

10/99 - 3/01

Malama Na I'a is non-profit organization that brings together government agencies and ocean users to encourage community involvement in fisheries management decisions

- Coordinated Fisheries Forum 2000 & 2001 conferences held in Honolulu, HI
- Developed a community-based fisheries forum by bringing together policy makers, scientists, local fishermen and other stakeholders to discuss and implement more sustainable fishery management practices

National Marine Fisheries Service, Miami, FL
Fishery Biologist

11/96 - 12/97

- Received, processed, and analyzed scientific, recreational and commercial data collected from fish tagging studies conducted in the Atlantic Ocean, Caribbean Sea and Gulf of Mexico
- Represented National Marine Fisheries Service's Highly Migratory Species Division at the 1997 Yamaha Billfish Tournament
- Performed otolith extraction on *Istiophorus platypterus* and *Sebastes marinus*
- Supervised MAST Academy student internship program

Rosenstiel School of Marine & Atmospheric Science Miami, FL
Research Assistant

5/96 - 9/9

- Prepared piston core samples from Cariaco Basin for climatology analysis
- Separated coarse and fine fraction sediments for specific foraminiferal content
- Identified *G. ruber* species

Rosenstiel School of Marine & Atmospheric Science Miami, FL
Research Assistant

9/94 - 12/95

- Participated in copper toxicity experiment on phytoplankton
- Inoculated and added nutrients to new clonal cultures
- Transferred new batch cultures from steadily growing species
- Transferred seawater for the culture media
- Recorded fluorescence measurements of clonal species

PRESENTATIONS AND WORKSHOPS

- Taught *Media Training Workshop for Scientists* at the American Geophysical Union 2009 Fall Meeting

- Reisewitz, A, Clark, C L (2009) Brave New Media World: A Science Communications Voyage to the Great Pacific Garbage Patch, *Eos Trans. AGU*, 90(52), Fall Meet. Suppl., Abstract ED14A-04
- Reisewitz, A, Clark, C L, Aguilera, M (2010) Brave New Media World: A Science Communications Voyage Through the Global Seas, *Eos Trans. AGU*, Fall Meet. Suppl., Abstract PA21C-1648

AFFILIATIONS

National Association of Science Writers (NASW), Member

Public Relations Society of America (PRSA), Member

Science Communication and Marine Public Information (SCAMPI), Member

PADI Advanced Diver Certification