

Annie Reisewitz

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EDUCATION

University of Miami, Coral Gables, FL

Double Major: B.S. Marine Science & Biology – May 1996

University of Hawaii, Manoa, HI

Dual Master's Certificates – Dec 2002

Major: Marine Options Program, Ocean Policy Certificate

Major: Department of Urban & Regional Planning, Natural Resource Management Certificate

University of California, San Diego, La Jolla, CA

Feature Writing – Dec 2009

WORK EXPERIENCE

University of Miami, Miami, FL

01/12 - Present

Lecturer

- Teach a graduate-level course, *Science Communication* (RSM 545)
- The goal of the course is to help students improve their ability to communicate science to a wide variety of audiences, including peers (i.e., other scientists), policymakers, journalists, and the general public.

Strategic Ocean Solutions, Miami, FL

11/07 – Present

Owner/Director of Communications & Marketing

- Work with clients to increase awareness of ocean education, science and policy initiatives using the most modern communications tools
- Build communications and marketing campaigns that bring broad exposure of complex ocean-related issues to the media, policymakers, stakeholders and the general public
- Media Relations and News Monitoring
- Science writing, editing and speech writing
- Develop social media strategies to promote ocean and climate research news
- Communications Training & Community Relations

Marine Life Protection Act (MLPA) Initiative, Sacramento, CA

Media Relations Liaison

6/08 – 12/10

- Managed 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
- Drafted statements and letters on behalf of California state government officials
- Developed and maintained strong working relationships with news media covering the MLPA planning process
- Developed outreach materials, including flyers, brochures and web content in conjunction with Initiative's public outreach team
- Worked 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 produced video podcasts to the 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
- Conducted communications training workshops for faculty and students
- 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/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

Tomales Bay Watershed Council Point Reyes Station, CA 1/03 - 12/03
Public Outreach & Strategic Planning Consultant

- 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
- Led 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 10/99 - 3/01
Program Coordinator

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 11/96 - 12/97
Fishery Biologist

- 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

PRESENTATIONS AND WORKSHOPS

- Blue Ocean Film Festival Master Class presentation, "*Mastering Science Storytelling: Cutting Through the Science Jargon*," Monterey, CA 2012.
- Taught *Communications 101 Workshop for Scientists* at the American Geophysical Union (AGU) 2009 and 2010 Fall Meetings

- 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, Abstract PA21C-1648 presented at 2010 Fall Meeting, AGU, San Francisco, Calif., 13-17 Dec
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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