

Sandra Mardenfeld

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EDUCATION

Ph.D. in Communication and Information and Library Sciences, specializing in Media Studies, October 2012

Dissertation Title: *Reporters in Practice: The Role of Privilege in Contemporary Journalism.*

Rutgers, The State University of New Jersey, New Brunswick, NJ

M.A. in Magazine Journalism, December 1997

New York University, New York, NY

B.A. in Journalism (Minor Concentration: English), December 1989

State University College at Buffalo, Buffalo, NY

TEACHING EXPERIENCE

Hofstra University, Hempstead, NY

Adjunct Professor (September 2018-present)

- Develop curricula for mass media and copy editing classes, including all course materials.
- Teach mass media and copy editing.

Hofstra University, Hempstead, NY

Continuing Education Professor (September 1997-2006; 2008-present)

- Develop curricula for journalism and writing classes, including all course materials.
- Teach continuing education classes in creating websites, magazine article writing as well as travel, business, memoir, resume and romance writing, playwriting, creative nonfiction, blogging, writing for the web, and interviewing.

Long Island University, CW Post Campus, Greenvale, NY

Assistant Professor/Director of Journalism Program (September 2010 – August 2015)

- Taught beginning and advanced reporting, beat reporting, visual journalism, history of journalism, producing for the web, producing the newscast, writing for electronic media, feature writing, writing for the environment and introduction to media for a 14-week semester.
- Updated curriculum and program as industry and educational changes necessitate.
- Spearheaded recruitment efforts such as “Spend a Day with a Major” program (started in 2010) and the Best of High School Journalism Awards (started in 2011).

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- Planned and coordinated monthly Food for Thought lecture series (started in 2010). Speakers from various media, including Fox News, *Newsday*, *Los Angeles Times*, Lifetime Television, *New York Post*, etc.
- Member of First-Year Experience, Sustainability, Calendar and Scheduling, and Middle States committees.
- Scheduled classes, hire adjuncts, offer supplemental advising to students, built internship networks, organized new initiatives for the journalism department, such as embedding Patch.com and WLIW freelance work into existing curriculum. Coordinated and updated department Facebook page.
- Founding advisor of Society of Professional Journalists (SPJ) LIU Post chapter.

Adjunct Journalism Professor (September 1999-August 2010)

- Develop curricula for journalism classes, including all course materials, grading policies, and exams.
- Teach producing web media, investigative reporting, media literacy, review writing, entertainment/travel writing, and web writing classes.
- Work with students on developing senior projects and theses.
- Women in Communications, chapter faculty advisor, one semester (spring 2000).

St. Thomas Aquinas College, Sparkill, NY

Assistant Professor of Communications (January 2007-August 2010)

and Assistant Chair of the Humanities Division (July 2007-August 2010)

- Taught beginning and advanced reporting, speech, public relations, magazine writing, broadcast media programming, and communication skills in business to undergraduates for a 14-week semester.
- Regularly advised 12-22 students each semester.
- Member of the Institutional Assessment Committee (September 2007-August 2010).
- Communication Arts point person for assessment (2006-August 2010). Tasks included conducting alumni and internship surveys and writing departmental section of yearly assessment report. Also served on the Communication Arts Search Committee (2006).
- Planned 2009 lecture panel, “Think It, Brand It, Achieve It: The Importance of Building Your Future Identity,” featuring local public relations professionals; Designed and implemented 2008 lecture panel, “Times are Changing: Stay Connected with New Media,” which included speakers from the Associated Press, the Food Network, and *The Journal News*. Organized 2007 lecture panel, “Classroom to Career: Get That Media Job,” featuring former STAC graduates currently working in the field.
- Hired and assessed adjuncts for the humanities division. Organize staff involvement in Open Houses. Helped Chair with scheduling for the division.

Instructor of Journalism, Composition and Public Relations (September 2002-December 2006)

- Taught beginning and advanced reporting, public relations, magazine writing,

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broadcast media programming, and English 100, 101 and 102 to undergraduates for a 14-week semester.

- Regularly advised 8-22 students each semester.
- Spearheaded committee to implement a Communications and Journalism minor; served on the Institutional Effectiveness Committee (2003-2005), Middle States Committee (2005, 2006), Communication Arts Program Review Committee (2005, 2006), and the English Search Committee (2002, 2006).
- Organized 2004 lecture panel, “When Disaster Strikes: How the Media Covers

Catastrophe and Crisis,” featuring media professionals from *The Journal News*, *El Correo*, and WCBS Radio. Public relations director for 2005 lecture panel, “So You Want to Work in Television,” featuring CBS anchor, Mary Calvi.

- Expanded Communication Arts Advisory Board (a group of communication professionals who advise the department on the real-world value of our curriculum) and arranged yearly board meetings for 2004 and 2006.

Mercy College, Dobbs Ferry, NY

Assistant Professor of Journalism (September 2001-July 2002)

- Taught feature writing, web writing, media criticism, and other topic and CORE classes to undergraduates for a 14-week semester.
- Acting chair for one semester.
- Organized and implemented advisement.
- *Reporter’s Impact*—faculty advisor for a once-a-month school newspaper; updated layout process from cut-and-paste operation to digital production.

PUBLICATIONS

Extensive freelance writing credits include publishing trend pieces and reviews for *The New York Times Book Review*, *The Daily News*, and *American Bookseller*; features for *Car & Travel*, *Long Island Bride & Groom*, *Destination Weddings & Honeymoons*, *Weddingpages*, *Parents & Children*, *Allure*, *ModernBride.com*, *Distinction*, *Elegant Bride*, and *Working Woman*; news for *Newsday*, *Retail Ad World*, *Time Out New York*, *Stagebill*, *The Christian Science Monitor*, *Good Dog* and *Construction Equipment Guide*.

JOURNALISM EXPERIENCE

- **Freelance Writer/Editor** (June 1999-present): Write and edit for a variety of clients, including:

editing—Rapnet (July 2013-September 2013), *Rapaport Diamond Report*, *Beautiful Itineraries*, The Conference Board’s *Across the Board*, *Bell’Italia*, *Breathe*, *Graphic Image*, *TV Guide*, *Maxim* and *Self* magazines;

article writing—*Jewelry Connoisseur*, *Small Business Opportunities*, *Cahners Business Publishing* and *Income Opportunities* (also, see list above);

ghost writing financial books—Palisades Press;

web content writing—Playbill Online, Think Inc., APB.COM, and Ontone.com (products editor);

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blogging—Hofstra Continuing Education, Show Showdown;
corporate training (SEO/Writing for the Web)—Positive Promotions;
social media management/writing (Facebook/Twitter/Instagram)—Hofstra
University Continuing Education, LIU Post, 99 Packets;
public relations writing (press releases, brochures, reports, speeches, bulletin)—C.W.
Post University.

Freemarketnews.com

□ **Associate News Editor** (November 2005-January 2007): Worked with writers to produce daily news pieces and editorials. Edited 8-12 stories daily for news website. Wrote occasional news stories.

Playgirl magazine New York, NY

□ **Managing Editor** (August 1998-June 1999): Handled all day-to-day functioning of the magazine. Acted as a central liaison between editorial and art departments and production. Supplied creative input to each issue. Paginated magazine. Line edited all articles. Developed, researched and wrote articles. Wrote coverlines and captions. Delegated writing assignments to columnists, freelancers and other editors and edited their work. Managed freelance editorial budget. Read and corrected blue lines. Supervised editorial personnel.

Fashion Almanac magazine New York, NY

□ **Managing Editor** (May 1998-May 1999): Oversaw editorial content, including developing columns and features, assigning articles, copyediting, hiring columnists and trafficking all materials for each issue. Wrote articles, table of contents and cover copy.

Playbill magazine New York, NY

□ **Broadway Editor** (August 1993-August 1998): Coordinated and directed Broadway department editorial and production. Proofread and copyedited Broadway programs. Supervised Off-Broadway program department. Suggested, researched and wrote articles. Monthly travel columnist. East coast on-line reporter.

□ **Off-Broadway Editor** (December 1992-August 1993): Oversaw entire Off-Broadway department including editorial, production and billing. Edited and fact checked all Off-Broadway programs. Worked extensively with press agents, producers and theatre managers throughout pre-production and run of theatrical event.

CONFERENCES/PRESENTATIONS/TOP PAPER AWARDS

“A Guide to Effective Freelancing for Newbies and Veterans,” panel, The Society of Professional Journalists Region One Conference, Long Island, New York, April 2015.

“Editorials, privilege and shield law Post-Brandenburg: 40 years of newspaper narratives,” Association for Education in Journalism and Mass Communications, August 2013.

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“How to be a great guest on television talk shows,” Fair Media Council Connections Day panel, Long Island, New York, October 2012.

“What newspapers tell their readers about shield law and reporter’s privilege: A framing analysis of editorial pages from 1972 to 2010,” New Jersey Communication Association, March 2012.

“Editorials, reporter’s privilege, and public perception—a qualitative look on audiences’ opinions and attitudes about shield law and how to better educate student, baby-boomer, and senior populations on the issue,” International Association for Media and Communication Research conference in Istanbul, Turkey, July 2011.

“Editorials, reporter’s privilege, and public perception—a qualitative look on audiences’ opinions and attitudes about shield law and how to better educate student, baby-boomer, and senior populations on the issue,” New Jersey Communication Association panel on “Examining Technology and Community in Scholarship,” March 2011.

“Conversations about confidentiality—a look at how technological changes in the media industry may alter the discourse on reporter’s privilege,” New York State Communications Association, October 2009.

“Defining free speech: Its historical development and the conundrum of interpreting the First Amendment,” a presentation at St. Thomas Aquinas College for Banned Book Week, October 2009.

“Jailed! Journalists incarcerated for protecting sources speak out on the importance of reporters’ privilege,” New Jersey Communication Association, March 2007. **Top Graduate Student Paper Award.**

“From freedom fighter to government pawn: How *The New York Times* and Judith Miller lost the Valerie Plame case,” National Communication Association, November 2006.

“Choosing media based on political stance,” New Jersey Communication Association, March 2006.

“How to get published in magazines,” a two-hour lecture given at both the New School and New York University journalism classes, spring 1999.

GRANTS, JUDGING INVITATIONS AND JOURNALISM AWARDS

2014—The Society of Professional Journalists/Press Club of Long Island Award—Second Place, Best Narrative: Home and Garden Article for an article in *Newsday*, “At Home in the Past.”

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2014—Judge for The Society of Professional Journalists, Pacific Northwest Media Awards, video and slideshow categories.

2012—The Society of Professional Journalists/Press Club of Long Island Award—Best Online Arts Journalism for a review of *Snow White*.

2010—Faculty Development Grant, St. Thomas Aquinas College. Research project: developing a minor in digital communication and information.

2007—Faculty Development Grant, St. Thomas Aquinas College. Research project: interviewing jailed journalists.

ELECTED BOARDS

September 2013-June 2015—Board of Directors, Press Club of Long Island, Society of Professional Journalists.

August 2014-August 2015—Professional Freedom and Responsibility (PF&R) Chair of the Magazine Division, Association for Education in Journalism and Mass Communications.

August 2013-August 2014—Teaching Chair of the Magazine Division, Association for Education in Journalism and Mass Communications.