

Sandra Mardenfeld

www.sandramardenfeld.com

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 course materials.
- Teach media literacy, mass media and copyediting.

Hofstra University, Hempstead, NY

Continuing Education Professor (September 1997-2006; 2008-2023)

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

Five Towns College, Dix Hills, NY

Adjunct Professor (September 2019-present)

- Teach oral communications, speech, media ethics, basic journalism, feature writing for a 14-week semester.

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, media theory, producing for the web/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.

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- 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).
- 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, hired adjuncts, offered 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)

- Developed curricula for journalism classes, including all course materials, grading policies, and exams.
- Taught producing web media, investigative reporting, media literacy, review writing, entertainment/travel writing, and web writing classes.
- Worked 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, crisis communications, 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. Organized staff involvement in Open Houses. Helped Chair with scheduling for the division.

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

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

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JOURNALISM EXPERIENCE

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

editing—Richner Newspapers, 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;
content writing—Hofstra University Continuing Education, RapNet, Playbill Online, Think Inc., APB.COM and Ontone.com (products editor);
blogging—Hofstra Continuing Education, Show Showdown;
social media management/writing (Facebook/X/Instagram/LinkedIn/Pinterest)—Hofstra University Continuing Education, LIU Post, 99 Packets;
corporate training and public relations writing (press releases, brochures, reports, speeches, bulletin)— Hofstra Continuing Education, Positive Promotions, LIU Post.

Hofstra University Continuing Education, Hempstead, NY

Freelance Content Writer (Oct. 2018-February 2019)

- Wrote and reworked landing pages to optimize SEO and user experience.
- Assisted in creating marketing plans and a digital strategy.
- Wrote content for blogs and printed materials.
- Worked with freelance bloggers to produce content.

Interim Marketing Manager (January 2018-September 2018)

- Advised team regarding marketing plans and digital strategy.
- Researched advertising/marketing opportunities for five departments.
- Created Constant Contact campaigns for email and social media marketing.
- Social media manager and content creator for Facebook, X and blogs. Met with other Hofstra staff to discover opportunities for cross-promotion.
- Worked with staff to coordinate and develop marketing material, including brochures, advertisements, banner ads, broadcast copy, fliers, postcards and posters – including writing, editing and photo research as well as managing workflow.

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

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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-Branzburg: 40 years of newspaper narratives,” Association for Education in Journalism and Mass Communications, August 2013.

“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.

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“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 AWARDS

2019—Girl Scouts of Nassau County Volunteer of Excellence Award

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.”

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

PCLI, Society of Professional Journalists, Board of Directors (Sept. 2013-June 2015).

Association for Education in Journalism and Mass Communications.

Professional Freedom and Responsibility (PF&R) Chair of the Magazine Division (Aug. 2014-Aug. 2015). Teaching Chair of the Magazine Division, (August 2013-August 2014).