

## EXPERIENCE

### JOURNALISM & PRESS RELATIONS: Science, Technology, International

- **Editor-in-Chief** for *America's Network* (Advanstar Publishing) and *Wireless Integration* (PennWell), and IDC Government (publications division). Responsible for editorial content, management of staff and appointment of editorial advisory board, trade show coverage, and visual redesign and mission of three magazines.
- **Marketing Communications, Designer, Speech Writer.** Web content and design, slide shows, magazine layout, executive speeches for NIH/National Institute of General Medical Sciences, Bell Laboratories, Qualcomm, Broadbeam Corp., Thomas Jefferson University Biotechnology Foundation Laboratories, Rensselaer Polytechnic Institute.
- **Science/Medical Writer and Contributing Editor** for *American Journalism Review*; *The Scientist*, *The Philadelphia Inquirer*, *The Detroit Free Press*, *Providence Journal*, *Seattle Times*, *OMNI*, *MS.*, *Parents*, *Saturday Review*, *Los Angeles Times*, *Boston Globe*, *IEEE Spectrum*, *Globe and Mail* (Canada), *Physician's Management*, *Nursing*, *Cancer Nursing*, *Cardiology Emergency Decisions*, Springhouse/Lippincott (Applied Science Series; *Nursing Pharmacology*), INCE, Cytocom, Comed/Voxmedica.
- **Expertise:** New Media, medicine, pharmaceuticals, and health care, Chinese and Japanese culture, film, art, Asian economics; Cultural Revolution history; Chinese archaeology. Fluent in Mandarin Chinese and French. Reading knowledge of Spanish.

### TEACHING AND ONLINE INSTRUCTIONAL DESIGN

- **Professor, Multimedia Story Telling, IEIMedia** (Armagh, Northern Ireland, 2007, Cagli, Italy 2008). Taught 4 week international "boot camp" experience in visual and textual story telling for young journalists (<http://www.internationalmediaprograms.com/homepage.html>; also <http://inarmagh.net>)
- **Lecturer, Department of Journalism, Magazines & New Media**, Temple University (2005-2007). Full-time position teaching both graduate and undergraduate courses in Journalism & Society, American Magazine, Design for Journalists (Web, newspaper, magazine), Editing, Magazine Writing, Science Writing.
- **Associate Professor** at Drexel University, Philadelphia, PA; Department of Culture and Communications (adjunct faculty). Voted among Top Ten Drexel Professors in student web survey in 2002 and 2004. Courses taught: Writing and Literature; Technical and Business Communications; Public Speaking; and Interpersonal Communications.
- **Instructional Design and Curriculum Developer** for Goodwin College of Professional Studies, Drexel University. Developing first online courses in *Writing for the Worldwide Web*. Other multimedia clients: Rensselaer Polytechnic Institute, Cytocom, INCE, Wireless Internet Caucus.

## EDUCATION

- **PhD (expected 2010; ABD summer 2009), Journalism & Public Communication**, Philip Merrill College of Journalism, University of Maryland College Park. Areas of study: Multimedia and digital publishing, visual communication and audience reception, journalism history, theory.
- **Post-graduate science**, University of Michigan and Ramapo College, New Jersey: 38 credit hours in organic chemistry (two semesters with laboratory), molecular biology, animal physiology, vertebrate zoology, non-vascular plants, calculus, astronomy, physics.
- **Master of Arts, Advanced Writing and Literature** (Dean's Fellowship Award)  
University of Washington
- **Journalism Internship:** *New York Times* (Washington Bureau), assisting columnist William Safire and medical writer Harold Schmeck
- **Bachelor of Arts, East Asian Studies** (High Distinction)  
University of Michigan, Ann Arbor, Michigan
- **Certification, Advanced Mandarin Chinese**  
National Taiwan Normal University

## CAREER HIGHLIGHTS

- 1985-2004     **ARIELLE EMMETT & ASSOCIATES, Wallingford, PA**  
**Principal – Editorial and Writing Services**
- Science publicist and writer/editor: Clients include National Institutes of Health/National Institute of General Medical Sciences (NIH/NIGMS), Center for Public Integrity, Wireless Internet Caucus, Nemours Foundation, Lippincott (*Applied Science Series: Astronomy, Physics*), Comed/Voxmedica, Amgen, Cytocom.
  - Manager of Business Development: Biotechnology Foundation Laboratories, Thomas Jefferson University.
  - Literary agent, editor, first author for *Wireless Data for the Enterprise: Making Sense of Wireless Business* (McGraw-Hill 2001).
  - Columnist and feature writer: *Philadelphia Inquirer, OMNI, Ms. Parents, IEEE Spectrum, Globe & Mail Canada, Data Communications, BioITWorld.*
- 1992-2001     **Feature Writer, Contributing Editor:** *The Scientist* (Philadelphia, PA)  
Wrote lead cover stories on the Human Genome Project, bioinformatics, oncology, gerontology, West Nile Virus, environmental health, proteomics, biocomplexity, pharmaceutical mergers, biotechnology start-ups, professional issues, grant writing, scientific education.
- 1998-2000     **Editorial Director:** *Wireless Integration Magazine* (PennWell Publishing, Nashua, NH)  
Editor of a start-up magazine on wireless communications for enterprise. Responsible for content, final editing, story assignments, management of artists and free lance talent, industry association contacts, publisher liaison.

- 1996-1998     **Editorial Director:** *America's Network* (Advanstar Communications, Santa Ana, CA)  
Broadband and wireless, magazine redesign, industry coverage, assignment of stories to free lance and staff, team manager. Promoted to editor-in-chief to conduct magazine redesign.
- 1985-1990     **East Coast Senior Editor, Acting Managing Editor:** *Computer Graphics World* (PennWell Publishing)  
Assigned to move magazine from San Francisco to the Boston office. Editorial manager; hired new staff for East Coast offices, produced the magazine, and provided industry coverage, reporting, and writing.
- 1973-1980     **Staff Writer:** *Detroit Free Press* (Detroit, MI)  
Features writer for "The Way We Live" section, book reviews, business and entertainment sections, and news. Covered a wide variety of social, family, health, and arts issues.
- Assistant Editor,** *Science Digest*. Reporter, writer, and production editor.
- Taiwan Correspondent:** *Newsweek*  
Roving Taiwan reporter, filing news and features to Hong Kong desk. Contributed to *Asia Magazine*, *East Asian News & Features*, and *Orientations*.
- Editorial Intern** *The New York Times*, Washington Bureau.

## PUBLICATIONS

### Books

- [Direct Connections](#) (New American Library, 1986): coauthor
- [Nursing Pharmacology](#) (3<sup>rd</sup> edition), Baer-Williams; Springhouse Corp. 1990: Developmental editor; also [Nurse's Pocket Companion](#) (Springhouse)
- [Astronomy Applied Science Series](#), Gregory Saeb (Springhouse Corp. 1994), developmental editor and ghost writer.
- [Wireless Data for the Enterprise: Making Sense of Wireless Business](#) (McGraw-Hill, 2001), editor/writer
- [Revolt of the Ants: A Director's Life Through Six Decades of Theatre & Politics](#), Nathalie Donnet, (XLibris, 2004); developmental editor

### Magazine, Newspaper, New Media

- 41 lead articles appearing in *The Scientist* ([www.the-scientist.com](http://www.the-scientist.com); 1991-2001)
- **Consumer magazine articles** appearing in *Saturday Review*, *MIT Technology Review*, *Parents*, *Ms.*, *OMNI*, *Good Times*, *Personal Computing*, *Popular Computing*, *Data Communications*, *Science Digest*, *Newsweek*, others.
- **More than 100 citations in Google Scholar**; 200+ articles and book citations in Google
- **Trade/professional magazine articles** appearing in *American Journalism Review* ([www.ajr.org](http://www.ajr.org)), *The Scientist*, *America's Network*, *Computer Graphics World*, *Computerworld*, *InformationWeek*, *Network World*, *BioIT World*, *Federal Computer Week*, *IDC Government*, *Medicine & Computer*, *Physicians Management*, *Nursing*,

*Cancer Nursing, Financial Manager, Michigan Quarterly Review, NIGMS (National Institute of General Medical Sciences) others.*

▪ **Scholarly articles**

- “Assassin of Options,” *Michigan Quarterly Review* 1979
- “Women and Children of the Santa Anita Race Track: Japanese Family Internment through the lens of photographer Clem Alber and the War Relocation Authority, 1942-1945” (in preparation for *Journalism History*, 2009)
- “Envisioning Archetypes as Evolutionary Knowledge” (in preparation for *Visual Communications Quarterly*, 2009)
- “Pictures of a Floating World: The Philadelphia Inquirer and the Struggle for Presence in Cyberspace,” (in preparation for *Journalism Studies*, 2009).
- “Story ‘Finding’ and the Challenge of Foreign Multimedia Reporting: Experiences of the IEIMedia Project,” (in preparation for *Assessment and Evaluation in High Education*)
- The Culture(s) of Icons: A Search for Authenticity, Myth and Meaning in Transcultural News Photography (submitted as ICA student paper for May 2009 conference)
- The Electron That Never Lied: The Predictions and Gaffes of Marshall McLuhan (submitted as ICA paper for May 2009)

**Newspaper articles**

- **More than 200 articles** appearing in *Philadelphia Inquirer, Los Angeles Times, Detroit Free Press, Oakland Tribune, Boston Globe, New York Times, The Providence Journal, Philadelphia Weekly, Seattle Times, Globe & Mail (Canada), The Scientist*, others.

**RESEARCH INTERESTS:**

- Multimedia, social text and filters, citizen journalism, hyperlocal and ‘viral news’ transformation of metropolitan newspapers
  - *The Philadelphia Inquirer*: *Ethnographic research project begun February 2008*
- Peer-developed multimedia story telling; teaching multimedia journalism and intercultural communications (*IEIMedia 2008 summer project; to be continued next summer*)
- The ‘Archetypal’ Image and Emotional Response to Photojournalism (ongoing; possible dissertation topic)
- Health Care: Structure of Insurance and Pharmaceutical Industries
- Hidden Agendas in the Japanese Internment Photography of Clem Albers (1942)
- Media and Social History; Ethics.
- Control of the Media in Authoritarian Regimes
- Asian Art, Journalism, and the Environment
- Literary journalism and the challenge of New Media