

Michelle Kearns

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Journalism archive portfolio: mkearnsreporter.com

SUMMARY of QUALIFICATIONS

- **Digital media communications specialist, journalist, writer, editor and storytelling coach** - Three decades of experience reporting and distilling interviews into published stories. This includes writing and creating a university school's new magazine and crafting its social media and email news stories, work as full-time faculty program director, launching a new college newspaper and writing for the Buffalo News, the Boston Globe, Maine newspapers, the Associated Press and national women's magazines. A career of writing, teaching, marketing and communications work has included a focus on inclusion and diverse community representation. Employs a collaborative, team-oriented approach to develop and execute communications strategies and increase engagement with stakeholders by publishing on current technology interfaces and apps – from Google and Microsoft tools to Otter.ai, Hootsuite, Facebook, Twitter, Instagram and LinkedIn.
- **Instructor** – Developed, taught and led the new Bachelor of Science in Digital Media and Communication at Villa Maria College. Program included coursework in interviewing, writing, blog posting, social media publication, Hootsuite management, media relations, public relations and multimedia video and story production. Guided student projects, enhanced media understanding and exposure by developing and attracting media attention.
 - International Institute interview and volunteer video project: [Syrian immigrant video interview](#).
 - Villa Vibe, a new student newspaper with debut issue published in The Public alternative weekly: [UB Spectrum](#)
 - Engaged students in WBFO [StoryCorps](#) forum
- **Creative project developer and coach** –
 - Organized and hosted Not-the-Moth gatherings based on the narrative arc and the public storytelling of themoth.org.
 - Coached presenter, edited and developed script for [TEDx Buffalo](#) presentation.

PROFESSIONAL EXPERIENCE

University at Buffalo. Buffalo, NY. Senior Editor/Communication Content Manager, 2020 - present

- Wrote, designed and launched the debut print edition and subsequent issues of the Graduate School of Education magazine "Learn," with stories about the research, scholarship, teaching and community contributions of faculty, students and alumni.
- Established rapport and built relationships with faculty, students, alums and staff, to interview, translate academic work into lay terms and shape stories for publication for web, print and social media.
- Collaborated with marketing team to highlight school programs and events for print, email, social media and web.
- Increased the Graduate School of Education's ranking by 14-points in the U.S. News & World Report's March 2021 edition following marketing team work and magazine launch.
- Supervised and collaborated with freelance writers, designers and graduate assistants.

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PROFESSIONAL EXPERIENCE – cont.

Villa Maria College. Buffalo, NY. Instructor, 2016 - 2019

- Designed new Bachelor of Science program, with syllabi, in Digital Media Communication, highlighting writing, story development and multimedia/video storytelling, research, critical thinking and presentation skills. Approved by New York State, 2016.
- Taught Digital Media and Communication program classes: Intro to Journalism and Public Relations, Journalism History and Film, Multimedia Communication Principles, Editing and Production and Narrative Arc storytelling design.
- Instructed and coached students from diverse backgrounds in blog writing, social media management and nonfiction multimedia/video story production and editing using interviews. Annual spring student research symposium and SKALD literary magazine featured students from DMC program and Kearns-led English composition classes.
- Launched new student newspaper. Published two annual issues; managed and engaged student staff to create content and design.
- Spearheaded Career Services collaboration to host three annual student networking luncheons with industry professionals at the Albright Knox Art Gallery's AK Café.
- Collaborated with faculty of annual Feed My Starving Children meal packing event to manage student publicity, coach video production and elicit news coverage from Buffalo Rising, Buffalo News, Bee newspapers and Channel 2

The Buffalo News. Buffalo, NY. Reporter, 2002 - 2016.

- **Suburban division, 2007–2016.** Wrote features, news and front-page stories about the city and suburbs. Developed 2010 creative-writing, essay-style series of 15 "Gathering Place" stories: profiles and chronicles of local people how their hopes, ambitions and lives intersected with idiosyncratic local places.
- **Business pages, 2005–2007.** Applied human-interest approach to traditional subjects. Won spring 2007 McCormick scholarship to nonprofit reporting seminar. Material inspired winning OSU fellowship proposal and multimedia project about local foundations and how their programs and spending affect people's lives.
- **Features department, 2002–2005.** Wrote stories about people, pop-culture and trends. Profile of dating service owner Patti Novak inspired 2007 A&E reality TV series "Confessions of a Matchmaker."

The Ohio State University. Columbus. Kiplinger Digital Media & Public Affairs. Fellow, 2008.

- Public affairs journalism program fellowship, with semester coursework in digital media and creative nonfiction.
- Invited to present multimedia work at digital lab showcase. Essay about digital transition published in John Glenn School of Public Affairs magazine.
- Selected by International Centre for Advancement of Journalism to lead writing and editing workshops with newspaper staff of Daily Graphic in Accra, Ghana.

BOSTON, MA, 2001–2002

The Sunday Globe. Freelance Correspondent.

- Wrote neighborhood stories and features for Boston Globe's City Weekly section.

Boston University. Graduate Student.

- Edited the department newsletter, The Muckraker.
- Developed, recorded and mixed radio diaries for "On Point" at WBUR.
- Designed and launched master's thesis web feature, "The Essay Project," with faculty interview and the year's best essays from course with Lance Morrow, Time Magazine essayist — mkearnsreporter.com/essayproject.html

MAINE, 1993–2001

The Sun Journal. Lewiston. Sunday Writer, 1999–2001.

- Promoted to master reporter, June 2001. Wrote features for front page, Sunday edition.

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PROFESSIONAL EXPERIENCE – cont.

The Portland Press Herald. Reporter, 1998–1999.

- Covered Brunswick-area towns, cops, courts, fisheries, Bowdoin College.

The Times Record. Brunswick. Reporter, 1993–1998.

- Covered fisheries and towns. Feature about Bowdoin alumnus Geoffrey Canada and his Harlem school program in New York City won Maine Press Honorable Mention.

The Associated Press. Portland. Reporter, 1993.

- Wrote, edited, supervised news report. Covered base closure hearings. Features about Roadkill Café and architect-designed mobile homes published nationwide.

AWARDS

Digital Media Fellowship: One of four print journalists selected for multimedia training at OSU, 2008. Resulting Buffalo News project won multimedia Honorable Mention in state Associated Press contest, 2009.

Center for Study and Teaching of Writing, The Ohio State University: Won \$5,000 grant to create narrative arc storytelling workshop and explanatory video of multimedia and written story work — vimeo.com/11314600, 2008.

McCormick Tribune Foundation and Foundation for American Communications: Scholarship to “Covering the Hidden Economy: Philanthropy and the Nonprofit Sector,” Cantigny Park, Ill., 2007.

Bookbuilders of Boston: Essay about writing won contest, 2002: mkearnsreporter.com/bostonessay.html

Non-Deadline Writing Finalist: For four stories in American Society of Newspaper Editors’ contest, 2001.

“Best Newspaper Writing, 2001”: “Death of a Lineman” included in Poynter Institute anthology.

Second Place feature awards, Maine Press Association: Won for “Jamaican Harvest”, 2001.

First Place feature awards, Maine Press Association: Won for “Death of a Lineman”, 2000.

First Place and Honorable Mention for Feature Writing: American Association of Sunday and Feature Editors, 2000 and 2001.

Davidoff Scholarship for Journalists, Writers Conference: Wesleyan University, June 2001.

Fellowship to Courts and Media Seminar, National Judicial College: University of Nevada, June 2000.

EDUCATION

Kiplinger Fellowship, digital media and creative nonfiction project work, The Ohio State University, 2008.

Master of Science in Journalism, with distinction, Boston University, 2002.

French Study with University at Buffalo program, University of Grenoble, 1988.

Bachelor of Arts, English, Colorado College, 1986.

Study in Greece, semester abroad program, Athens, 1985.