



## EXPERIENCE (Highlights)

### International & Scientific Reporting, Writing & Editing

- **China & International:** Articles on Chinese and Japanese issues in mental health, education, village democracy, scientific research, censorship, economic development, arts in Caixin Media (Beijing China), *Wall Street Journal Market Watch*, *ChinaGeeks*, *MIT Technology Review*, *Visual Communication Quarterly*, *American Journalism Review*, *Philadelphia Inquirer*, *Village Voice*, *The Scientist*, *Detroit Free Press*, others. See also <http://arielleemmett.com/samples/china-beyond/>
- **Energy and Technology Journalism & Marketing Communications:** Articles, websites, and books, slide shows, collateral, video scripts and interactive presentations. **Clients:** Canary, LLC ([www.canaryusa.com](http://www.canaryusa.com)); ghostwriting book, *The Switch, on Energy & Geopolitics*; AT&T, Siemens, Qualcomm, Nortel, Lucent Technologies; Wolters Kluwer, Springhouse Corporation. *The Scientist* (*Contributing Editor, Genomics, Oncology, Environmental Medicine & Toxicology, Start-Ups*), *BioITWorld* (*Contributing Writer*); *Rensselaer Polytechnic Institute* (*Speeches for Dr. Shirley Ann Jackson*), *National Institute of General Medical Sciences*.
- **Telecommunications/IT/HealthCare Editor and Writer:** Specialist in wireless and public switched networks, biometrics, IT security, finance, aviation, space flight. **Clients/Projects:** Smithsonian *Air & Space*, *The Scientist* (contributed 41 feature and cover stories) IDC Government (Editor), *America's Network* (Editor-in-Chief), Wireless Integration (Editorial Director), *MIT Technology Review*, *Computer Graphics World* (*Senior Editor, Acting Managing Editor*), *Computer World*, *Network World*, *Federal Computer Week*.

### TEACHING AND ONLINE INSTRUCTIONAL DESIGN

- **Fulbright Specialist and Visiting Journalism Professor, Universitas Padjadjaran, Java (March-April 2015).** Delivered lectures, taught and revised curriculum in photojournalism, visual cognition and memory, reception of news photographs, and print production.
- **Visiting Assistant Professor, Journalism & Media Studies Centre, University of Hong Kong (Fall, 2013).** Taught the Masters of Journalism Online Journalism course to 65 international graduate students. Topics covered: reporting and writing for on-line; news website evaluations, SEOs, use of Twitter/Social Media for research, website design, journalism photography (Photoshop) and video [storytelling](#).
- **Professor, Culture & Communication, Drexel University; Professor of Communication, Widener University (adjunct faculties), August 2012-current:** Teaching courses at both

# Arielle S. Emmett, Ph.D.

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universities in Visual Literacy and Photography, Web Design (Spring 2012), Public Speaking, Mass Communication.

- **Instructor, Communication, Director of Internships: International College Beijing/UC Denver (Beijing, China). August 2011 – 2012.** Launched highly successful for-credit student internship program in Beijing, first of its kind, and taught 7 different courses: Mass Communication, Technical Communication, Science Writing, Interactive Story Telling, Media Production, Contemporary Film, Visual Communication.
- **Director, Multimedia Story Telling, Guilin, China July 2014; Professor, Multimedia Story Telling, IEIMedia (Armagh, Northern Ireland; Urbino, Italy), 2006-2009.** 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>); launched magazine, *UrbinoView*, 2009.
- **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), Magazine Editing.
- **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. **Instructional Design and Curriculum Developer for Online** for Goodwin College of Professional Studies, Drexel University.

## EDUCATION

- **Ph.D, Journalism & Public Communication.** Philip Merrill College of Journalism, University of Maryland College Park. Graduation May 19, 2011. Areas of study: Multimedia and digital entrepreneurship, science communication, visual communication, mass media history, gender.
- **Post-graduate biological sciences:** Physiology, calculus, organic chemistry, molecular biology/biochemistry, genetics. Univ. of Michigan, Ramapo College.
- **Master of Arts, Advanced Writing and Literature** (Dean’s Fellowship Award) University of Washington, 1981
- **Bachelor of Arts, East Asian Studies** (High Distinction), pre-Medicine, 1973 (graduated two years early). University of Michigan, Ann Arbor, Michigan
- **Certification, Advanced Mandarin Chinese**, 1974  
National Taiwan Normal University

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- **Journalism Internship:** *The New York Times* (Washington Bureau), assisting columnist. William Safire and medical writer Harold Schmeck; published three articles.

## CAREER HIGHLIGHTS

1985-2011     **ARIELLE EMMETT & ASSOCIATES**, Wallingford, PA

### **Principal – Editorial and Writing Services**

- Editorial, branding, and *ghost writing* for science museum publications for National Institutes of Health/National Institute of General Medical Sciences (NIH/NIGMS).
- Investigative reporting, Center for Public Integrity, Wireless Internet Caucus, Nemours Foundation, Lippincott (*Applied Science Series: Astronomy, Physics*).
- Developmental grants writer, Thomas Jefferson Biotechnology Foundation Laboratories; assisted Dr. Hilary Koprowski in applying for grants for his virology laboratory focused on anthrax vaccine.
- Literary agent, editor, first author for *Wireless Data for the Enterprise: Making Sense of Wireless Business* (McGraw-Hill 2001); *Power Presentations on the Business Stage* (editor, Gage Educational Publishing, Toronto 1988; to be reprinted in China by Peking University Press).
- Columnist and feature writer: *Philadelphia Inquirer*, *OMNI*, *Ms. Parents*, *IEEE Spectrum*, *Globe & Mail Canada*, *Data Communications*, *BioITWorld*, *Caixin (Beijing)*, *Wall St. Journal Marketwatch* *Federal Computer Week*, *American Journalism Review*, others.
- **GhostWriting and Editing:** Articles, Speeches/Presentations, & Op/Eds: Medicine and Science:
  - “Dreadful Diagnosis,” Justin Elson, *Philadelphia Inquirer* Op/Ed 2006 (ghost editor)
  - “A Plan, Action & Vaccines a Start in Fighting Bioterror,” *Philadelphia Inquirer*, 2002 (ghost writer with virologist Hilary Koprowski, M.D.)
  - “Nanobiotechnology: A Fantastic Voyage Through Nanoland” (speech and presentation ghost for Dr. Shirley Ann Jackson President Rensselaer Polytechnic Institute).
  - “Managing Musculoskeletal Pain,” (ghost for CoMed/Voxmedica: Allergen client); Management of Anemia in Patients Receiving Anti-viral Therapy (ghost for CoMed/Voxmedica: Amgen client).

### **Energy & Environment:**

- Canary: “<http://canaryusa.com/dash-gas-will-us-finally-support-lng-exports-beleaguered-nations/>”
- <http://canaryusa.com/ukrainian-oil-and-gas-wars/>
- <http://canaryusa.com/light-tight-and-in-for-the-fight-booming-us-shale-creates-a-clash-of-the-titans/>
- Several bylined articles on utilities and energy for telecom for *America’s Network*, *LightWave*.

# Arielle S. Emmett, Ph.D.

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- “Environments vs. Genes,” *The Scientist*, August, 2001
- “Biocomplexity,” *The Scientist*, October 2000.

## IT, Business & Telecom:

- “Beacons of Light Amid a Myriad of Acquisition Reforms,” *IDC Government white paper* 1994 (ghosted dozens it as contract writer for IDC)
- “Revolution in Wireless Services, TDMA & B-CDMA” (ghost writer 17 page advertorial for *America’s Network* 1997);
- “Wireless Opportunities in Indonesia” (ghosted for Siemens AG), 1999
- Ghosted articles on telecom and wireless technologies and investment opportunities for internal publications and magazines: Bell Laboratories, Qualcomm, Advanstar Communications, Microcom, Nortel, Siemens AG. (1984-2000)

2003: **Medical Writer**, Comed/Voxmedica (Philadelphia). Slide shows, collateral, medical articles, and interactive video presentations/learning modules. Clients include Allergan, Cytocom. Illnesses: spasticity, Hepatitis C, musculoskeletal disorders, pain management, oncology.

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.

1998-2000 **Editorial Director:** *Wireless Integration* Magazine (PennWell Publishing, Nashua, NH)  
Responsible for content, final editing, story assignments, management of artists and free lance talent.

1996-1998 **Editor-in-Chief:** *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.

1976-1980 **Staff Writer:** *Detroit Free Press* (Detroit, MI)  
Features writer for “The Way We Live.” Wrote features, book reviews, business and entertainment, news.

**Taiwan Correspondent:** *Newsweek*

# Arielle S. Emmett, Ph.D.

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Roving Taiwan reporter, filing news and features to Hong Kong desk. Contributed to *Asia Magazine*, *East Asian News & Features*, and *Orientations*.

## RESEARCH INTERESTS, PAPERS, & AWARDS:

- **Doctoral Dissertation:** *“Haunting Images: Differential Perception and Emotional Response to the Archetypes of News Photography – A Study of Visual Reception by Gender and Expertise.”*
  - Nominated by Philip Merrill College of Journalism for ***Distinguished Dissertation of the Year*** (2011), University of Maryland.

Other papers:

- First Prize, 2009, Visual Communications Division, International Communications Association (ICA), for paper: ***“Pictures of a Floating World: The Philadelphia Inquirer Seeks a Communications Calling in Cyberspace.”***
  - Published in ***Visual Communication Quarterly*** (Vol 17, No. 4, 2010).
- Third Prize, Journalism history division, AEJMC, August. 2010, for paper: *“Women & Children of the Santa Anita Race Track: Japanese-American internment through the lens of Clem Albers & the War Relocation Authority, 1942”*.
  - Published as “Silent Soliloquy,” June 2013, Vol. 20, No. 2 ***Visual Communication Quarterly***.
- **Other conference papers accepted:**
  - ICA 2010 (Singapore): ***Toward a Unified Theory of Cognitive Aesthetic Processing.***
  - ICA 2011 (Boston): ***Haunting Images: Differential Perception and Emotional Response to the Archetypes of News Photography – A Study of Visual Reception by Gender and Expertise.*** Presented May 30, 2011.
- **Research interests:**
  - Science communication: genomics and proteomics, organ transplantation (including face transplants), oncology, infectious diseases.
  - Toxicology, chemicals pollution, and public health
  - Female attrition in science – mathematics education; perception of career path through media messages and social interactions
  - Navigation and simulation in Web-based science news education; avatar representation on Web 3.0
  - East-West integrative medicine; mental health; impact of media censorship and power structure alignments in China and the US

## PUBLICATIONS (Partial List)

- ***Revolt of the Ants: A Director’s Life Through Six Decades of Theatre & Politics***, by Nathalie Donnet (Xlibris, 2004); developmental editor

# Arielle S. Emmett, Ph.D.

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- **Wireless Data for the Enterprise: Making Sense of Wireless Business** (McGraw-Hill, 2001), editor/writer and literary agent
- **Butterfly Dream** (Feature Film script, Independent Feature Project), 1998.
- **Direct Connections** (New American Library, 1986): coauthor
- **Nursing Pharmacology** (3<sup>rd</sup> edition), developmental editor; Springhouse Corp. 1990:
- **Applied Science Series, Astronomy, Biochemistry, Physics**, developmental editor, Springhouse Corp, 1994.

## MAGAZINE ARTICLES (see Google Scholar; Google [www.arielleemmett.com](http://www.arielleemmett.com))

- More than 100 articles and citations in Google Scholar; 200+ articles and book citations in Google
- Current: working on magazine-length article on face and hand transplants (composite allograft transplantation) for *The New York Times*.
- *BioItWorld*:
  - "Locus Focus," December 2002
- *The Scientist* -- 41 cover stories and features, 1991-2001:
  - "The Human Genome Project" (2000)
  - "Scientists Seek Sense of Balance" (2001)
  - "A Season of West Nile Virus" (2001)
  - "The State of BioInformatics" (2000)
  - "Biotech Start-ups" (2000)
  - "Chinese Scientists Put Technology Ventures on the Map" (1999).
- *MIT Technology Review*
  - "Where East Does Not Meet West" (Chinese medicine: October 1993)
  - "Simulations on Trial" (1994)
- *Parents*: "Genetic Counseling" (1989)
- *Ms.*: "Vitamin Cures"; Treating Varicose Veins 1978
- **UrbinoView** (Editor-in-Chief, Urbino Italy 2009; author of "The Duke of Deception?" on Federico da Montefeltro and his conspiracy against Lorenzo de' Medici.)
- Consumer and Trade magazine articles: (sample titles below:)
- *Caixin* English: "Go Anywhere but Here," October 18 2011; "The Chinese Glass Menagerie."
- *Wall St. Journal MarketWatch*: "The Chinese Glass Menagerie" (2/29/2012)
- *American Journalism Review*:
  - "Too Graphic?" Spring 2010
  - "Handheld Headlines" August/September 2008
  - "Whetting the Appetite for Storytelling" December/January 2008
  - "Networking News," December/January 2009.
- *Providence Journal*: "Hate Crime Beheld," March 2007
- *Philadelphia Inquirer Op/Ed Page*:
  - "Why Philadelphia Still Needs Poe," October 2012
  - "Her Truth Path Leads to China," August, 2011
  - "A Place Where the Past is Still Alive," December 2005
  - "PSSAs are all about Testing and Nothing about Learning" March 2005
  - "Zero Tolerance, Zero Intelligence," May 2003
  - "A Plan, Action, and Vaccines a Start in Fighting Bioterror," February 2002
- *MIT Technology Review*
  - "Where East Does Not Meet West" (Chinese medicine: October 1993)
  - "Simulations on Trial" (1994)
- *Parents*: "Genetic Counseling" (1989)
- *Seattle Weekly*: "The Chekhov of China" (1981)

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- *Saturday Review*:
  - “Can I get a Witness?” (1984)
  - “The Secret Life of Luigi Pirandello” (1985)

## NEWSPAPER ARTICLES

- **More than 300 articles** appearing in *Philadelphia Inquirer, Los Angeles Times, Miami Herald, Globe & Mail (Toronto), Detroit Free Press, Oakland Tribune, Boston Globe, New York Times, The Providence Journal, Philadelphia Weekly, Seattle Times, The Scientist*, others.

## Other Skills:

Fluent, Mandarin Chinese, French, English.

Third-degree blackbelt, Ryuku Kempo Karate.

Long-distance swimming, biking; piano, guitar.

Volunteer Film Editor, Chester Youth Perspective.

Emergency Medical Technician (EMT), licensed in New Jersey 1990.

Parent, daughter and son, 27 and 24 years.

Grandparent of Ms. Avery Harper Gray, 10 months!