

# Michael McAlpin

## Communications & Marketing Experience

Saint Mary's College of California, Moraga, CA

Assistant Vice Provost, Office of College Communications — May 2016 to present

- Provides strategic counsel to Saint Mary's president and cabinet as the institution's primary communications officer and manages a dynamic communications, design, interactive digital media, and marketing staff of eight. Responsible for the College's external and internal communications and marketing strategy, including a three-year institutional branding campaign, editorial planning and oversight of Saint Mary's various communication channels, such as the website, social media, internal newsletters, institutional magazine, and external advocacy and promotion of the College's faculty and their scholarship, accomplished alumni, talented students and the institution's hallmark and evolving academic programs.

Director of Media Relations, Office of College Communications — 2008 to 2016

- Individual directly responsible for the overall media relations strategy for SMC, and served as the primary media spokesperson and key crisis and issues management team member. Duties included advancing faculty expertise, and their scholarly achievements and the College's academic programs in regional and national media outlets. Developed a comprehensive media plan reflecting the institution's strategic plan and marketing goals. Established successful media training workshops for faculty and executive leadership, dramatically increased faculty media appearances over seven years by nearly 450%. Oversaw external outreach introducing Saint Mary's 29th president, key lead in the team responsible for a 2010 U.S. Senate debate and SMC's consideration for a 2012 General Election Debate by the Commission on Presidential Debates. Serves on key College diversity and inclusion committees, and developed partnerships with diverse communities in the San Francisco Bay Area.

## Journalism Experience

WGBH Educational Foundation, Boston, MA

Producer, Greater Boston — 2003 to 2008

- Responsibilities included producing news stories for the Emmy-winning news program Greater Boston on issues of concern to the Greater Boston metropolitan area including breaking news, religion, social justice issues, politics, education, the economy, and environment.

Producer, Basic Black (formerly Say Brother) — 1999 to 2003

- Responsible for the editorial direction and production of public affairs, documentaries and feature segments for PBS' longest running African American public interest program Basic Black. Established new media and community partnerships, managed staff of associate producers, editors and production assistants. Oversaw budgets, production studio & field productions.

Nieman Foundation for Journalism, Harvard University, Cambridge, MA

Fellow, Nieman Foundation — 1998 to 1999

- Participated in Harvard's prestigious mid-career program for journalists. Coursework at the Kennedy School of Government and in American political transformations. Research culminated in the production of two Emmy nominated documentaries.

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## Journalism Experience (Continued)

WTTW11, Chicago, IL

Producer, The Americas' Family Kitchen — 1997 to 1998

- Series producer and writer for a national PBS cooking series on the blending of African, European and Native American cuisine and culture. Managed overall studio and remote productions, including talent bookings, union compliance, logistics for domestic and international field crews, liaison to foreign government representatives; negotiated trade outs with commercial sponsors, wrote scripts and show promotional materials.

Producer/Writer, Record Row: Cradle of Rhythm & Blues — 1997

- Conceived, produced and co-wrote a national PBS documentary chronicling the history of Chicago's rhythm and blues industry. Managed a \$200,000 budget, arranged and conducted interviews with R&B legendary artists. Served as grant writer, fundraiser and liaison with funders and outside constituents.

Associate Producer, The Chicago Production Center — 1991-1997

- Produced segments for "Wild Chicago," and "Artbeat Chicago," two Emmy award-winning series showcasing artistic expressions, and diverse cultural events, including art openings, musical performances, theater and film productions and festivals across Chicago.

## Teaching Experience

Emerson College, Boston, MA

Adjunct Professor, Visual & Media Arts Department — 2002 to 2003

- Graduate/Undergraduate Instructor, "Producing for Television & Non-Broadcast Media"

## Professional Awards

Communications & Marketing

- 2018 CASE Circle of Excellence Gold Award: Enrollment Recruitment 30-Second Commercial
- 2011 CASE Circle of Excellence Bronze Award: Media Relations Programs and Projects

Broadcast Journalism

- 2001 New England Emmy Award Winner: Forgotten Warriors: Blacks in the Korean War
- 1997 National Assoc. of Black Journalists Best Documentary: Record Row: Cradle of Rhythm & Blues
- 1997 National Assoc. of Television Producers & Executives Best Documentary: Record Row: Cradle of R&B

## Education

University of Maryland Fellowship: 2002 & 2003

- Fellow, Casey Journalism Center for Children & Families

College Park, MD

Harvard University Fellowship: 1999

- Fellow, Nieman Foundation for Journalism

Cambridge, MA

Columbia College: 1983

- B.A., Broadcast Journalism

Chicago, IL