

Curriculum Vitae

Sigrid Elizabeth Bathen

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Education

Bachelor of Arts in Journalism, California State University, Chico. *Cum laude*. 1968.

Master of Arts in Journalism and English, California State University, Sacramento.

Thesis topic: “The Girls on the Bus: Women Reporters in the Capitol Press Corps.” 3.97 GPA. 1991.

Employment

7/86-present:

Contributing Editor/Writer

Public Relations Consultant

Contributor to *California Journal* (1986-2004, staff editor 1996-99), *Los Angeles Times*, *Sacramento Magazine*, *California Lawyer*, *California Medicine*, *Sacramento Bee*, *California Republic*, *Sacramento Business Journal*, *Capitol Weekly*, *Comstock's Magazine* and other publications. Contributing writer for online media published by the *California Health Care Foundation*. Write and/or edit feature articles, profiles and columns, on wide variety of subjects, including legislation and legal affairs, the criminal justice and juvenile justice systems, education, state and local government and politics, health care, foster care, child care, and domestic violence. Public Relations, Marketing and Media Consultant for several clients and special projects. Recent clients include: Kronick, Moskovitz, Teidemann & Girard (website content and marketing); M.R.C. Greenwood, Ph.D., former Provost of the University of California Provost, now University of Hawaii President (media relations), and Ray LeBov and Associates (media training).

8/88-present:

Adjunct Professor, Journalism/Communications, California State University, Sacramento (CSU-Chico, Spring 1994).

Teach journalism and communications courses in Basic and Advanced News Writing, Public Affairs Reporting, Editing and Ethics, Magazine Writing, Opinion Writing, Public Relations Writing, Advanced Public Relations, Public Relations Case Studies (senior seminar) and Women in Mass Media. Faculty Editor for intensive advanced writing seminar, *Capital Campus News*, in which students researched and wrote news and feature

articles on governmental, social and political issues, utilizing the resources of the California State Capitol. Professionally edited student work was published in general-circulation news media, and daily news budgets sent to subscribing newspapers, primarily small dailies in northern California. Introduce students to Capitol reporters and editors, government communications directors, PR executives, statewide association heads, and other professionals as guest speakers and mentors. Taught PR Writing (COMS/Journalism 123) and Advanced PR courses (COMS/Journalism 158 and 187) for students in the Public Relations concentration in Communication Studies. Coordinated student group “agency” projects for actual nonprofit, association and government “clients” in Advanced PR (158).

7/99-7/05:

Media Director

California Fair Political Practices Commission

Managed media relations for the state agency responsible for enforcing the Political Reform Act, passed as Proposition 9 by 70% of California voters in 1974 to regulate the campaign finance practices and personal financial interests of public officials and lobbyists. Researched and responded to media inquiries about the work of the FPPC; wrote press policies, releases, advisories and articles; organized and prepared for press conferences, editorial board meetings and other public presentations about the agency; advised commission chair, other commissioners and staff regarding media relations and helped prepare them for interviews; organized and updated media mailing lists and maintained regular contact with political reporters and editors in the Capitol Press Corps and around the state. Prepared other information as needed to educate the press and the public about the work of the agency. Supervised undergraduate and graduate student media assistants and trained them in researching and responding to press calls and in writing news releases, newsletter articles and other writing and research projects for the agency. Conducted media training for agency staff and worked with legal and technical staff in responding to press calls, preparing press materials and other media relations projects.

7/96-7/99:

Senior Editor

California Journal

State Net Publications

Writer and editor for award-winning Sacramento-based statewide magazine about California politics and government, founded in 1970 and published monthly. Wrote and edited articles and analysis on wide range of subjects. Areas of coverage included political campaigns and state government, health care, the state and federal legal system,

social services and education. Also wrote for and helped edit on-line/faxed national and statewide subscription newsletters in the *StateNet Capitol Journal* family of publications. Management duties included editing, publication planning and managing student interns.

1/91-7/96:

Public Relations Consultant, BJ Communications

Provided public relations advice, writing and editing, and generally assisted clients in responding to news media inquiries; organized and prepared material for press conferences; wrote press releases and statements; edited reports and compiled appropriate media mailing lists. Client list included: Lucas Public Affairs (writing coaching); MRC Greenwood, PhD, Provost, University of California (media relations); Wilson Riles and Associates (media relations, writing, editing, press conferences); California Rural Legal Assistance Foundation (edited report about hunger among children in California, media relations, organized press conferences, wrote and distributed press releases, media kits); University Enterprises, California State University, Sacramento (reviewed university publications and media, suggested future strategy, wrote report); the Center for Critical Thinking (media relations, press releases, interviews), and Citygate Associates. Founding editor and senior writer for national subscription newsletter, the *Base Reuse Report*, covering issues surrounding the closure and conversion of U.S. military bases, published in Sacramento, Calif., by Citygate Associates and the California Redevelopment Association. Responsible for hiring writers, assigning, writing and editing articles, supervising design and layout, conducting interviews with major public figures. Subscribers included attorneys, public officials, architects, developers, school administrators, environmental consultants and the financial community.

8/91-12/94:

Journalism Instructor, Los Rios Community College District

Taught Basic and Advanced Newswriting and Writing for Publication in Sacramento-based community college district, including classes at Sacramento City College, American River College and Cosumnes River College (included Cable-TV class for Folsom Lake Center and El Dorado Center of CRC).

4/87-2/89:

Capital Correspondent

The Recorder of San Francisco, American Lawyer Newspapers Group

Reported on and analyzed wide range of legislative and governmental issues for daily legal newspaper serving San Francisco Bay Area legal community, affiliated with national chain of legal newspapers and the magazine, *The American Lawyer*. Specialized in coverage of firms combining the practice of law and lobbying; wrote in-depth articles

and series on key issues before the state Legislature, including insurance reform, initiative campaigns, trial court funding, domestic violence, workers' compensation and tort reform; wrote profiles of major political figures.

1/83-3/87:

**Press Secretary to California Attorney General
John K. Van de Kamp**

Supervised Attorney General's statewide press office. Responsible for press relations in a state agency of more than 3,000 employees, including more than 500 attorneys and offices throughout California. Wrote and edited press releases, statements, speeches, reports, newsletters, articles, video and audio presentations. Responded to inquiries from reporters and editors throughout the state and nation. Organized press conferences and helped brief Attorney General for interviews.

12/81-1/83:

**Press Secretary to California State Superintendent
of Public Instruction Wilson Riles**

Responsible for press relations in a department of approximately 3,000 employees. Organized all press conferences, handled press inquiries, wrote and edited news releases, reports, statements and speeches. Traveled widely throughout California and maintained regular contact with print and broadcast reporters and editors.

1/69-12/81:

Staff Writer, *Sacramento Bee*

Staff writer for major metropolitan daily newspaper. Covered full range of daily and long-term, investigative stories on wide variety of subjects, including politics and government, education, criminal justice, corrections, juvenile crime, health care policy and mental health issues. Researched and wrote investigative, special assignment, daily and feature articles on state prisons and jails, state hospitals, foster care and child care, women's rights, minority issues and the disabled. Served as Acting City Editor on weekends for one year, responsible for assigning reporters to breaking stories and helping to coordinate Metro Section coverage, including editing and page makeup, for Sunday paper.

6/68-1/69:

**Associate Producer, *The "Tempo" Show*
KHJ-TV, channel 9 (Los Angeles)**

Helped coordinate and produce live news-talk show. Arranged appointments for newsworthy guests, researched and wrote interview questions and scripts.

1/66-6/68:

Reporter-Photographer, KRCR-TV, channel 7 (Redding CA)

Helped coordinate Butte/Glenn County coverage for major ABC-affiliate in the North Sacramento Valley. Wrote daily breaking stories, produced film coverage. Parttime while carrying full academic load in college.

6/65-9/65:

Reporter-Photographer, *Orland Unit-Register* (Orland CA)

Reported and photographed breaking news, sports, social and community news for rural newspaper published twice weekly in small farming community near California State University, Chico, during summer break. Did page makeup, wrote headlines and captions, learned full range of photographic skills.

Awards

Sacramento Press Club Scholarship Honoree for teaching and mentoring students (2013)

“Best State Agency Spokesperson,” *Sacramento News&Review*, “Best of Sacramento” special issue (2004)

Lifetime Achievement Award, California State Information Officers Council (2002).

National Mental Health Association award for best coverage of mental health by a regional or local magazine, for "California Mental Health Care: From the Snakepit to the Street," published in the *California Journal* in October 1997 (1998). Note: Same award received in 1977 (see below) for coverage of conditions in California state psychiatric hospitals, published in *The Sacramento Bee* in 1976.

Finalist, National Institute for Health Care Management, Fourth Annual Health Care Journalism Award in the general circulation category, for the same article (1998).

Society of Professional Journalists, Central California Chapter, First Place for Enterprise Reporting, for an interview, “Clay Jackson in Prison,” published in the *California Journal*, with powerful former California lobbyist Clayton Jackson, serving six years in federal prison for racketeering and bribery (1996).

Society of Professional Journalists, Central California Chapter, Second Place for Commentary, for an essay, “The Future for California Children,” published in the *California Journal* (1996).

Society of Professional Journalists, Central California Chapter, Honorable Mention for Enterprise Reporting, for an article in *California Republic Magazine*, “Time to Rewrite the Women’s Page: It May Be the Year of the Woman for Politicians, but It’s the Same Old Boys’ Club that Covers Them” (1992).

Society of Professional Journalists, Central California Chapter, Second Place Award for Commentary, for a first-person column, “The Death of Innocence,” about the murder of a disabled youth in a community park and the changes in that community, in the *Chico News & Review* (1991).

Micromedia Affiliates, Inc., “Mike” Award for Best Profile, Runner-up, for a profile of Sacramento County District Attorney Steve White, in *Sacramento Magazine* (1990).

California State Bar Association, Berton J. Ballard Press-Bar Award for Distinguished Reporting on the Criminal Justice System, for a *Sacramento Bee* series on juvenile crime (1977).

Catherine L. O’Brien Award for same series.

California Mental Health Association Award for “outstanding coverage” in the *Sacramento Bee* of conditions in state mental hospitals (1977).

National Mental Health Association Award for same series.

Pulitzer Prize nominee for a series of articles in the *Sacramento Bee* on conditions in a California state hospital (1975).

Co-recipient, California Newspaper Publishers Association Award for Best Series, for a *Sacramento Bee* series on California prisons (1972).

Outstanding Journalism Student, California State University, Chico (1968).

Elected to Phi Kappa Phi National Honor Society (1968).

Related Experience, Organizations

Current Memberships: Sacramento Press Club (Scholarship Committee, Board of Directors 2008-11); State Information Officers Council (Scholarship Committee, Board of Directors 2007); Society of Professional Journalists (help advise student chapter at CSUS), California Faculty Association, Chico State and Sacramento State University Alumni Associations; Sacramento Millennials in Media (mentor, adviser).

Current (since 2006): Mentor/Editor, Public Affairs Journalism Program, University of California, Sacramento Center. Assist in intensive summer writing and internship program for UC students interested in journalism careers, from UC campuses throughout California. Supervised UC-Santa Cruz student intern in conducting interviews and research for oral journalism history of legendary journalist Frank McCulloch (managing editor of *The Sacramento Bee*, *Los Angeles Times* and *San Francisco Examiner* and *Time-Life* Saigon bureau chief during Vietnam War) as part of summer internship.

Current/Past (since 1980s): Member, Sacramento Press Club (current member, Scholarship Committee), served on Board of Directors 2008-2011 (helped coordinate monthly luncheons, arranged for speakers, planned scholarship fund-raisers). Member, State Information Officers Council (current member, Scholarship Committee); served on Board of Directors as Awards Chair, 2007 (coordinated statewide awards competition and ceremony to recognize excellence in state government communications).

Speeches, Panel Discussions, Presentations

2015: Panelist, “Women in Media,” Sacramento Millennials in Media Q&A with women journalists from print and broadcast media.

2010: Panelist, “Journalism Jobs of the Future,” Sacramento Press Club Seminars.

2010: Advisory Committee, Non-Fiction Writing Program, University of California-Davis Extension. Advised UCD Extension on updating, improving non-fiction writing courses.

2008: Presenter, “Career Tips for PIOs,” State Information Officers Council panel presentation on requirements and skills necessary to be a state Public Information Officer, Sacramento, Calif.

2007-present: Presenter, “Lobbying 201.” Conduct media relations segment of seminars on legislative advocacy by Ray LeBov and Associates, a Sacramento consulting firm headed by the former government relations director for the California Judicial Council and longtime chief counsel for the Assembly Judiciary Committee.

2005-06: Presenter, “Media Relations for Government Officials,” Sacramento. Media training seminar for state and local agency directors and staff, part of seminar and training series offered throughout the U.S. by Lorman Education Services (a division of Lorman Business Center, Inc.), Eau Claire, Wisconsin.

2003: Panelist, “Effectively Navigating the Media,” Leadership Conference of the California Elected Women’s Association for Education and Research (CEWAER), Sacramento.

2003: Presenter, Great Valley Center orientation in Sacramento for incoming recipients of graduate fellowships to study and address development and growth issues in the Central Valley. Conducted media training in newswriting and public relations, including how to write press releases and news stories, and how to interest reporters in stories. Advised Fellows on “media shadow” component of the fellowship, in which Fellows are assigned to spend several weeks working at a newspaper or broadcast medium, “shadowing” reporters and editors.

2002: Guest speaker, Communications Studies 160, Political Communication, California State University, Sacramento. Discussed career as political writer for newspapers and magazines and as press secretary/media director for three state agencies.

2001: Hosted communications/public relations students from California State University, Sacramento, at FPPC headquarters in Sacramento. Provided overview of agency responsibilities and organized presentations by the chair, the executive director and other agency staff.

1999-2000: Conducted media training for all Fair Political Practices Commission staff. Discussed press policies, how to respond to press calls, interview techniques, contacts with reporters, other aspects of interaction with the media. Also wrote and presented agency press policies to the full commission for approval in a public meeting.

1999: Helped coordinate seminar marking the 25th anniversary of the Political Reform Act, “25 Years of Political Reform. . . Looking Back, and Ahead” for the California Fair Political Practices Commission. Organized panel discussions on the history of campaign reform in California and the future of campaigns in the age of the Internet; helped coordinate and prepare program material; handled media relations and follow-up.

1999: Proposed and helped organize the California Journalism Awards first Lifetime Achievement Award for Extraordinary Contributions to Journalism, awarded to Frank McCulloch, former managing editor of three major California newspapers (the *Los Angeles Times*, the *Sacramento Bee* and the *San Francisco Examiner*) and legendary *Time-Life* bureau chief in New York and Saigon.

1999: Served on panel of *California Journal* editors providing in-service training on media relations to members of Nelson Communications Group

1998: "Principal for a Day" in annual program of the Center for Law-Related Education, to encourage business and community leaders to become involved in local schools by "shadowing" a school principal for a day.

1997: Guest speaker, State Information Officers Council, luncheon program on specialized political publications.

1997: Panelist, California Journalism Conference, Center for California Studies, California State University, Sacramento. Topic: "Deconstructing the 1996 Election - How Did the Media Cover the Issues?"

1997: Presenter, California Commission on Aging, examination of ballot initiatives to regulate health maintenance organizations.

1996: Panelist, International Association of Business Communicators, Sacramento chapter, on the topic: "Staying Afloat in Your Own Boat: Surviving as a Freelancer."

1995: Speaker, Professional Association of Childhood Educators (PACE) annual state convention. Conducted seminar for directors of child care centers and preschool teachers on "How to Deal with the Media."

1991-94 (summers): Instructor, Academic Talent Search, California State University, Sacramento. Taught journalism to academically advanced junior and senior high school students, including preparation of a student newspaper.

1994: Judge, 16th annual California School Boards Association Media Awards.

1994: Presenter, seminar on "Techniques of Good Writing and How to Get Articles Published," Sacramento Public Relations Association.

1994: Moderator, panel discussion on "How to Approach the Media," annual Professional Development Conference of the Society of Professional Journalists, Central California Chapter. Also served on conference planning committee.

1990-91: Judge, California Intercollegiate Press Association writing competition for student journalists.

1990: Presenter, Career Day, Chico Chamber of Commerce and Chico Senior High School.

1984-85: Represented Attorney General Van de Kamp on the Advisory Board of the West Coast Bureau of *Children's Express*, a news service for young student journalists.

1983-87: Conducted annual orientations for all new California deputy attorneys general on Department of Justice press policies.

1980-81: Regular panelist, "California Week in Review," KVIE-TV, Sacramento CA. Analysis of legislative and state government issues by Capitol reporters, broadcast statewide on public television.

1978: One of two reporters selected by McClatchy Newspapers to participate in the first Management Training Program offered by the *Sacramento Bee*.

1970-88: Guest Lecturer, Journalism Department, California State University, Sacramento. Discussed media issues, progress of women in media, journalistic ethics and political/government media relations.

1972: Journalism instructor, Adult Education, Sacramento City Unified School District.

1967-68: Producer-Moderator, KIXE-TV, Redding CA. Researched, conducted interviews and moderated weekly student interview program, "Student Viewpoints," for public television.

1966-67: Public Relations Coordinator, Children's Home Society, Chico CA. Wrote articles, took photos and designed page layout for series of articles on adoptions published in the *Chico Enterprise-Record*, for a student internship program.

1965-66: Editor-in-Chief, *The Wildcat*, student newspaper at California State University, Chico.

Other organizations: Sacramento Newspaper Guild (member, 1969-81); Women's Caucus, Sacramento Newspaper Guild (founder and first chair, 1970-75); Minority Affirmative Action Committee (founding member), Sacramento Newspaper Guild; Sacramento Women in Media (founder and first president, 1975-77); Task Force on Women in the Media, California state Commission on the Status of Women (1976).

References, bibliography and writing samples available on request