

# GLORIA STURZENACKER

1030 Sixth St. ♦ North Catasauqua, PA 18032 ♦ (718) 300-9137 ♦ glsturz@cs.com

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***Communicating the why and wonder of how things work—from concrete objects to the intangible processes of perception, evaluation, decision-making, and interaction.***

## **overview**

### **Skills**

Editing at all levels: proofreading, copyediting, developmental/substantive editing ♦ Reporting and writing ♦ Technical writing ♦ Project management and editorial planning

### **Subject concentrations**

Information technology ♦ Psychology and consciousness studies ♦ The fire service (firefighting and fire science) ♦ Local government ♦ General interest

### **Media experience**

Consumer and trade magazines ♦ Books ♦ Newsletters ♦ Broadcast ♦ Corporate and nonprofit communications ♦ Advertising, corporate identity, PR ♦ Technical documentation ♦ Presentations

## ***selected projects and assignments***

### **Editing and proofreading**

- ♦ Publication editing range: Each successive staff job (see Work Chronology, below) entailed expanded responsibilities, starting from copyediting and culminating with the full range of planning, editing, ghostwriting, and production.

### Developmental/substantive editing

- ♦ *When Maps Become the World*, by Rasmus Grønfeldt Winther, professor of the philosophy of science at UC Santa Cruz (University of Chicago Press, 2020).
- ♦ A scholarly study of ghetto diaries by a professor of Holocaust studies (currently in review by book publishers).
- ♦ *Reimagining Christmas: Discoveries of a Christmas Self*, by Laura Keller-Wolff (Eight-One 818 Publishing, 2019), memoir.
- ♦ All content, over nearly seven years, of the training magazine of the FDNY, *WNYF*. Similar extent for two national fire service magazines during tenure at those.
- ♦ All business and technology profiles as features editor of *InformationWeek* magazine.
- ♦ *Fire Chiefs' Desk Reference*, 1st edition, edited by John M. Buckman III (Jones & Bartlett Learning, 2005): Three chapters.
- ♦ *Kick Start: Cosmic Biker Babe's Guide to Life and Changing the Planet*, by Carol Setters (Conari Press, 2005).

### Line editing and copyediting

- ♦ Senza Fili Consulting (13 years and ongoing): More than 150 white papers, reports, interviews, and articles on the wireless industry worldwide.

- ◆ MTG Management Consultants (4 years): Dozens of reports and proposals to state and local government clients regarding the planning and implementation of IT projects.
- ◆ The Jewish Theological Seminary (5 years): Materials that ranged from news releases to brochures to scripture commentary to course curriculum, most of which were multipurposed for print, online, and email distribution.

#### Proofreading

- ◆ New Harbinger Publications (6 years): More than 60 books on psychology and health.
- ◆ Ogilvy & Mather Advertising (5 years): Web site content, patient magazines, new business pitches, RFI/RFP responses, advertising, packaging, and other material for Ogilvy's technology, pharmaceutical, financial, and retail clients. Followed *Chicago Manual of Style*, house style, and multiple client styles. Served as evening work coordinator on many occasions.

#### **Reporting and writing**

- ◆ FDNY/WNYF (on staff): Conducted extensive interviews, timeline analysis, diagramming, and flow-charting to create an award-winning, expanded issue on the 1993 World Trade Center bombing.
- ◆ International Association of Fire Chiefs: Approximately 40 articles for the IAFC's newsletter, *On Scene*, mainly profiles of programs chosen as finalists for the IAFC's Excellence Award.
- ◆ WCBU(FM) (on staff): Developed a beat covering city council, commissions, and the planning, building inspections, traffic, public works, and urban development departments, as well as police and fire administrations.
- ◆ New York State Association of Fire Chiefs: Centennial book.

#### **Technical writing**

- ◆ Superior Court of California, Los Angeles County: User guide for the court-developed application allowing noncriminal hearings to be conducted remotely, made necessary by the COVID-19 pandemic.
- ◆ MTG Management Consultants: Acronyms portion of the editorial guide.
- ◆ Major East Coast cultural institution: User guide for back-office bookkeeping functions.
- ◆ FDNY/WNYF (on staff): Procedures manual for the remainder of the magazine staff, who had no publishing experience.

#### **Project management and editorial planning**

- ◆ International Association for the Study of Dreams: Proposed, managed, and edited a project for the Dana Foundation's Brain Awareness Week, consisting of 10 articles for a general audience explaining neuroscience and psychology aspects of dream research.
- ◆ FDNY/WNYF (on staff): With quarterly production five months behind when hired, brought the magazine up to schedule for the first time in five years. Produced an award-winning anniversary issue by creating a team of FDNY members not on the magazine's staff, who reviewed 50 years' issues and summarized the most significant articles in their assigned topic categories. Expanded coverage and increased reader participation. Created an award-winning redesign, increased the use of sidebars and illustrations, and added new sections. Solicited new authors. Wrote contract specifications for type, prepress, and printing (also used by the NYPD's magazine). Interfaced with vendors daily and conducted press checks.
- ◆ FDNY/WNYF (on staff), *Fire Engineering* (on staff), and *Chief Fire Executive*: Increased accountability and efficiency by creating and maintaining workflow systems, production schedules, and traffic logs.

### ***work chronology***

Editor, writer, graphic artist, and instructor / Freelance, temp, and independent / 1994–present  
Analyst, New York City Fire Department (FDNY); editor/designer, *WNYF* training magazine / 1988–94  
Managing editor, *Fire Engineering* / PennWell trade magazine / 1987–88  
Associate editor, *Chief Fire Executive* / Firehouse Communications management magazine / 1985–87  
Features editor, *InformationWEEK* / CMP business magazine for information managers / 1984–85  
Chief copy editor, *PCjr* / Ziff-Davis consumer magazine / 1984  
Newswoman, The Associated Press, New York City / 1983  
City hall reporter, WCBU(FM) / National Public Radio member station in Peoria, Illinois / 1979–1983

### **Awards**

*Folio*: Editorial Excellence Award ♦ Ozzie Award for Magazine Design Excellence ♦ The FDNY's Mand Administrative Award

### ***education***

#### **Degrees**

M.S., Journalism, Columbia University  
broadcast concentration (TV, radio, documentary film)  
B.S., Journalism, Northwestern University  
newspaper concentration, with a social science major in economics  
member, Philosophy and Religion Residential College

#### **Certificates**

Teaching Critical Thinking, Pace University  
Multimedia Technologies, New York University  
Managerial Development, NYC Department of Personnel  
Information Mapping, Information Mapping Inc.