**Curriculum Vitae**

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**Larry M. Weiner**

126 North Leswing Avenue Tel: 201-712-0019

Saddle Brook, NJ 07663 Fax: 877-571-4824

E-mail: [lweiner@larrymweiner.com](mailto:lweiner@larrymweiner.com)

weinerl@mail.montclair.edu

**EDUCATION/ACADEMIC DEGREES**

2006, Ph.D Studies begun, Capella University, Minneapolis, Minnesota

1983, Masters of Arts, Communication Arts, William Paterson University

1973, Bachelor or Arts, Communication Arts, William Paterson University

**PROFESSIONAL EXPERIENCE**

1980 – 1989 – Account Supervisor/Director of Public Relations, Contemporary Group

Provided public relations services for agency clients, including:

* National Concrete Masonry Association
* Johnson & Johnson
* Tri-state area Cadillac dealers
* J. Patterson Scenic Design (Broadway set design company)
* Plume de Veau (packager of frozen veal cutlets)
* North American Lobster Company (retailer of seafood)
* Grinnell Concrete Pavingstones

1989 – Integrated Communication Services Provider, Weiner Communications, LLC – Have provided communication services and products – including public relations and advertising – for more than 100 organizations, including:

* 2006 LPGA female Golfer-of-the Year and 2006 Associated Press Female Athlete-of-the-year, Lorena Ochoa (United States public relations)
* Lorena Ochoa Foundation (public relations)
* Ochoa Sports Management (public relations)
* United Cerebral Palsy(public relations)
* Pepsi-Cola Corp. (creator/writer internal public relations and training)
* National Prostate Cancer Association (public service announcements)
* Susan G. Komen Breast Cancer Foundation, north Jersey (public relations)
* Fujifilm (internal training programs)
* Sharp Electronics (created training material)
* Ethicon (speechwriting and event planning)
* Teterboro Airport (public relations)
* BMW North America (creator of training material)
* National Food Marketing Association (creator/writer of training programs)
* New Jersey Department of Environmental Protection (creator/writer educational documentary)
* Sony Mobile Electronics (public relations and training programs)
* Allied Signal Corp. (created and produced orientation material)
* Beneficial Finance (creator/writer/director of training programs)
* Hess Oil Company (writer, training material)
* AAA (public relations and training)
* DialAmerica (public relations and training)
* Parke-Davis (creator/writer/producer of training program)
* Siemens Corporation (speechwriting)
* Schering-Plough (speechwriting)
* Warner-Lambert (speechwriting)
* Sun Chemical Corp. (created/wrote training material)
* Mortgage Brokers Association (creator/writer documentary)
* New Jersey Historical Society (scripted, directed, produced documentary)
* Bertrand Island Amusement Park (scripted and produced documentary)
* ChildFinder (public relations)
* MicroAge Computers (public relations)
* Adler Aphasia Center (public relations)
* myClosingSPACE.com (public relations)

**TEACHING**

1989 – 2000 Adjunct Instructor, William Paterson University, Wayne, New Jersey

2002 – 2006 Adjunct Instructor, Ramapo College, Mahwah, New Jersey

2002 – 2003 Adjunct Instructor, Montclair State University, Upper Montclair, New Jersey

2003 – Half-time Assistant Professor, Montclair State University, Upper Montclair, New Jersey

2006 – Adjunct Instructor, Fairleigh Dickinson University, Florham Park, New Jersey

**PHILOSOPHY OF TEACHING**

I have always firmly believed the college classroom should represent the purist form of free expression. In that context, I am committed to providing a comprehensive public relations education in an atmosphere that is open, concerned, and responsive to the needs of both the students and the public relations profession. To this end, I endeavor to apply my more than 25 years experience as a public relations practitioner and nearly 20 years as an educator to give students a unique and well-rounded public relations perspective.

To me, teachers of communication courses should understand teaching will never take place unless the receivers of the information, the students, are presented information so they will willingly absorb it and ultimately incorporate it into their own professional careers. In addition, with an understanding that individuals learn in different ways, either by reading material, seeing material, or listening to material, I endeavor to present information through a variety of media and in ways that are always unexpected to the student.

In each of my classes, I show, where possible, both academic and real world perspectives. Students see where the two may be in accord and where they might be in conflict. Finally, as both a teacher and practitioner of public relations, I continually strive to be aware of the cutting edge of recent scholarship and industry trends. There are three objectives driving this: making sure the curriculum is always fresh, the students will understand how the industry continues to evolve; and, they also see that practitioners in the field, regardless of their experience, also need to keep abreast of innovation.

**COURSES TAUGHT**

**Montclair State University**

Fundamentals of Speech

Principles of Public Relations

Public Relations Writing

Public Relations Cases

Public Relations Management

**Fairleigh Dickinson University**

Principles of Public Relations

Public Relations Campaigns

Advanced Advertising and Promotions

Professional Communication

**Ramapo College**

Writing for the Electronic Media

Principles of Advertising

**William Paterson University**

Successful Business Communications

Writing for Radio and Television

Writing for the Electronic Media

Media and Society

Voice and Speech Production

Oral Interpretation

**SERVICE AND ASSOCIATION MEMBERSHIPS**

**Service to the community**

* Aikido Kyokai, board of directors
* Challenger Baseball League (league for special needs children), coach
* COSAC (Center for Outreach and Services for the Autistic Community)
* Bergen County Players
* True Brethren Burial Society, President
* Director/Producer of plays for Pascack Hills High School

**Service to the profession**

* + - Foundation for Free Enterprise (Free market think tank)
    - Paramus Chamber of Commerce
    - Public Relations Society of America
    - New Jersey Advertising Club
* 1983 – 1987, New Jersey Advertising Club Board of Directors
* 1984 – Producer/Host, New Jersey Advertising Club Annual Jersey Awards
  + - * New Jersey Advertising Council
    - New Jersey Chamber of Commerce

**Service at Montclair State University**

Faculty Advisor to Montclair State University student team that took first place in the inaugural United States Postal Service Executive Public Relations Challenge. In the finals round, the MSU team beat the NYU Public Relations graduate division, SUNY, Quinnipiac, Fairleigh Dickinson, and Dowling College.

Created working international relationship with Mexico-based Ochoa Sports Management, Mexico’s number one sports management company and manager to, among others, world number one female golfer and Associated Press Female Golfer-of-the-Year, Lorena Ochoa. The relationship garnered feature stories in PR Week and New Jersey Business and Industry Magazine.

Nominated to sit on Marketing Advisory Board by Dean Newman.

Currently working on setting up a Public Relations Society of America Student chapter at Montclair State University.

Faculty advisor to more than 36 students over the past three years.

Admissions Committee

Interviewed students for acceptance into Communication Studies major

Assisted in developing proposal for creation of College of Media and Communication Arts

Department Faculty Meetings

Evaluator of adjunct instructors of Fundamentals of Speech courses

Comprehensive Examination Committees

May 2006 Montclair State University Comprehensive Committee for Masters candidates in Communication Studies program.

Independent Studies

Instructed two dozen undergraduate students at Montclair State University with independent study work in the field of public relations. The Independent study courses were: Public Relations Cases and Public Relations Management.

Internship Supervision

Have served as faculty advisor for more than a dozen Communication Studies students registered for internships through the department.

Research Practicum

Have supervised graduate students in the development of research projects in the field of public relations.

**ARTICLES, REPORTS, AND OTHER PUBLICATIONS**

**Publications**

Weiner, L. (1992). *Retail Sales Implementation, Crystal Pepsi: 1993 Rollout*. New York:

Pepsi-Cola Corporation.

Weiner, L. (1992). *Operations Implementation, Crystal Pepsi: 1993 Rollout.* New York:

Pepsi-Cola Corporation.

Weiner, L. (1992). *Marketing Implementation, Crystal Pepsi: 1993 Rollout.* New York:

Pepsi-Cola Corporation.

Weiner, L. (1992). *Finance Implementation, Crystal Pepsi: 1993 Rollout.* New York: Pepsi-Cola Corporation.

Weiner, L. (1994). *Implementation, The Big Slam*. New York: Pepsi-Cola Corporation.

Weiner, L. (1995). *The Cube Packaging System*. *1993 Rollout*. New York: Pepsi-Cola Corporation.

Weiner, L. (1996). *The BMW Experience, the Closing.* New Jersey: BMW North America.

**Articles (selected list)**

Weiner, L. (1983, March 1). Boulevard East to get posh mini-coaches.

*Jersey-Journal*, pp. N1.

Weiner, L., McKeown, F. & Clark, P. (1983, August 13). Commuting in style.

*Daily News*, pp. 24.

Weiner, L. (1983, March 3). Taking the high road.

*Star Ledger*, pp. 37.

Weiner, L. (1986, April). World competition frosting on cake for pastry chef

*Crain’s New York Business*, pp. 25.

Weiner, L. (1990, April 6). Many places for pavingstones.

*The Record*, pp. S57.

Weiner, L. & Flynn E. (1991, November 27). Actors tune in old time radio.

*The Record*, pp. P/M3.

Weiner, L. (1993, November 30). Designer Genes

*Asbury Park Press,* PP. D1.

Weiner, L. & Sforza, D. (1999, September 25). A flight back in time.

*The Record*, pp. A1.

Weiner, L. & Teinowitz, I., (1996, January 15). ChildFinder…previewed at latest CES

*Advertising Age*, pp. 27.

Weiner, L. (1996, January 21). New gizmos on parade.

*Staten Island Advance*, pp. D2.

Weiner, L. (1996, January 16). Baby beeper

*Des Moines Register*, pp. B17.

Weiner, L. (1996, January 28). Plug in.

*State Journal Register*, pp. C1.

Weiner, L. & Ignelzi, R.J. (1996, January 19). Electronics show offers big picture of the future.

*Financial News & Daily Record*, pp. D1

Weiner, L. & Gitman, M. (1996, January 10). Electronics are styled after a fashion.

*Pittsburgh Post-Gazette*, pp D8.

Weiner, L. (1996, January 10). Childfinder.

*Reuters Newswire.*

Weiner, L. (2000, March/April). Taking technology by the tail.

*ASA, 27.*

**Reports (selected list)**

Weiner, L. (Writer), & Vila, B. (Producer & Host). (1990). This Old House

[Television series episode]. Boston: WGBH.

Weiner, L. (Writer), & Gibson, C. (Producer). (1996, January 5). Good Morning America

[Television broadcast]. New York, NY: ABC News.

Weiner, L. (Writer), & Stanley, C. (Reporter). (1996, January 6). CBS Morning News

[Television Broadcast]. New York, NY: CBS News.

Weiner, L. (Writer), & Creek, L. & Grinan, J. (Anchors). (1996, February 22). KRIV Morning News.

[Television Broadcast]. Houston, Tx: Fox News.

Weiner, L. (Writer), Gantt, S. & Potash, L. (Hosts). (1996, March 7), WGN Morning News

[Television broadcast]. Chicago, Il: WGN.

**SCHOLARSHIP**

Recently contacted by representatives of McGraw-Hill to begin talks about authoring a public relations text.

**MEDIA PRODUCTIONS**

**Films**

* + - Story Developer for Emmett Otter’s Jugband Christmas (HBO feature)
    - Story Developer for Mixed-up Files of Mrs. Basil Frankweiler (feature film starring Ingrid Bergman)
    - Story Developer for Death Be Not Proud (ABC Movie-of-the-Week)
    - Story Developer for The Last Giraffe (CBS Movie-of-the-Week)
    - Writer, Producer, Director of Kingsland Fire documentary (for New Jersey Historical Society)
    - Writer, Producer, Director of Bertrand Island documentary
    - Creator, writer, documentary on terrorist attacks on New York City (in development at Discovery Channel).

**Recordings**

Writer, producer, director of three audio series, and four feature length audio projects for National Public Radio and

XM Satellite Radio

* Garson Krebs: Private Eye (10 half-hour dramas)
* The Brooke Sisters (Four half-hour dramas)
* Stealer of Souls (Four half-hour dramas, featuring Katey Sagal, from Married With Children)
* Flight of the Bumble Bee (Full-length feature audio drama, featuring Marina Sirtis)
* The Adventures of Anne Manx (Feature-length audio dramas starring Claudia Christian and Patricia Tallman). Current shows include the following episodes:
* Lives of the Cat
* Anne Manx and the Ring of Minotour
* Anne Manx and the Trouble on Chromius
* Anne Manx on Amazonia
* The Songbird – Starring Barbara Harris, Christine Andreas, Ed Asner

**HONORS & AWARDS**

1982 Sounds of Success – Top radio commercials, Radio Advertising Bureau

1983 Jersey Award – First place, radio commercial category

1983 Jersey Award – Second place, radio commercial category

1984 Jersey Award – First place, top trade magazine ad category, writer

2001 Honorable Mention, Golden Headset – audio writing

2003 Honorable Mention, Golden Headset – audio writing

2004 Mark Time Gold Award – Nation’s best audio writing

2005 Golden Headset Award – Nation’s best audio writing

2006 Mark Time Gold Award – Nation’s best audio writing