

Soterios C. Zoulas, MA, APR
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College Teaching:

June, 2002 to Present
Eastern Nazarene College
Quincy, MA 02170

Full time faculty member who teaches several courses in journalism, film, public relations, advertising, speech, Communication theories, and religion and popular culture. Revised the communications curriculum; Chair of the Communication Arts Department that includes five concentrations in Journalism, Public Relations and Advertising, Speech Communications, Radio and Television, and Theatre. Supervises a staff of three full time faculty members, several adjunct faculty, a technical director, an administrative assistant and several student assistants. Manages a

budget of more than \$300,000. Department includes a 500 seat theatre; department produces three full scale theatrical productions per year. Supervises publicity for theatrical productions

Jan., 2002 to May, 2002

Brown University

Providence, RI

Developed and taught a course on the nexus among education policy, media and politics for the Education Department

Sept. 1991 to 2000

Quincy College

Quincy, MA

Tenured, full-time instructor in Communications and Government; Chair of the Communications Programs, 1995-1998. Elected by faculty as Chair, College Senate, 1995-96 to 1996-97. Taught courses in Radio and Television production, Broadcasting, Mass Communications, Public Relations, Journalism, Speech, American Government,

and State and Local Government, United States History

1995-1996

Framingham State College

Framingham, MA

Visiting lecturer in Communications

Taught Public Relations

1992-93

Newbury College

Brookline, MA

A one-year appointment as visiting professor in Communications. Evaluated Communications Program.

Taught journalism and Public Relations

1990-91

Assumption College

Worcester, MA

Visiting professor in Communications

Communications Experience:

July 2002 to present

Communications Consultant

Communications Director
Annenberg Institute for School Reform
Brown University
Providence, RI

Provide consultant services in media relations
and communication

August, 1999 to June 2002
Communications Director
Annenberg Institute for School Reform
Brown University
Providence, RI

Leads the communications efforts of the Annenberg Institute for School Reform and the Annenberg Challenge. Provided communications technical assistance and training to 18 Challenge sites across the country. Managed the communications efforts for the lessons and reflections project for the Annenberg Foundation and the Annenberg Institute. Supervises a staff of six full and part time employees in publications, the Web, public relations, community affairs, governmental affairs and issues management.

Oversees a budget of \$600,000. Provide communications advice and council to the executive director and members of the senior staff.

Nov. 1991 to present
President
Zoulas Communications
Framingham, MA

Zoulas Communications is a multifaceted public relations firm offering professional communications and public relations services. It has provided strategic communications planning, community relations, and issue management, media placement, public relations audits and crisis communications services for clients. It has produced view books, brochures, annual reports, newsletters, marketing kits, direct mail campaigns, complete conference packages for clients. It has also created, designed, written and placed print advertisements for clients. It has a track record of success with a wide array of clients, including public and private colleges and universities, college loan

companies, large and small businesses and professional organizations, government agencies, trade associations and nonprofit corporations. Many top colleges and universities including Wellesley College, University of Massachusetts, Cambridge College and Simmons College have retained Zoulas Communications as public relations counsel.

March 1987 to Nov. 1991

Director of Public Affairs

MA Board of Regents of Higher Education

Boston, MA

Provided public relations advice and council to the Board Chair and Chancellor. Press spokesperson for both. Coordinated crises communications strategies that impacted the 1988 presidential campaign and later had to deal with a major financial crisis of the Commonwealth. Chosen as the most effective government press secretary by the MA State House Press Corps in 1990. Organized media training seminars for college presidents.

May 1973 to Feb. 1987
Director of Public Affairs
MA Board of Education
Quincy, MA

Provided public relations advice and council to the Commissioner of Education. Press spokesperson for Board and Department of Education. Coordinated the media on the desegregation of the Boston Public Schools. Organized a statewide public education campaign for the most comprehensive special education law in the United States. Developed innovative media strategies for the first statewide testing program in the Commonwealth. Organized a statewide public information campaign on Proposition 2 ½, a tax-limiting referendum. Coordinated publicity on education reform legislation.

ABCD, Inc
Sept., 1969 to 1973
Public Relations Assistant

Edited Newsletter, wrote speeches, organized events, placed stories in the press, provided

public relations advice and council to Boston community groups.

Media Experience:

Jan. 1981 to July 1982

Inc. Magazine

Boston, MA

Creative consultant

Developed a marketing film on Science and technology that introduced a new line of high-tech magazines. Was responsible for conceptual approach, develop treatment, conduct research and wrote the script.

July 1979 to April 1982

WSBK-TV

Boston, MA

Host/producer

Wrote directed and produced television documentary on disabled children. The documentary won a media award from the ABC television network. It was also nominated for Emmy. Developed concept and treatment for prime time audience participation talk program on topical and

controversial issues. Later produced and hosted the program.

March 1975 to March 1981

WRKO Radio

Boston, MA

Host/producer

Developed concept for a weekly talk radio program. The program won the Annual UPI Phillips Award as the best talk show in New England three times. Have also produced and hosted talk shows for WCUM-FM, WROR-FM, WBUR-FM and WUMB-FM.

Feb. 1967 to August 1969

News reporter

Worcester Telegram & Gazette

Worcester, MA

I was a general assignment reporter on the city and county staff of the largest daily in Central Massachusetts. Wrote a two part series on rural poverty in a Central Massachusetts community.

May 1966 to Feb. 1967

New York Times

New York, New York
Information Assistant
Conduct research on a wide variety of topics
for reporters and editors.

Education:

BA, Philosophy, 1966
Boston University
Boston, MA

MA, History, 1973
Assumption College
Worcester, MA

Harvard University
Kennedy School of Government
Institute of Politics
Cambridge, MA
1978-79 to 1983-84
Attended the Shorenstein Center for Press,
Politics and Policy

University of Massachusetts
School of Education
Amherst, MA

1987-1989

Pursued doctorate in higher education
administration

New York University/Public Relations Society
of America, Certificate, 1981

Institute for Educational Leadership
Washington, D.C.
Awarded Fellowship, 1984-85

Accredited member of the Public Relations
Society of America, 1990

Named as the most effective state
government press secretary by the MA State
House Press Corps in 1990

Wrote two articles for the New England Board
of Higher Education's **CONNECTION**
Magazine: *College PR Is about People, Not
Technology*, Soterios C. Zoulas, Fall 2001
*Press Pass: Boston News Organizations
Ignore Higher Education*, Soterios C. Zoulas,
Fall 1998

Wrote an op-ed article for the Boston Herald:
*Dropping Americanized name means
reclaiming identity Soterios Zoulas.* **Boston
Herald.** Boston, Mass.: Mar 25, 2001

Invited to participate and present paper on
freedom of the press and speech at the
Oxford Round Table Conference at Oxford
University, summer, 2004