

CHERYL A. DEEP, M.A.  
Northville, Michigan  
www.deepcommunication.com  
[cheryldeep@aol.com](mailto:cheryldeep@aol.com)

## EDUCATION

Certified Assertiveness Trainer and Facilitator, St. John's Hospital, Chesterfield, Missouri, 1983  
Master of Arts in Writing, Washington University (full academic scholarship),  
St. Louis, Missouri, 1980  
Bachelor of Science, Medill School of Journalism (Dean's List), Northwestern University,  
Evanston, Illinois, 1978

## PROFESSIONAL EXPERIENCE

### **Media Relations & Publications** **February 2005 – Present** **Wayne State University, Detroit, MI**

Editor of all lay publications, press releases, and fund-raising materials to promote two key units of the Division of Research to the public: the Institute of Gerontology, and the Merrill Palmer Skillman Institute for Child & Family Development. Nurture ongoing relationships with the press to foster frequent and accurate coverage. Oversee media interviews and appearances. Coach students on media presence. Liaison with both Institutes' boards to streamline communications and foster fund-raising. Edit and oversee production of annual report, six to eight seasonal newsletters each year, and some web content. See [www.iog.wayne.edu](http://www.iog.wayne.edu) for archive.

### **Founder** **September 2002 - Present** **Deep Communication, Northville, MI**

Provides a variety of student, adult and educator workshops on assertiveness, communication, conflict, and public speaking. Recent presentations include multi-session middle school workshops for the Novi Public School District, Creating Kinder Classrooms for Plymouth, Northville and Livonia after-school staff, a team building in-service for Dearborn teachers and assertiveness training for Northville middle school teachers. Conducted more than 300 interactive workshops on fitness, nutrition, conflict, communication, etiquette and assertiveness for middle and elementary school students throughout southeastern Michigan. Presented at annual Girls Matter Conference since 2005.

### **Columnist** **July 2002 – July 2004** **Aware Magazine, Melbourne, Australia**

Wrote a popular, monthly humor column in question-and-answer format called "Ask Ms. Know-It-All."

### **Media Consultant** **1993** **Pittsburgh Magazine, Pittsburgh, PA**

Worked with McKinsey & Company consultants on a 6-month pro bono project to analyze city magazines across the country as a benchmark in the successful redesign of Pittsburgh Magazine.

### **Assistant to the Superintendent** **1988-89** **Crane Elementary School District, Yuma, AZ**

Member of the superintendent's management team. Wrote in-depth reports on school issues and curriculum, speeches for the superintendent, acted as political and communications liaison with the School Board, and revised the District Policy Manual.

**Editor-in-Chief 1984-87**

***MidWeek Magazine, Oahu, HI***

Managed a staff of 15 writers, photographers and graphic artists to create this award-winning, weekly entertainment paper with a circulation of 270,000 households.

**Business Writer and Lecturer 1983-84**

**McDonnell Douglas Astronautics Company (now Boeing), St. Louis, MO**

Wrote company brochures, technical manuals, speeches, press releases, proposals and research reports. Won the Society of Technical Communications Award of Achievement for technical writing. Taught writing classes to engineers.

**Public Relations Supervisor and Manuscript Edit 1980-83**

**Masters & Johnson Institute, St. Louis, MO**

Editor of the MJI Newsletter (circulation 11,000) published tri-annually for sex therapists and researchers. Planned public appearances, lectures and educational seminars. Researched, wrote and edited medical and scientific articles and oversaw all Institute press coverage.

**BOOKS AND CHAPTERS**

***How to Survive Your Adolescent's Adolescence***, with Kolodny, R; Kolodny, N. and Bratter, T. (Little Brown, 1984). Approximately 40,000 copies of this non-fiction book sold throughout the U.S., Canada and Mexico. Reviewed in Publishers' Weekly and The New York Times Review of Books.

**"Sexuality in Everyday Life" and "In Vitro Fertilization: The Birth of Louise Brown,"** in ***Textbook of Human Sexuality***, Master, W.; Johnson, V. and Kolodny, R. (Little Brown, 1982).

**"A Second Chance for Chelsea,"** ***Guideposts Magazine*** (April 1994). Recounts my infant daughter's battle with a rare, genetic immune deficiency. Selected for reprinting in Guideposts' hardback book, *His Mysterious Ways* (Volume IV, 1995).

***Bulimia-Anorexia Self Help Manual***, with Chief of Staff Felix LaRocca, M.D., St. John's Hospital Eating Disorders Clinic, St. Louis, MO (1983).

**"A Parent's Primer on Eating Disorders"** (writer and editor), St. John's Hospital, St. Louis, MO (1984).

**MEMBERSHIPS**

The Society of Professional Journalists	'80-'89, '05 – Present
The International Women's Writing Guild	2003 - Present
The American Association of University Women	2003 - Present