

Mary A. C. Fallon
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Filmmaker and journalist. Films with Panasonic, Sony and Canon cameras and edits with Final Cut Pro. Fifteen years experience as a news reporter for newspapers, TV and radio. Granted two journalism fellowships and two reporting awards. Extensive experience managing communications and marketing for technology companies. Designs Web sites in xHTML and writes content.

Filmmaking Experience:

- Assistant Director 2 – *Fat Rose and Squeaky*, independent feature film directed by Sam Irvin. 2005
- Co-directed and Co-produced *24/7*, a documentary about caring for adults with developmental disabilities, as a master's degree thesis. 2005
- Teaching Assistant for video production classes at the University of Florida. 2004-05
- Associate Producer for imageReal Pictures, LLC of Belmont, CA. responsible for research and grant writing for a film about the stigma of mental illness. 2002-2003
- Wrote, Produced and directed two videos for Apple Computer's education research unit, *Wireless Coyote* (two versions) and *Cloudforest Classroom*. 1990-1993
- Wrote and Co-Produced WGBH-TV's (Boston) weekly, 30-minute science news program *The Science Gazette*. (Macy's Fellowship). 1987

Journalism Experience:

- Reporter and host of jazz program (volunteer), WUFT, public radio station of the University of Florida, Gainesville, FL 2003-05
- Assistant Editor, *Silicon Valley Business INK*, San Jose, CA. 2003
- Senior Editor, *Technology & Media: A Report on Communication, Information and Entertainment*, executive newsletter about the impact of digital technologies. San Francisco, CA. 1994
- Business Reporter covered technology and banking, *San Jose Mercury-News*, San Jose, CA. 1983-1988 (won two reporting awards)
- Business /General Assignment Reporter, *Worcester Telegram*, Worcester, MA. 1979-83; *North San Antonio Times* and *San Antonio* magazine, San Antonio, TX. 1976-1978; *Woonsocket Call*, Woonsocket, RI. 1974-1976; *News-Times*, Danbury, CT. 1974. Also freelanced as a copy editor for the *New Bedford Standard Times* and as a reporter for the *Waltham News Tribune*, MA. 1979-80.

Marketing/Management Experience:

- Director of Marketing - Education Group, Palm, Inc., Santa Clara, CA. 2000- 2001
- Vice President of Marketing, GoCampus, Inc., Palo Alto, CA. 2000
- Worldwide Communications Manager, Hewlett-Packard Company, Santa Clara, CA. 1995-1999
- Public Relations Manager, Apple Computer, Inc., Cupertino, CA. 1988-1993
- Public Relations Representative, New England Electric System, Westborough, MA. 1979-1980

Education

- Master of Arts in Documentary Filmmaking with distinction, University of Florida, April 2005
- Macy's Science Reporting Fellowship, WGBH (radio and TV), 1987
- Davenport Fellowship in Economics Reporting, University of Missouri. May 1982
- Bachelor of Arts in Journalism cum laude, University of Bridgeport. Dec. 1973

Awards (excluding education)

- The Press Club of San Francisco - Second Place, Best Business Story 1985 for an article about California businesses in South Africa during apartheid.
- National Society of Professional Engineering - Second Place, Best Story 1985 (lg. newspapers) for an article about a new semiconductor technology.