
Sherna H. Deamer

Public Information Officer, Writer, Manager

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Summary:

- Extensive experience in public relations, working with governmental officials and media representatives at the local, state and national level in the United States and Israel.
 - Published author of hundreds of articles, book chapters, and radio and television scripts
 - specializing in law, social and economic development, environmental issues and religion.
 - Producer of dozens of instructional videos and audio-visual presentations about court procedures.
 - Broad experience in development of staff training materials.
 - Thorough experience in operational planning and budget management.
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Professional Experience:

SUPERIOR COURT OF CALIFORNIA

COUNTY OF CONTRA COSTA

(Martinez, California)

Manager of the Virtual Self Help Law Center

Feb. 2003 to Mar. 2014

The Virtual Self Help Law Center is part of a pilot project funded by the State's Judicial Council to test ways to provide legal self-help information using technology. Managing the Center involved co-ordinating an interdisciplinary team of lawyers and other consultants to develop expert legal content for a specially-designed template created for adult internet users. (See www.cc-courthelp.org)

Responsibilities included:

- Creating and/or editing step-by-step legal information for selected case types.
- Producing educational videos for the public about general court procedures.
- Producing audio-visual presentations with help for filling out specific court forms.
- Producing audio-visual presentations for the public about how to do legal research.
- Designing and implementing advertising campaigns to inform the public about this resource.
- Operational planning and budget projections, then quarterly reviews and budget management.

Other responsibilities for the court included:

- Create and/or edit public information for the court's general website, www.cc-courts.org.
- Create and/or edit staff information for the court's intranet.
- Editor of *Court Matters* - the court's internal newsletter.
- Edit the court's annual public "Policies and Procedures" document.

BAHA'I WORLD CENTRE

OFFICE OF PUBLIC INFORMATION:

(Haifa, Israel)

Manager of the Guided Tours Operation

May 2001 to June 2002

In June 2001, the Terraced Gardens of the Shrine of the Báb in Haifa, Israel, were completed and opened to the public. During their first year, they were visited by more than 1,000,000 people, with over 200,000 people taking special tours of the site. First as consultant, then as manager of the tour operation during that first year, responsibilities included:

- Interviewing, hiring, training and managing supervisors for the staff of some 40 Christians, Jews, Muslims and Druze to work with Bahá'í volunteers as guides for the terrace tours
- Writing the scripts used during the tours, and overseeing the translations of these into Hebrew, Arabic, Russian, French, Spanish, German and Italian.
- Writing and producing training films and PowerPoint presentations for staff training.
- Working closely with the organization's security, health, finance, gardens, cleaning and maintenance departments to ensure that safe, dignified and cost-effective tours are provided.
- Working closely with governmental agencies to ensure that all legal and municipal promotional requirements are fulfilled.

DEPARTMENT OF PUBLISHING

Head of the Department

1991 to 2002

Oversaw all stages of production of several series of books that document the growth and development of the Bahá'í Faith. Responsibilities include concept development, production planning, authors' contracts, proofreaders' standards, approval of graphic design, printing negotiations, copyright issues, storage and distribution. Major accomplishments included:

- *The Bahá'í World*, vol. XIX: 1983-1986. 826 pages.
- *The Bahá'í World*, vol. XX: 1986-1992. 1211 pages. [End of series.]
- Work in progress on new series of books of memorial articles.

Editor of the Bahá'í International News Service

1985 to 2000

Oversaw the compilation of news stories of Bahá'í activities around the world and had them prepared for possible publication in more than 125 national Bahá'í newsletters.

DEPARTMENT OF ISRAEL AFFAIRS

Public Relations Officer

1983 to 1985

Responsibilities included preparing materials for the press, giving tours of the Bahá'í World Centre, meeting with government officials, and writing booklets and slide presentations about the Faith.

LOS ANGELS BAHÁ'Í CENTER

Los Angeles, California

Public Relations Officer

1978 to 1983

Responsibilities included preparing materials for the press, meeting with reporters, representing the Bahá'í Faith at interfaith meetings, organizing workshops and seminars, and giving lectures.

AMBASSADOR AT LARGE FOR JACQUES-YVES COUSTEAU

1973 to 1978

Los Angeles, California

Writer, lecturer, public relations officer for The Cousteau Society. Handled media requests for appearances by Jacques Cousteau, including national television shows. Editor of *The Calypso Log*.

EDUCATION

Bachelor of Art (Political Science)

San Francisco State University

June 1969

Certificate of accomplishment

University of Barcelona, Spain

June 1965

Additional information

Citizenship: United States of America

Marital Status: Married

Retired from full-time work in March, 2014

Still assisting the court on a contract basis to develop content for selected civil cases

Has travelled around the world a number of times, including visits to over 60 countries on every continent except Antarctica.
