

# HERESA FREITAG, MA, CTE, NIMS CERTIFIED

Curricula Vitae

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## EXPERIENCE

### **Instructor – Department of Communication and Mass Media, Angelo State University, San Angelo, Texas**

August 2016 – Present

Develop lesson plans and manage classrooms both on and offline (using COVID best practices). Teach five units per semester including Introduction to Public Speaking (1315), Oral Interpretation, and Argumentation and Debate. Ethical and sound research/writing skills are also emphasized (don't plagiarize!). Typically receive 4+ out of 5 on internal IDEA survey - a formal 'rate the professor' student survey conducted by Angelo State University at the end of each semester.

- Completed 36 hours and graduated with 3.91 cumulative GPA from MA program in Spring, 2017: Summa Cum Laude distinction.
- Internal Review Board (IRB) certified through Angelo State University - PI for Human Research Subjects
- Areas of specialty: *How Millennials Navigate Mass Media Portrayals: The Defining Decade of Adulthood*; Focus Group Studies; Gile's communication accommodation theory; Benoit's theory of image restoration.
- Named Who's Who Among Students in American Universities, 2015-16 by Graduate Advisor.
- Regional UIL Speech Competition Vice-chair hosted annually by ASU.

### **Public Information Officer - Office of Emergency Management Team, Burnet County**

October 2009 - December 2014

Primary role was to effectively disseminate information in a timely manner as approved by the Emergency Management Coordinator (EMC) and was primary point of contact for news media. This was an "as needed" position in coordination with city PIOs. Ongoing training/certification was essential to our success in real time situations. JIS/JIC certified with state and regional experience.

- Participated in table-top and real time incidences related to regional emergency management. Incidents included epidemic disease outbreaks, acts of terrorism, and multiple natural/manmade disasters generally occurring in short periods of time, (e.g. floods, tornados, wildfires, hurricanes, bomb threats). Attended annual Texas Emergency Management and Homeland Security conference and training seminars.
- Information exchange was internal with law-enforcement, EMS, fire, schools, hospitals and other crisis management/elected officials, as well as external to appropriate media in effort to inform the public of the best course of action to take to ensure their safety. Wrote and distributed county's media releases.
- Introduced social media notifications (Facebook/Tweets) to the county's emergency management process during 2011 wildfires. The notifications provided virtual updates to the media and public, and were approved by the EMC, same as media releases.

### **Tourism Director - Burnet County, (based in Marble Falls), Texas**

October 2007 - December 2014

Marketed Burnet County as a premiere travel destination. Conceptualized and maintained county's first tourism website. Oversaw all ad development/media buys (e.g. online, TV, radio, print). Monitored Google and Bing SEO/SEM efforts to leverage relevant top key word positions. Social media efforts included Facebook, Pinterest and Twitter. Despite an economic downturn and a severe drought that drastically affected lake levels, Hotel Occupancy Tax receipts increased by 29%.

Additional duties/accomplishments:

- Proposed/executed county's annual Hotel Occupancy Tax budget with final approval from Commissioners. Updates presented monthly in Commissioner's Court.
- Forged promotional partnership between Burnet County and *The Daytripper* TV show on PBS in 2010. As of March, 2014, *The Daytripper* aired in 14 additional states, thus extending Burnet County's sponsor ad reach substantially in major markets outside of Texas at no extra cost to the county.
- Maintained positive partnerships with regional/state tourism associations to broaden awareness and leverage mutual projects such as travel shows and co-op ads. Lobbied at state level on behalf of Burnet County with both Texas Travel Industry Association (TTIA) and Texas Hotel and Lodging Association (THLA) representatives.
- Spoke to local and regional civic/professional groups. Topics included: Texas Hotel Tax Law Basics; The Economic Value of Promoting Tourism. Was a regular on local radio show.
- Attended national travel writer events to increase editorial content for our region. Provided Familiarization (FAM) tours for qualifying journalists/bloggers.

## EDUCATION/CERTIFICATIONS

### **Angelo State University, San Angelo, Texas**

Master of Arts, Department of Communications and Mass Media, 2015 –2017; Summa Cum Laude distinction

### **The University of Texas at Austin**

Bachelor of Science, College of Communications, Advertising, 1985 – 1988

## HONORS AND AWARDS

## **THERESA FREITAG, MA, CTE, NIMS CERTIFIED**

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Texas Travel Industry Association Leadership program, Certified Travel Executive (CTE), 2014.

Highland Lakes Leadership program, 2013.

Friends of Marble Falls Chamber award (several)

### **CONTINUING EDUCATION/CERTIFICATIONS**

- Angelo State University training: Campus Carry Training and Resources; Ethics Training; FERPA Training; Office of Accountability; IT Security Awareness Training; Title IX Responsible Employee Training; Sexual Harassment Awareness Training; Equal Employment Opportunity; Coronavirus-2020
- Certified in National Incident Management System (NIMS) 100-400, 700, and 800; I-300 Intermediate ICS for Expanding Incidents; I-400 Advanced ICS Command and Staff for Complex Incidents; G-498 Management of Spontaneous Volunteers.
- Public Information Officer (PIO) certified in NIMS IS-702.a; PIO Courses G289/290/291 offered through Texas Division of Emergency Management. April 2014.
- Crisis Leadership and Decision Making for Elected Officials, (FEMA MGT-340).
- Management of Spontaneous Volunteers, July 2017; (FEMA G-200)
- Donations Management, Aug 2017. (FEMA G-489).
- On-Scene Crisis Leadership and Decision Making for HazMat Incidents (FEMA MGT-457)
- Building Whole Community Engagement through Local Emergency Planning Committees (LEPC), June 2018. (FEMA MGT-458)
- Community Emergency Response Team (CERT) and CPR certified.

### **VOLUNTEER SERVICE**

Chairperson for the Texas Hill Country Trail Region (501c3) – FY2013

Chairperson for Marble Falls High School Class of 2012 Project Graduation (501c3)

PR Chairperson for Highland Lakes Service League for several years (501c3)

San Angelo Performing Art Center Volunteer (Current)