

Sierra Dawn McClain

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EDUCATION

Master of Arts in Journalism

University of Oregon, June 2018 – 2019

GPA: 3.97, Kappa Tau Alpha, Honors

Bachelor of Arts in History

University of Oregon – Class of 2018

GPA: 3.82, Phi Beta Kappa, Magna Cum Laude, Dean's List

Ford Graduate Scholar

Ford Family Foundation – Class of 2018

Graduate-level college scholarship

Ford Scholar

Ford Family Foundation – Class of 2014

Full-ride undergraduate college scholarship

WORK EXPERIENCE

Multimedia Field Reporter for Capital Press, December 2019-present

EO Media Group – Salem, Oregon

- Reporting on topics related to agriculture, including international trade, policy, business, economics, the environment, rural communities, food and wine, science, energy, labor, other issues
- Region: California, Oregon, Washington, Idaho and national issues

Media Intern for the United Nations, August-November 2019

OHCHR Media and Public Positioning Section – Geneva, Switzerland

- Helped the High Commissioner for Human Rights (former president of Chile) prepare speech notes for press conferences
- Prepared and archived press releases and media advisories
- Facilitated news media requests and monitored media exposure

- Researched global issues for 42nd Human Rights Council Session

Intern Reporter for Capital Press, June-August 2019

EO Media Group – Salem, Oregon

- Wrote the most-read, most-shared story in the newspaper's history

Independent Reporter, 2018-2019

- Bylines (original and syndicated) in The Associated Press, The Seattle Times, U.S. News & World Report, The Register-Guard, The Eugene Weekly, The Other Oregon, other publications

Videographer for International Student Success Story Project, 2019

UO Friendship Foundation for International Students – Eugene, Oregon

- Created a video to tell the stories of international students

Director of Campus Life at Shasta Middle School, 2015 – 2018

Lane County Campus Life – Eugene, Oregon

- Directed program for 475 at-risk youth annually; increased weekly club participation by 150% in 2 months (from 20 to 50 students)
- Recruited, trained and retained 25 core volunteers
- Coordinated speakers and travel; planned events for 1,000+ people
- Co-led the most successful Campus Life annual fundraising auction in the U.S. (\$163,000+ net profit per event from donations)
- Directed creative projects; designed promotional materials; marketed on social media; chief writer of monthly newsletter

Sub-Manager of Online Retail Business, 2011-2014

Three Willows Ranch, an international agricultural equipment company – Springfield, Oregon

- Sold holistic livestock equipment to thousands of clients
- Developed and designed webpages about sustainable agriculture
- Created marketing materials for high-volume customers including fairs, construction firms and research universities worldwide
- Managed finances, account records and annual business taxes

JOURNALISM TRAINING PROGRAMS

Poynter-Koch Media and Journalism Fellowship: Fellow, 2022-2023, yearlong fellowship with journalism training from Poynter Institute

Investigative Reporters and Editors Fellowship: Gary Marx Fellow, 2021, weeklong training fellowship focused on investigative reporting

Charles Snowden Program for Excellence in Journalism: Intern, 2019, summer-long journalism internship and training program in journalism ethics

SPECIALIZED SKILLS

- AP Style
- Microsoft Office Suite (Word, Excel, Publisher, etc.)
- Newsletter and blog writing
- In-depth interviewing
- Scholarly research
- News reporting
- Editing
- Journalism law and ethics
- Adobe CS6 Creative Suite
- Photojournalism with a DSLR camera
- Video: basic filming and editing
- Multimedia editing software: Adobe Premiere Pro, Final Cut Pro
- Legal software: LexisNexis, PACER
- Data journalism
- Typography
- Audio: recording and editing with Zoom H4N, H1n recorder, lavalier and shotgun mic
- Graphic design
- SEO and Google AdWords
- Familiarity with PC and Macintosh
- Basic knowledge of Adobe Dreamweaver and Wordpress
- Volunteer recruitment
- Training and team leadership
- Social media and campaign marketing
- Collaborative programs: Mailchimp, Google Drive, Slack, Remind, Discord, Kompass
- Social media: Facebook, Instagram, Twitter, LinkedIn
- Quantitative research methods

LANGUAGE KNOWLEDGE

English: Native Tongue

Italian: Limited Proficiency – studied in college

Latin: Moderate Reading and Translation – studied in high school and college

Honors: Memoria Press Latin Student Honor Award, 2010 & 2011

First place in the U.S. two years in a row for highest grades (out of 64 students)

JOURNALISM AWARDS

Honorable Mention for Profile Story, Agricultural Communicators Network 2022 Contest
Story: “Down Shepherds Lane: Trailblazing sheep breeders improve U.S. industry through imported genetics”

Honorable Mention for Food Writing Portfolio, Society for Features Journalism, 2021
My food writing portfolio won honorable mention in the Society for Features Journalism’s 2021 Excellence-in-Features Awards contest. SFJ (originally called AASFE) was started by editors at the American Press Institute in 1947.

Second Place for Best Feature Writing, Oregon Newspaper and Publishers Association, 2021
Story: “Flying farmer: One man’s journey to reach new heights on the farm and in the clouds”

First Place for Human Interest Story, Agricultural Communicators Network 2021 Contest
Story: “Beauty out of dust: 75 years later, Japanese-Americans remember World War II incarceration”

First Place for Personality Profile Story, Agricultural Communicators Network 2021 Contest
Story: “Flying farmer: One man’s journey to reach new heights on the farm and in the clouds”

First Place for Food & Restaurants Reporting, Society of Professional Journalists’ 2020 Northwest Excellence in Journalism Contest
Story: “Some ranchers resistant to use of antibiotics,” published in The Other Oregon magazine

Second Place for Personal Profile Writing, Society of Professional Journalists’ 2020 Northwest Excellence in Journalism Contest
Story: “Flying farmer: One man’s journey to reach new heights on the farm and in the clouds,” published in The Other Oregon magazine

First Place for Environment & Natural Disaster Reporting, Society of Professional Journalists’ 2020 Northwest Excellence in Journalism Contest
Story: “Rising from rubble: In the aftermath of fires, Southern Oregon faces a human, and economic, tragedy”

#IRE21 Fellowship, Investigative Reporters and Editors, 2021
Awarded a Gary Marx Fellowship/Scholarship, including a scholarship to attend the Investigative Reporters and Editors 2021 conference and a yearlong membership subscription to IRE.

Finalist for Glenn Cunningham Agricultural Journalist of the Year, North American Agricultural Journalists, 2021

First Place for Profile Writing, North American Agricultural Journalists Writing Contest, 2021
Story: “Flying farmer: One man’s journey to reach new heights on the farm and in the clouds”

Honorable Mention for Wildfire Reporting, North American Agricultural Journalists Writing Contest, 2021

Stories: Ongoing coverage of wildfires in the West during 2020

Honorable Mention for Feature Writing, North American Agricultural Journalists Writing Contest, 2021

Story: “Mint to be: Northwest mint farmers endure deadly fungi and foreign competition”

Best Feature Writing, Second Place, Oregon Newspaper and Publishers Association, 2020

Story: “Grapes of change: How the wine industry has transformed Oregon’s economy”

Best News Photo, Third Place, Oregon Newspaper and Publishers Association, 2020

Winning photo accompanied story: “Wind energy in the Western U.S. is growing – and so are the conflicts”

SPEECH & DEBATE AWARDS

Persuasive Speech 3rd Place, OSU, qualified to National Championship, 2015

Topic: Adoption

IPDA Debate 1st Place Speaker, David Frank Tournament of Scholars, U of O, 2015

Impromptu Speech Finalist, OSU, qualified to National Championship, 2015

Extemporaneous Current Events Speech Finalist, OSU, first runner-up to Nationals, 2015

Bash-Whisler Annual Oratory Contest 3rd Place, NCU, 2015

IPDA Debate 6th Place Speaker Award, Linfield Tournament, 2014

Open IPDA Debate Silver Medalist, Pacific/Whitworth Tournament, 2014

National Human Rights Oratory Contest, Fourth Place in Nation, Washington D.C., 2012

Oregon Human Rights Oratory Contest, First Place in State, Salem, OR, 2012

Oregon Human Rights Oratory Contest, Third Place in State, Salem, OR, 2011

Western Round Robin Tournament, Winning Record, Bellingham, WA, 2012

Oregon Trail Qualifier Speech/Debate Tournament, Portland, OR, 2012

6th Place Team (out of 39 teams from Region 2)

6th Place Team Policy Speaker (out of 78 speakers)

1st Place Biographical Narrative Speech (out of 26) (Qualified to Nationals)

5th Place Impromptu Speaking (out of 48)

Inland Northwest Qualifier Speech/Debate Tournament, Coeur d'Alene, ID, 2012

7th Place Team (out of 31 teams from Region 2)

8th Place Team Policy Speaker (out of 62 speakers)

National Open Speech/Debate Tournament, Spokane, WA, 2012

8th Place Team (out of 47 teams)

Semi-finalist Persuasive Speech (out of 77)

Region II Regional Invitational Speech/Debate Tournament, Bellingham, WA, 2012

Semi-finalist Persuasive Speech (out of 34) (Qualified to Nationals)

2nd Place Biographical Narrative Speech (out of 26) (Qualified to Nationals)

Voice of Democracy Oratory Award, Springfield, OR, 2011 & 2012

2nd Place in District

PSSDA Puget Sound Debate Camp, 2010

7th Place Novice Speaker

OTHER AWARDS

Undergraduate Research Award, University of Oregon Libraries, (8 winners selected out of 49 applicants), 2019

Research topic: Middle Eastern religious history

Published: Oregon Undergraduate Research Journal, spring 2019 issue

UpStream Art Contest, winner, hired by the City of Springfield to paint a mural, 2017

Featured Artist at Barnes & Noble, Eugene Barnes & Noble, 2016, 2017

Featured Artist at the Eugene Public Library, Eugene Public Library, 2016, 2017

Golden Eagle Award for Outstanding Leadership, Youth for Christ, 2016

Phillips Legacy Foundation Scholar, *Phillips University Legacy Foundation*, 2015

Library Research Award, Northwest Christian University, 2015

Topic of research paper: *Human Trafficking*

Featured Artist at the Hult Center for the Arts, The Hult Center, 2014

Grumbacher Outstanding Art Teacher Award, Grumbacher Acrylics, 2014

Outstanding All-Around Student, *Discus Awards*, 2012

Life in Oregon Writing Award, First Place in State, 2011 & 2012

Life in Oregon Art Contest, First Place in State, 2011 & 2012

PROFESSIONAL SPEAKING EXPERIENCE

Campus Life Retreat Speaker, 2022

Lane County Campus Life, Running Y Ranch Resort, Klamath Falls, OR

Lecture on Middle Eastern History, 2019

University of Oregon, Knight Library Browsing Room

Award-winning research presentation

Regular Speaker at Lane County Campus Life clubs, 2013 – present

Lane County Campus Life, Eugene, OR

Spoke to at-risk students at local middle schools and high schools about relevant topics: peer pressure, eating disorders, depression, bullying, etc.

Campus Life Donor Relations, 2013 – 2018

Lane County Campus Life, Eugene, OR

Spoke at numerous churches, schools and country clubs across Lane County to fundraise and find volunteers (examples include: University of Oregon, Lane Community College, Northwest Christian University, Onyx House, Eugene Vineyard, Fairfield Baptist Church, Eugene Christian Fellowship, Camp Creek Church, Eugene Hilton, Eugene Country Club, Shadow Hills Country Club, etc.)

Ford Scholars Conference Banquet Speaker, 2017

Ford Family Foundation, Represented the class of 2014, Eagle Crest Resort, Redmond, OR

Campus Life Retreat Speaker, 2017
Lane County Campus Life, Camp Namanu, Sandy, OR

Sky Camp Keynote Speaker, 2015 & 2016
Lane County Campus Life, Sky Camp, Fall Creek Reservoir, OR

Campus Life Retreat Speaker, 2015
Lane County Campus Life, Eagle Crest Resort, Redmond, OR

University Choir & Orchestra Concert Keynote Speaker, 2015
Northwest Christian University, Eugene, OR

Real Life Panelist, 2014
Lane County Campus Life, Sky Camp, Fall Creek Reservoir, OR

NCU Speakin' Beacon Team Member, 2014-2015
Competitive College Speech and Debate League, traveled across the Northwest & to nationals

Human Rights Event Keynote Speaker, 2014
Pioneer Courthouse, Portland, OR

Master of Ceremonies for Panel of Strong Women Event, 2014
Lane Community College, Eugene, OR

TeenPact National Convention Conference Campaign Speaker, 2013
TeenPact Leadership Schools, spoke to an audience of 900+ people, Dayton, TN

Stand Firm Oregon Event, 2013
Wayne L. Morse Courthouse, Eugene, OR

Master of Ceremonies for Breakfast Panel with Dr. Alveda King, 2013
Eugene Hilton, Panel moderator for Martin Luther King Jr.'s niece, Eugene, OR

Traveling Field Staffer, 2012 – 2013
TeenPact Leadership Schools, traveled to state capitol buildings across the nation and taught nonpartisan workshops on the political process, public speaking and parliamentary procedure to students ages 13-19

Committee Member of Lane Community College Council of Clubs, 2012 – 2014
Lane Community College, moderated discussions, events and panels, Eugene, OR

Training Director for Lane Community College Club Volunteers, 2012 – 2014
Lane Community College, led 50-minute training sessions for new volunteers

Affairs of the Heart Women's Health Fair Representative, 2012 – 2014
McKenzie Willamette Hospital Affairs of the Heart Health Fair, Lane Events Center, panelist and representative for women's health, Eugene, OR

North Eugene High School Health Class Presentation, 2012
North Eugene High School, gave 50-minute presentations to ask-risk youth

Thurston High School Health Class Presentation, 2012
Thurston High School, gave 50-minute presentations to ask-risk youth

Eugene Christian School Health Class Presentation, 2012
Eugene Christian School, gave 50-minute presentations to ask-risk youth

StandUpGirl Banquet Speaker, 2012
Eugene Country Club, Eugene, OR

Religious Freedom and Diversity Event Keynote Speaker, 2012
Wayne L. Morse Courthouse, Eugene, OR

Abolition Project International Fashion Show Keynote Speaker, 2012
University of Oregon Ballroom, spoke to 500+ people from around the world, Eugene, OR
Topic: Human Trafficking

Rainmakers Team Member, 2011-2012
NCFCA Competitive Speech and Debate League, traveled across Northwest & qualified to nationals

CREATIVE PERFORMING EXPERIENCE

Director of Mystery Dinner Theater, 2022
Lane County Campus Life, Wrote script, directed and acted in dinner theater, Eugene, OR

Emcee and DJ for Shasta Middle School Dances, 2017 – 2018
Lane County Campus Life, Eugene, OR

Director of Mystery Dinner Theater, 2017
Shasta Middle School, Wrote script, directed and acted in dinner theater, Eugene, OR

Public Poetry Reading, 2014 & 2015
NCU Poetry Slam, Read original poems, Eugene, OR

Opening Act Soliloquy, 2015
NCU Night of Broadway, Eugene, OR

Other Arts: Music & Dance

Eugene Concert Choir – Soprano, 2021-2022 season
Concert: *The Magic of Movie Music*, The Hult Center, February 2022
Concert: *Brahms Requiem*, The Hult Center, May 2022
Audition-only choir.

Northwest Christian University Choir – Mezzo-soprano, 2014-2015
Audition-only choir, concerts throughout the year.

Northwest Christian University voice lessons, 2014-2015
Took one-on-one voice lessons.

Pianist, 2000-present

USA Dance Eugene/Springfield Chapter, 2020-2021
Assistant ballroom dance instructor; assistant to committee chair Robert Cura

Dance instructor, 2015-present
Has taught occasional dance classes and private dance lessons, including to wedding parties

Dance student, 2000-present
Has danced through various organizations including Oregon Ballroom Dance Club, Track Town Swing, Hosanna Dance, All That! Dance Company, USA Dance and through private lessons with an award-winning dance coach. Has performed dance extensively. Styles of dance learned include: Ballet, tap dance, Lindy, West Coast swing, East Coast swing, salsa, cha cha, rumba, tango, foxtrot, waltz, Viennese waltz, solo jazz, Charleston, samba, quickstep, nightclub two-step, hip hop, modern/lyrical, others.

SERVICE & LEADERSHIP

Volunteer leader, 2013-2018; 2020-present
Lane County Campus Life, Eugene, Oregon

- Serving at-risk youth in low socioeconomic status schools

Conversation friend and host, 2011-2022

Friendship Foundation for International Students

- Supported international students from Japan, Turkey, Nigeria, Taiwan and many other countries

Volunteer at Shasta Middle School, 2013 - 2018

Shasta Middle School, Eugene, Oregon

- DJing school dances; face painting for school events; providing back-stage support at Shasta band and choir concerts; chaperoning kids and running inflatables for no-referral parties; volunteering weekly in the school lunch line; helping with various tasks to support teachers, administrators, and the school counselor; school grounds clean-up

Volunteer Leader for Project Hope, annual event, 2014 – 2017

One Hope Network, Lane County, Oregon

- Before the event – planning ahead for months alongside other Campus Life directors and local church members to: find volunteers; secure donations; advertise; set up
- The annual weekend event – serving alongside 90+ local churches, ministries, and businesses working together to: run a back-to-school kids’ fair; serve 36 local schools by washing, weeding, trimming, painting, and more; give away supplies to families in need (in 2017 – 3,200 backpacks containing school supplies, 3,800 pairs of shoes, 3,200 pairs of socks, dozens of free haircuts, and thousands of meals)

Human Trafficking Awareness, 2011 – 2014

Hope Ranch Ministries, Eugene, OR

- Completing a 12-week training course to work with survivors of human trafficking; researching and crafting mock legislation to prevent human trafficking; interviewing a former sex slave; writing articles which were published both locally and nationally; keynote speaker at the Abolition Project International Fashion Show

Traveling Field Staffer, 2012 – 2013

TeenPact Leadership Schools, traveled to several states across the nation

- Teacher – training youth ages 13-19 to understand the political process, teaching public speaking and debate, leading committees and small groups, teaching field experiences
- Coordinator – booking rooms and speakers, planning events, preparing staff teams
- Team Leader – empowering, mentoring, leading, and serving staff and students