



Blaine Fergerstrom / ZZ-Type
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Cover Letter

March 1, 2012

To whom it may concern,

Thank you for reviewing the enclosed résumé and supporting information.

While I am widely recognized as and have been a webmaster since the earliest days of the profession, that is only one facet of my work skills portfolio. I would be very interested in a position which utilized all or many of the communications skills derived from over 30 years in the communications arena. I possess an extensive background in the print production, design, advertising and publishing industries. I have worked in many positions, both line and management, in various legs of the industry. I have a background of managing creative teams and assuring the quality their productions. I am familiar with the principles of project management and quality control.

I have been described as a “Swiss Army Knife” of communications. I am an award-winning, multiple-media journalist. I am able to communicate in nearly any medium, using nearly any tool available. I am a writer, editor, photographer, videographer, publisher, print producer, graphic artist, and webmaster. I have done some radio/audio work. I have some experience with video editing and production. I have been an advertising agency production manager. I can do nearly anything in the communications realm. I have helped launch several startups, many of which are still operating today.

In addition, I have taught technology classes to middle school and high school students at Kamehameha and junior and senior college journalism students at the University of Hawai‘i at Mānoa School of Communications. And I have taught quarterly adult education classes on “how to make your first web page” for the University of Hawai‘i at Mānoa Outreach College since 1997.

I have managed web servers since 1995 at Starr Seigle McCombs Advertising where I ran WebStar Mac servers. For starbulletin.com in 1996 the server was Solaris (Unix), and when I returned to starbulletin.com in 2005, it was Red Hat (Linux). During my tenure at Kamehameha Schools as Education Webmaster, I configured multiple Mac OS X (BSD Unix-based) computers as web servers. As Webmaster for the Office of Hawaiian Affairs, I configured, installed and managed a remote Mac OS X Server 10.5 machine with Apple RAID connected by Fibre Channel. Since 2003 I have managed a Mac OS X-based web server out of my home. I have installed, configured and run dozens of PHP/MySQL scripts to run on these servers. The Unix/Linux/Mac OS X machines have all run some flavor of Apache/MySQL/PHP.

I have launched and concurrently maintain hundreds of local websites. I recently began to specialize in Wordpress as a content management system (CMS) and have launched dozens of Wordpress websites.

On startup and consulting projects, I am valued for breadth of knowledge. I can perform nearly any function on any operations team. My value lies in being able to rapidly recognize and respond to problems, as they arise, contributing to the overall success of the project.

In addition to my career in communications, I also spent four years in the U.S. Navy during the Vietnam War era as a Submarine Sonar Technician and Surface Sonar Technician. Anyone who serves on a submarine must learn to do every job on the boat, and may be called to duty at any position in an emergency situation. This is where I trace the roots of the “Swiss Army Knife” analogy mentioned earlier.

Mahalo nui for your consideration.

Aloha,

A handwritten signature in blue ink, appearing to read 'Blaine Fergerstrom'.

Blaine Fergerstrom



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Résumé

Who is Blaine Fergerstrom?

I am an award-winning multiple-media journalist. I have been a web designer and producer since 1994, including eight years of daily online newspaper design and production and four years of education technology, digital media support. I am a graphic designer and print production specialist dating to 1976. I am a photographer, videographer, and video editor. I write and edit for multiple media. I have extensive experience in photo-typesetting systems, Macintosh pre-press production, Macintosh Internet applications and servers.

I am knowledgeable in design and production for the Internet and high-end print. I have extensive experience managing creative teams. My tools for print and Web include: Quark XPress, InDesign, Photoshop, FreeHand, Dreamweaver, FileMaker, FTP, mail server and mailing list software, MS Office, iMovie, GarageBand, and Final Cut Pro. I have experience with AfterEffects and the Avid Video Composer. I manage Apple file and Web servers, Apple system software and networking. I am familiar with Apache, PHP, MySQL, PERL and other Internet applications. I concurrently manage dozens of websites for myriad organizations, statewide.

Experience

☞ Hawaiian Home Lands

— May 2011

Community Development, Journalist, Webmaster

Working in the Information and Community Relations Office of this state agency. Responsible for designing, producing and updating a new web site for this state agency; I also produce printed materials, newsletters, provide photography, video, audio and event services.

☞ ZZ-Type – Since 1988

Web designer, graphic artist, photographer, videographer, Macintosh consultant

This is my production and consulting company. I have worked freelance for graphic design firms, book publishers, public relations firms and advertising agencies as well as a private client base. Some of the more notable projects I have been involved with include: *Matra/Group One* Honolulu mass transit proposal team. Typographic production for “*Discovery, The Hawaiian Odyssey*,” a coffee table book on canoe voyaging. Liberty House November 1992 *Home Sale* full color catalog production. Mauna Lani Resort’s 20-page *View* magazine for Starr Seigle. ∞ I also host multiple web sites for clients on my own web servers and Internet feed (since 2003).

☞ Office of Hawaiian Affairs

— Oct. 2007–Feb. 2010

*Acting Public Information Officer (2009)
 Webmaster, Media Production Specialist*

I managed the OHA Public Information Office and a staff of 7 from Aug. to Nov. 2009. In addition to running all aspects of www.oha.org, I was a journalist and staff photographer for OHA’s *Ka Wai Ola* newspaper. I managed all display and classified

advertising for *KWO* and worked in various capacities on OHA’s radio, television and PR productions.

☞ University of Hawai‘i at Manoa

— Spring 2009 semester

Instructor, Online Journalism

Assisted Profs. Ann Auman and Kevin Kawamoto in teaching the online journalism component to their J402 and J302 classes.

☞ Honolulu Star-Bulletin

— Oct. 24, 2005–Oct. 2007

Webmaster, starbulletin.com

I was invited to return to my former management position at the Honolulu Star-Bulletin.

☞ Kamehameha Schools

— Oct. 22, 2001–Oct. 19, 2005

Education Webmaster

As IT staff, I implemented web servers and services dedicated to education users for this private K-12 school. My responsibilities centered around system administration and account management for faculty and administration, programming, analysis, consulting and operations support. ∞ I mentored middle and high school students via the Kamehameha CyberWarriors club. ∞ I also provided education technology, photography and video support to staff, as requested.

☞ University of Hawaii Outreach College, Pacific New Media

— Spring 1997–Dec. 2009

Instructor, Create Your First Web Page

I teach a four-hour adult education class several times a year on how to make and post your first web page. Class evaluation ratings are almost unanimously excellent.

☞ Honolulu Star-Bulletin

— Mar. 4, 1996–Oct. 19, 2001

Webmaster, starbulletin.com

I joined this daily newspaper and rolled out a daily online newspaper two weeks later. It has been online since. I produced thousands of complete online editions. I also occasionally wrote and edited newspaper articles and headlines, took photographs and shot video to accompany newspaper articles. Managed all aspects of the web site and team.

☞ Milici Valenti Ng Pack Advertising

— Sep. 1995–Mar. 1996

Multimedia production manager; system support

Produced multimedia slide shows, web sites, did occasional print production and consulting and managed the Macintosh network, including installing ethernet networking, router, file server and staff email.

☞ Starr Seigle McCombs Advertising

— Jan. 1992–Sep. 1995

Manager of production art; system manager

I converted an existing production crew from traditional graphic production to electronic production including page layout, logo illustration, scanned halftones and color separations, inside of one year. I set up the Macintosh software, networking, electronic mail, document storage,

backup and retrieval systems. ∞ I supervised the production crew in day-to-day operations and oversaw the production of all ads and collateral pieces for the production managers and art directors. I also did some video production on the in-house Avid system. ∞ I was a principal in the startup of their Internet division, *Starrtech.com*. I designed and produced Web sites and servers for agency clients during this period including *princeville.com*, Hawaii’s second commercial Web site.

☞ Honolulu Weekly

— Jul. – Dec. 1991

Freelance graphic artist, Macintosh consultant

I consulted this startup weekly tabloid newspaper on full electronic production; specified and installed the equipment and produced every weekly 12–16-page edition (single-handedly) for the first six months of its operation. This was the first all-digital, direct-to-negative newspaper in Hawaii. We took the paper from bare walls to regular publication in two weeks, flat.

☞ Sellers Advertising, Inc. – 1990

Production manager, system manager

Oversaw art directors and production crew in print matters. Produced printing estimates, tracked jobs and coordinated complex print projects from concept through completion. Did press checks to insure quality. Managed the Macintosh network.

☞ Castle Medical Center Print Shop

— 1988–1989

Consulted, installed and implemented a Macintosh production system for this major medical center. Produced hospital forms and hospital collateral materials for the print shop and for the Public Relations department.

☞ Honblue — 1986–1988

Set up Honblue’s first typesetting department. Consulted, selected, installed and ran their original Compugraphic Integrator 9600 typesetting system. Set up pricing structures and operating procedures.

☞ Fergerstrom & Co. – 1981–1986

Owened this graphic design, typesetting and production company. Provided typesetting, vertical camera, platemaker and photo-lithographic darkroom services.

☞ Education

- Aiea High School, 1971, Hon. Mention
- US Navy Electronics 1972-73
- US Navy Submarine Sonar 1973
- Western Governors University, BS/CIS, May 2006

☞ Other

- AYSO U12, U14 boys soccer coach
- USTA 3.5-18 Jr. Team Tennis coach
- Hawaiian Civic Club of Honolulu Scholarship Committee, Webmaster
- Royal Order of Kamehameha I *Mamo Hawai‘i, Chapter 1, Ku‘aibau (Secretary) Webmaster*
- Leeward Kenpo Karate (Kajukenbo) *Third Degree Black Belt Instructor*



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Résumé

Supervisory Contacts and References

Office of Hawaiian Affairs

Crystal Kua, Director of Communications
(808) 230-4086
crystalkua@gmail.com

Honolulu Star-Bulletin

David Shapiro, Managing Editor
(808) 261-1358
dave@volcanicash.net

Kamehameha Schools

Darrell Hamamura, Manager, Developer Group
567 South King Street, Suite 200
Honolulu, Hawaii 96813
(808) 523-6375
dahamamu@ksbe.edu

Starr Seigle McCombs Advertising

Mary Fastenau, President, StarrTech.com
(808) 544-3009
mfastenau@starrtech.com

Awards and Accomplishments

1996 Kilohana Award

Honolulu Star-Bulletin
Unsung Hero
starbulletin.com

1998 EPpy Award

Editor and Publisher Magazine
Best Overall U.S. Newspaper Online Service
Under 100,000 Circulation Finalist
starbulletin.com

2000 Best of the West Award

*Arizona State University,
Cronkite School of Journalism*
Online Enterprise Reporting
First Place, *Hana Road* story, photo,
video and Quicktime VR package,
Honolulu Star-Bulletin

2000 Pa'i Award

Hawaii Publishers Association
First Place, Publication Web Site
Honolulu Star-Bulletin

2009 Spirit of Community Award

Aloha United Way
Finalist, Public Sector Campaign of the Year
Finalist, Coordinator of the Year
Office of Hawaiian Affairs 2008 AUW Campaign

Additional References

University of Hawaii at Manoa, School of Communications

Prof. Kevin Kawamoto
(808) 956-8881
kevinyk@hawaii.edu

University of Hawaii Outreach College, Pacific New Media

Susan Horowitz
(808) 956-7221
horowitz@hawaii.edu

Chaminade University

*Henry Gomes, Associate Professor of Biology;
Associate Provost of the
Day Undergraduate Program and Faculty Affairs*
Henry Hall, Room 118
(808) 735-4750
hgomes@chaminade.edu

First color hot rod magazine in Hawai'i

Hawaiian Hot Rod
1980 - Publisher, Editor, Writer, Photographer, Producer,
Sales and Distribution

First 4-color concert poster printed in Hawai'i

Liza, Live in Hawaii
1983 - Liza Minelli, for John F. Leonard Productions

First all-digital periodical publication in Hawai'i

Honolulu Weekly
1990 - Production manager, production artist at launch of this weekly
newspaper, all editions were all-digital, straight to film from V 1, No. 1

First all-digital advertising agency in Hawai'i

Starr Seigle McCombs Advertising
1991 - Manager of production art, converted a crew of art directors
and production artists from traditional print production (typesetting/
paste-up) to all-digital in under a year

First Hawai'i full-service advertising agency web site

Starrtech.com
1994 - Starr Seigle McCombs Advertising
Principal at startup of Starr-Seigle's Starrtech.com site, built web
server, built site, updated and maintained

Second Hawai'i commercial web site

Princeville.com
1995 - Starr Seigle McCombs Advertising / Starrtech.com
Trailed first commercial site, Outrigger.com, by 1 week, built web
server, built site, updated and maintained

First daily online newspaper in Hawai'i

Starbulletin.com
1996 - Honolulu Star-Bulletin
Launched site and produced every daily edition, solo, for 2-1/2 years,
ranked 19th in the world in 1998