

## Professional Profile

Thirty+ years in various television news positions including anchor, investigative reporter, executive producer and News Director. As News Director launched one of the first local news websites in the United States. Seven years leading CBS, NBC and ABC stations as President/General Manager. Masters' Degree in Public Administration. Author of two published novels.

Areas of expertise include:

- Broadcast and digital writing skills
- Broadcast writing instruction
- On-camera training and coaching
- Shooting and editing digital media
- Conceptualize, plan and execute TV news programming

## Professional Experience

Grady School of Journalism and Mass Communications-UGA-Athens, GA

August 2013-Present

### Lecturer

#### Responsibilities and Achievements:

- Lecturer in Newsource
- Teach students the practical application of their studies
- Supervise news gathering and production of daily newscast M-Th
- Supervise news gathering and production of digital information dissemination online and through social media
- Supervise volunteer show staff

June 2012-Present

### Author

#### Responsibilities and Achievements:

- The Reason of Fools; Regeneration Writers' Press, Macon, GA: A novel based on a true story comparing the Nuremberg Laws and their impact in Germany with Jim Crow Laws that impacted African-American soldiers of the 761<sup>st</sup> Tank Battalion; the first Tank Battalion sent into action in Europe in WWII.  
Published December 2012
  - A Reason to Fear; Regeneration Writers' Press, Macon, GA: A novel detailing the American Occupation of Germany from 1945-1947.  
Publication June 2014
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Client Focused Media, Jacksonville, FL  
July 2012-2014

**Communications Expert**

Responsibilities and Achievements:

- Work primarily with non-profits to help them achieve outreach goals
- Developed initiative and outreach to provide needy children of Jacksonville with beds through a collaboration with the Jacksonville Jaguars NFL team
- Outreach to create Florida's first U.S. Naval History Museum in Jacksonville
- Developed promotion plan for Big Brothers/Big Sisters Jacksonville, FL event

WTLV/WJXX-TV, Jacksonville, FL  
November 2008-July 2012

**President/General Manager**

Responsibilities and Achievements:

- Realigned news department to strengthen online and on-air news and information
- Led station initiatives to develop new customer-centric brand and to identify, train and build a team that would bring credibility to the brand
- Managed through the most challenging economic downturn in the stations' history without eroding morale, ratings and revenue goals
- Responsible for overall ratings, reputation and financial success of the NBC and ABC TV stations, First Coast News.com as well as a 24-hour weather station.

WMAZ-TV, Macon, GA  
April 2005-October 2008

**President/General Manager**

Responsibilities and Achievements:

- Maintained 24R and 60SH local news audience
  - Launched first online news and entertainment program online
  - Overachieved ratings and revenue goals
  - Responsible for overall ratings, reputation and financial success of the dominant CBS station in the market.
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WMAZ-TV, Macon, GA

April 1992-April 2005

**Vice President/News Director**

Responsibilities and Achievements:

- Responsible for identifying, hiring and developing station news team
- Launched first 5 pm and weekend morning newscasts in the market
- Launched first local television news site in the market in 1995
- Continued to grow news ratings despite fragmentation in the market
- Planned and executed the migration from an analog to a digital newsroom
- Developed partnership with Adobe in mid-90s and successfully served the first :15 of digital video seen on TV in the state
- Developed exchange program to train journalists from former Communist and third-world nations
- Served as judge for Edward R. Murrow awards

WMAZ-TV, Macon, GA

April 1987-April 1992

**Reporter/Executive Producer**

Responsibilities and Achievements:

- Launched the station's most successful investigative and consumer franchise
- Won numerous AP and Emmy awards for Best Newscast, specialized and consumer reporting.

## Education

Mercer University, Macon, GA

**BAS-Organizational Leadership**

Georgia College and State University, Milledgeville, GA

**MAP-Public Administration**

Grady College/University of Georgia, Athens, GA

**MFA-Narrative Journalism**

Graduate of Gannett Broadcast Management Program

Graduate of National Association of Broadcasters Leadership Development Program at the Medill and Kellogg colleges at Northwestern University

Graduate of the Center for Creative Leadership's Leadership Development Program

Board Member of the Carole Kneeland Project for Responsible Journalism

Advisor-Di Gamma Kappa Broadcast Society-University of Georgia

IREX trainer-Taught broadcasting in Bulgaria and Macedonia

USTTI-Sponsored and trained broadcasters in the U.S. from various nations including Ukraine, Peru, Uganda, Serbia, Nigeria and Mozambique.

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