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EMPLOYMENT

FREELANCE

From 1995 to present, provide services ranging from magazine and newsletter writing to web site development, corporate communications and executive media relations training for a variety of firms including major automakers, a school district, a business development agency, and a regional public relations company. A partner in Peninsula Associates, a business media consulting and communications firm.

FORD MOTOR COMPANY

From 2000 to July 2005, contracted to provide full-time reporting, writing, producing and broadcast services for the company's internal and employee communications operations, including daily Web and TV as well as print resources. Also engaged in some external public affairs activities.

WXYZ TELEVISION, Detroit

From January 1998, to March 2000, served as weekend news assignment manager for this highly competitive station.

WKBD TELEVISION, Detroit

From November 1984, to August 1997, employed as award-winning reporter covering a wide range of daily stories for "The Ten O'clock News". Duties also often included copy-editing for newscast and serving as managing editor.

WJR RADIO, Detroit

From June 1984, to June 1987, worked as news anchor and street reporter at the dominant radio station in the market.

WXYZ RADIO, Detroit

From January 1970, to May 1984, engaged in virtually all phases of news gathering, broadcasting and supervision for the then ABC-owned station.

EXPERIENCE AND RESPONSIBILITIES

CORPORATE COMMUNICATIONS

Experience includes writing and production for major automotive web site; designing, deploying and maintaining small business webs; Video News Release development and production; Media Relations Training and Message Development for executives.

REPORTER/WRITER

Recipient of many awards for spot news coverage and reporting. Broad experience in reporting for both radio and television. Equally extensive writing background including magazines and business newsletter production.

EDITOR/PRODUCER

Strong ability to make content and coverage decisions quickly. Adept at working with writers, producers, videographers, editors, reporters and anchors in preparing and overseeing news coverage.

MANAGEMENT

Overseeing and making story assignments for television reporters and crews. Corporate message development. Played key role in developing a successful "all news" radio format. Responsibilities included budget and payroll preparation, scheduling, staff assignments, staff supervision and evaluations.

AWARDS

- > National Academy of Television Arts & Sciences
- > Associated Press
- > United Press International
- > RTNDA
- > Detroit News
- > Detroit Press Club Foundation