



◆ Cell Phone 334-549.4961 ◆

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## QUALIFICATIONS

Knowledgeable and experienced in all form of media: television, radio, newspaper and the Internet. Deep understanding of all aspects of news, marketing and production in all areas.

Powerful philosophical, pragmatic and educational background. Intellectual understanding of industry and profession with hands-on capabilities and extensive academic training and skills.

Unique attributes as manager, leader and teacher. Executive level experience in managing people and processes. Known as a leader in both subordinate and superior roles. Helped mentor, nurture and teach numerous people to achieve their full potential.

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## WORK HISTORY - EDUCATION

2008 – Present. *Project Manager, University of Georgia – WNEG-TV*. At the request of the university and college, I am over-seeing the acquisition and development of the university's recently acquired commercial television station. Also responsible for integrating the station into the curriculum of the college, along with initiating and implementing grant applications.

2001-Present. *Senior Lecturer, University of Georgia, Athens, Georgia*  
Co-teach capstone broadcast news course at the prestigious Grady College of Journalism and Mass Communication. Oversee editorial and production for daily student-run newscast.

1993 *Visiting Faculty, Poynter Institute for Media Studies, St. Petersburg, Florida*  
Provided supplemental course support for seminar/ workshop on journalism ethics.

1986-1990 *Adjunct Instructor, Washington University, St. Louis, Missouri*  
Taught introductory broadcast journalism courses.

1985 - 1986 *Instructor/ Managing Editor, University of Missouri, Columbia, Missouri*  
Taught introductory and advanced broadcast journalism courses. Coordinated student reporters for NPR-affiliated radio station. Provided career and college counseling.

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## WORK HISTORY - CONSULTING

2005 – Present. *Publisher/ Editor – Message from Michael*. Weekly newsletter focusing on media developments, most particularly new media. Subscription base of 400+ readers, in both the academic and industry world. Also re-distributed worldwide as part of newsletter *IdeaNet* by 602 Communications.

2006 – Present. *Advisor-Consultant, Intelligent Media Consultants, Atlanta, Georgia*.  
Provided coaching and training workshops, as well as marketing and news strategic advice to networks in India, including *Aaj-Tak* and *NDTV*, both based in Delhi.

2001-Present *President, Media Strategies and Tactics, Inc., Consulting firm, Athens, Georgia*.  
Provide news, marketing and operational advice to improve operational efficiency and product quality. Create strategic action plans and implementation tactics to improve market share. Provide training workshops in all aspects of television writing, producing, videography. Work with corporate vice presidents and station management to improve ratings and revenue.

1998-2001 *Senior Strategist, Audience Research and Development, Dallas, Texas*

Counseled and directed television stations across the country to maximize staff and station resources through combination of training and strategic advice. Focus on improving operational effectiveness and strategic thinking. Proven track record of improvement in quality of product and ratings.

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## WORK HISTORY - TELEVISION

1995-1998 *Station Manager/ News Director, WINK-TV, Fort Myers, Florida*  
Managed, directed and supervised news, promotion and production departments. Established station as top-rated CBS affiliate in the country. Forged alliances with other media. Solidified station standing as pre-eminent news and information source in the community.

1992-1995 *News Director, WTVQ-TV, Lexington, Kentucky*  
Managed news department, supervised promotion department and coordinated production department. Revitalized station programming and news coverage. Raised ratings to highest level in station history.

1986-1992 *Assistant News Director, KMOV-TV, St. Louis, Missouri*  
Directed daily operations of news department, including long-term planning and special projects. Handled and improved union/ employee relations. Implemented country's FIRST 24-Hour news operation. Raised ratings to contention for top position.

1983-1985 *Assignment Manager, WTVJ-TV, Miami, Florida*  
Supervised news staff and directed daily coverage. Responsible for Emmy-award winning coverage of civil disturbances.

1981-1983 *News Director, McKinnon Broadcasting, KIII-TV, Corpus Christi, Texas; KBMT-TV, Beaumont, Texas*  
Managed news department, including all aspects of news and production as well as responsible for personnel matters at two co-owned stations. Increased station ratings and product quality.

1979-1981 *Assistant News Director, KWTW-TV, Oklahoma City, Oklahoma*  
Handled day-to-day operations, including supervising reporters, producers and photographers. Responsible for coverage throughout state. Increased ratings and revenue and operational efficiency.

1976-1979 *Assignment Manager, WJXT-TV, Jacksonville, Florida.*  
Responsible for daily coverage patterns. Also oversaw story development and newscast production. Station retained strong #1 status and won several state and national awards.

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## WORK HISTORY - NEWSPAPERS

1971-1977 *Reporter, Jacksonville Journal, Jacksonville, Florida*  
Reported on politics, city hall and courts. As investigative reporter, focused on political corruption and prison overcrowding. Won several awards for reporting.

1971 - 1972 *Reporter, The Orlando Sentinel, Daytona Beach, Florida*  
Produced weekly supplement and daily reports focusing on local politics and environment.

1968-1971 *Reporter/ Editor, The West Australian, Perth, Western Australia*  
Covered all aspects of news from city hall to police and courts but with emphasis on state legislature. Also editor of suburban city edition.

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## EDUCATION

Master of Arts, Political Science, University of Missouri-St. Louis, St. Louis, Missouri

Bachelor of Arts, Political Science, University of North Florida, Jacksonville, Florida