

JANELL J. LEWIS FORD

PROFILE

- Media/Digital Communications/Journalism professional with more than a decade of experience in broadcast news; Proficient in analyzing and adapting ratings research
 - Proven manager and leader who has an excellent record of organizing, facilitating and acting as a liaison between departments and personnel and ensuring the most efficient and measurable workflow through top-notch communication skills; Training in Human Resources, Social Work, Budget/Financing and Strategic Planning
 - Possesses a collaborative approach in leadership with the aptitude to foster a team-oriented environment while imparting knowledge to others on how to increase productivity
 - Effective communicator and listener who is productive under pressure and highly motivated
 - Demonstrates success in marketing sales programs, promotions and campaigns
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BROADCAST/MULTIMEDIA JOURNALISM EXPERIENCE

National Training Center/Garrison Public Affairs – *Public Affairs Officer* Fort Irwin, CA Oct 2018-present

- Coordinate and participate in a variety of media relations and dissemination of command and public information, as well as press releases and articles
- Provide information concerning purpose, mission and activities of NTC/Fort Irwin and the Garrison internal and external audiences
- Films, edits, and produces Command Information
- Maintain positive liaison with various agencies on and off post
- Proficient in Adobe suite, including Photoshop, Premiere, Audition, etc.
- Prepares Command Information publications and writes articles for publications
- Post newspaper editor: write, edit and provide photography for 30+ news articles per month; Took post newspaper to high-visibility, increasing the pages from 10 pages to 20+ pages per edition
- Social Media manager for six (6) accounts: Produce content for 2 Verified Facebook pages, 1 Verified Instagram account, 1 Verified Twitter, 1 Flickr account and the NTC YouTube account; produce social media analytics; Grew our social media presence by growing our Facebook pages, tripling our following;
- Host Facebook Live/Radio news show with commanders to bridge communication with soldiers and the community and as another avenue to disseminate command information; conduct interviews with departments and record public service announcements as another tool to inform the public
- Help write and review speeches for leaders
- Assist and coordinate community relations events, including color guard requests and commanders/leaders at professional sporting events, parades Memorial/Veterans Day events, etc.
- DINFOS trained through the Public Affairs Qualification Course (PAQC)

KSWO Channel 7- Producer, Manager Lawton, OK

Dec 2015-Aug 2016

- Research, planning, and producing of specific television programming
- Compelling writer who is a great leader, knows how to take charge of a plan, can incorporate strategic planning into the daily newscast and motivate others to execute the vision
- Help supervise and assign reporters, photographers and digital producers to news stories and special projects
- Write content for all platforms using *WorldNow* including television, online/mobile and technical operations, keeping them current and on top of breaking news
- Excels at making connections and researching information to develop strong story idea; great work ethic, enjoys storytelling
- Cover stories for online and on air, shooting, editing and writing content for the overall product

WTVM/WXTX News Leader 9- Assistant News Director (Acting ND during transition)

Columbus, GA

Sept 2012-Dec 2015

- Increased 11PM ratings in key, female demos book-to-book from February 2013 to May 2013 by 106%; increased 11PM Household ratings by 45% from May 2014 to November 2014
- Increased morning ratings in Households and all demos book-to-book from November 2012 to February 2013; increased ratings in adults 25-54 by 40% and increased ratings in key female demos by 20% in the mornings (Coming off a strong political November sweeps)
- Increased morning ratings in key female demos by 48% from May 2013 to February 2014; increased AM Household ratings by 28% during that same period; increased AM ratings in key female demos by 18% from November 2012 to November 2014 (Coming off a strong political November sweeps)
- Increased 5PM ratings by 45% year-to-year, from November 2012 to November 2014
- Increased 530PM Household ratings by 35% book-to-book, from February 2014 to May 2014; Increased 530PM ratings in key demos by 38% from November 2012 to July 2013
- Increased 6PM ratings in key, female demos by 69% from November 2012 to May 2013
- Increased 12 Noon ratings in key, female demo by 57% from February 2013 to July 2013
- Completed Raycom Media Leadership Training designed for future leaders of the company
- Coordinated with the sales, marketing and news department to develop broadcast and digital revenue strategies, including new, sponsored segments, as well re-working revenue ideas already in place
- Supervise and assign reporters, photographers and digital producers to news stories and special projects
- Supervise content for all platforms including television, online/mobile using *WorldNow* and technical operations, keeping them current and on top of breaking news, as well as daily oversight of the news employee's social media contributions
- Work with producers and reporters on editorial and production story elements with the ultimate goal being better storytellers
- Hire, train, evaluate producers, reporters, anchors and assignment editors
- Produce, develop and oversee station specials, projects and programming outside of the daily news operations

NBC San Diego News- Producer/Weekend Manager, San Diego, CA

June 2008-Sept 2012

- Manage/oversee weekend operations and produce the 6p.m. weekend newscast in top 30 market; Produce the 5p.m. newscast during the week
- Oversee daily operations of the Emmy Award-winning 5a.m. - 7a.m. newscast; Managed all morning operations on many days
- Produce, schedule and coordinate guests for daily segments and; manage field crews and determine logistics for coverage of broadcast news stories
- Communicate effectively with editors, directors, anchors, management, etc. to get the show done efficiently
- Write and produce stories/segments for air, including sweeps packages via pre-production and graphics
- Generate new audience reach by increasing ratings
- Project manager for Multicultural Journalism program for high school students; Help train interns/personnel on newsroom operations
- A leader in social media, helping oversee content; Upload multi-media content to the nbcсандiego.com website as needed using *Content Share* program system

WBTV News 3 (CBS) – Producer. Charlotte, NC

Aug 2006 – May 2008

- Created and helped launch the Emmy-nominated 7p.m. newscast; produced all daytime and evening newscasts, including the 5p.m., 7p.m., 10p.m., 11p.m. and 12 noon newscasts in market 23
- Attracted a new audience to the station
- Produced and field produced 30-minute specials on topics including teen dating abuse, teen drug and alcoholism and teens and social media
- Gathered information, develop and assigned news stories to reporters and anchor
- Uploaded content daily to the web using *Content Share*, including news stories and packages

NBC News 4 – Assignment Desk/ Production Assistant. Washington, DC

Jan 2006 – Aug 2006

- Produced weather ticker; logged news feeds; monitored police scanners and wires; and directed choppers for live newscasts in market 8
- Researched stories/gathered information to pitch story ideas with assignment editors, producers, reporters, and anchors

- Printed and distributed news scripts and assisted production crew

Lawton Public Schools – Media Liaison/Teacher, Lawton/Ft. Sill, OK

Aug 2016-Aug 2018

- Ridgecrest Elementary Rookie Teacher of the Year; Lawton Public Schools Teacher of the Year nominee
- Developed press releases and marketing to help promote the school and provide coverage of events
- Completed several hours of professional development training, including “Time to Teach” and “Great Expectations” strategies, while implementing successful and engaging active learning teaching skills in classroom
- Conducted weekly assessments to evaluate and helped raise test scores on the 5th-grade level
- Designated team leader and participated in integral team lead/manager and administrator/admin trainings
- Chaired more than half a dozen committees, including Spelling Bee, Yearbook and Hospitality

EDUCATIONAL BACKGROUND

American University

Washington, DC

M.A., Journalism and Public Affairs, August 2006 Graduate

- Concentration in Broadcast Journalism, 3.8 GPA
- Interviewed Barack Obama and other notable politicians for class and NPR/PBS specials

Winston-Salem State University

Winston-Salem, NC

B.A., Mass Communications, December 2004 Honors Graduate

- Magna Cum Laude, 3.7 GPA
- Minor: Spanish
- Who’s Who Among Students in American Universities and Colleges

SKILLS & PROFESSIONAL AFFILIATION

- Three-time Emmy nominee: 2007 Southeast regional chapter; 2008 and 2010 Pacific Southwest Chapter
- Adjunct Professor of Broadcast Journalism at the University of North Carolina at Charlotte (UNCC-2007, 2008)
- Online Teaching Assistant, English & Philosophy, Ashford University (May 2010 – 2012)
- Executive Producer, NABJ Student Multimedia Project, 2010-present
- Executive Producer: Multi-cultural Journalism Workshop- a two-week course that teaches students to write, report & produce a 30-minute newscast which is broadcast on NBC San Diego (2009-2012); Associated with the California Chicano News Media Association (CCNMA)
- Mentor: CBS’ Susan Zirinsky (President of CBS News); Former CBS Evening News Producer, Executive Producer, 48 Hours Mystery
- President, Columbus-Metro Association of Black Journalists; Vice President, San Diego Association of Black Journalists (chapter of NABJ); Producer, NABJ Broadcast Short Course; Mentor, Student Project
- Member of the Year, SDABJ (2010)
- Board Member/Volunteer, CASA of Southwest Oklahoma (Court-Appointed Special Advocate)
- Board Member, West Central Georgia American Red Cross Chapter
- Board Member, Columbus Chamber Young Professionals (co-chair of Governmental Affairs Committee)
- Vice President, Urban Professionals of Columbus (2013-2015)
- Recognized and honored as a Top 5 Under 40 recipient in Columbus and the Valley (2015)
- Honored with a Community Service Award for dedication to the community and Young Professional on the Move by the Courier Eco Latino news publication
- Urban League of San Diego County’s 40 Under 40 Inspired Leaders of Tomorrow Inductee (2010)
- Family Readiness Group Leader /Chair (FRG): Fort Sill, Oklahoma: Alpha Battery, 1st Battalion, 19th Field Artillery and Charlie Battery, 75th AG
- Emergency American Red Cross Call Center / Service to Armed Forces Volunteer (SAF), Ft. Sill-Lawton Oklahoma
- Member, Delta Sigma Theta Sorority, Inc. (High Desert Alumnae Chapter); Member, Order of the Eastern Stars; Member, Young Professionals of Lawton-Fort Sill, Oklahoma
- Types 70+ Words Per Minute (WPM)
- Experienced in data/word processing, professional greetings and answering multiple phone calls, scheduling
- *WorldNow*: Service provider for digital/online/web postings of video, pictures, text, ads, etc.
- Proficient in Adobe suite, including Photoshop, Premiere, Audition, Avid Pro etc.
- Proficient in Final Cut Pro, AP ENPS, iNews, LiveU
- Proficient with video and still cameras, including Nikons, Canon ELS Rebel, T3i, T5i, Canon XF100 HD, etc.

References / Recommendations from media professionals, a mayor, state officials, community leaders, military officials, managers and friends available upon request