
DOUG BOYNTON

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I am a highly decorated media professional, consistently exceeding goals and expectations. My most recent experience includes leading an international team that delivered a record audience to the five news organizations that comprise US International Media.

I am an experienced on-air anchor and journalist, able to combine knowledge of content creation with the skills needed to put that content effectively into the information marketplace.

I have trained journalists both in the US and abroad. Well prepared to leverage multidisciplinary talents to expand audiences and revenue.

PROFESSIONAL EXPERIENCE

US BROADCASTING BOARD OF GOVERNORS (BBG – now USAGM), Washington, DC 2002 – 2018
Director of Marketing – Office of Strategy & Development (2007 – 2018)

This senior leadership position led the distribution of news content to affiliated broadcast and digital outlets on behalf of Voice of America, Radio Free Europe, Radio Free Asia, Radio-TV Marti, and the Middle East Broadcasting Network, the US's five brands International Media. The unit developed a research-based strategy and executed placement tactics to engage and grow targeted audiences.

This multi-faceted team included research, advertising, and worldwide content distribution across more than 50 languages and more than 2500 affiliated outlets. Using continuous research (contracted with Gallup, Webtrends, Comscore, and Adobe), developed a strategy that guided content creation and promotion to reach record audiences: more than **275 million weekly** in 2017. I was awarded the agency's "Gold Medal" for that achievement. I was the recipient of "Excellence" awards multiple times during my tenure.

As Operations Director (2002-2007), I interacted with VOA's executive management to develop an operational strategy for VOA's Russian Service radio and TV transition to 100% web and mobile platforms. Executed a plan for retooling VOA's English news service to Africa, bringing new and younger audiences to the brand across the 19 English-speaking African nations.

METRO NETWORKS, Detroit, MI 1988 – 2000
Operations Director/Detroit (1988-1994), Vice President, Regional Operations (1994-2000)

Metro Networks was the largest provider of local information to the broadcast industry. At Metro, I was instrumental in expanding its offerings beyond traffic reporting to include news, sports, and weather. We established local newsrooms and network bureaus in eight markets, stretching from the Midwest through New York and into the Carolinas. The company created the "MetroSource" newswire (now branded as "24/7 News Source") to successfully compete with the Associated Press as a cost-effective news provider for radio stations.

SINCLAIR COMMUNICATIONS, Norfolk, VA 1972 – 1988
News Director/Operations Manager – WNIS-AM (1979-1988), News Director – WAAM-AM, Ann Arbor, MI

Successfully launched Virginia's first news-talk radio station. Led the station's news and talk operations, established goals, and directed a staff of ten journalists and talk hosts who produced seven hours daily of local news. The Virginia Associated Press recognized the achievement by awarding the station "Outstanding News Operation" in its first year.

Set the editorial tone and coordinated the daily coverage plan. Throughout my tenure here, I anchored news blocks (including combo/board operations) in all dayparts – morning, mid-day, evening. I covered (or coordinated coverage) of breaking local news stories and local reaction/impact of national and international events.

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Page Two of Two

I managed HR issues for on-air staff, filled in as necessary to host call-in talk and newsmaker interview programs, and assisted with the station's compliance and license renewal applications. I both produced and supervised the production of feature reports, including a series on the plight of institutionalized mental health patients in Virginia too quickly released during a time of reduced funding. The finished series received a Virginia AP Broadcasters' award for "Outstanding Feature." Before WNIS, I was News Director at Sinclair's country music property in Norfolk and its pop music station in Ann Arbor, Michigan.

Additional Experience:

Director of Affiliate Relations, i.e. America Radio Network/Detroit, 2001-2002: Halted this small talk radio network's affiliate decline and created marketing materials to promote the network and its hosts to prospective affiliates. Negotiated agreement with a major content provider to produce customized hourly newscasts.

Volunteer, Virginia Beach United Methodist Church, Virginia Beach: Technical operations (switcher, camera operators operator) for live streaming Sunday services.

Volunteer, WHRO/Voice: Reader, also a regular producer for the "WHRO Voice News Week" magazine, includes material produced by the WHRV News Department and original content.

Freelance videographer: I am currently building a portfolio of stock video and still content. Write an occasional blog reviewing jazz vocalists.

AWARDS

BBG Outstanding Performance Gold Medal
Five-Time Metro Networks Excellence Award
Outstanding News Operation in Virginia, Associated Press

EDUCATION

Eastern Michigan University, Ypsilanti, MI (Communications)
Old Dominion University, Norfolk, VA (Media Law + Ethics, Management, Marketing)
Executive Development – "Managing Change," US Office of Personnel Management, Shepherdstown, WV

TECHNICAL PROFICIENCIES

Microsoft Office + Adobe Creative Suite, including Audition and Photoshop, still learning Premiere Pro

WORK SAMPLES

Segments from "WHRO Voice NewsWeek":

on NASA/Langley and SpaceX – <https://dougboynton.com/demo/langley.mp3>

on Mike Arndt, furniture builder and desks for kids: <https://dougboynton.com/demo/arndt.mp3>

2019 straight news read: <https://dougboynton.com/demo/boynton-demo.mp3>