





# DOUG BOYNTON

JOURNALIST | LEADER | MARKETER

## CONTACT

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## PROFILE

I am a highly decorated multimedia professional, most recently leading the team that delivered a record audience to the five brands of US International Media.

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

## EDUCATION

### **MEDIA ETHICS, MARKETING, MANAGEMENT**

Old Dominion University

### **COMMUNICATIONS (SPEECH)**

Eastern Michigan University

### **CHANGE MANAGEMENT**

US Office of Personnel Management

## SKILLS

### **PROFESSIONAL**

Team Building  
Identifying Opportunities  
Internal/External Relationships  
Managing Change  
Developing Consensus  
Closing Sales/Placements  
Research Analysis

## WORK EXPERIENCE

### **MARKETING DIRECTOR-OPERATIONS DIRECTOR**

U.S. International Broadcasting Bureau, Washington DC | 2002 - 2018

Led the team that increased the reach of Voice of America and the other brands of US International Media to a record audience of more than 275 million persons each week. Traveled extensively to direct and support the work of 30 marketing professionals in six locations around the world. Promoted to Marketing Director in 2007.

- Set goals and tactics for audience growth using a variety of research – Lexis-Nexis (through opensource.gov), Gallup, ComScore, in-house. Helped shape that research before it went to the field.
- Coordinated with content creators to make and place resonant news and information material across all appropriate platforms to more than 2500 affiliates across Africa, Asia, South America, and Europe.
- With local staff, maintained those culturally diverse affiliate relationships through personal contact, social activities, and workshops to train personnel.
- Distilled these overseas placement trips, trade shows, and field activities into briefings used by colleagues and superiors, including the agency's board.
- Assured that the ethical touchstone for VOA's journalists, the VOA Charter was violated neither by our placement activities nor the affiliates.
- Pitched topics of interest by affiliates and potential affiliates back to the newsroom for consideration.
- Led multiple transitions by VOA language services through the delivery of content by shortwave, to broadcast (FM and TV), and to placement on digital platforms (Online, OTT Television, Mobile.) Placements accounted for 60 percent of the total audience, and nearly all the growth, 2012-2018.

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## SKILLS

### TECHNICAL

Microsoft Office Suite: Word, Excel, PowerPoint, Outlook

Adobe Creative Cloud: Audition (Expert), Photoshop, Premiere Pro (Intermediate)

## AWARDS

### GOLD MEDAL

International Broadcasting Bureau / 2015

### OUTSTANDING ACHIEVEMENT

International Broadcasting Bureau / 2010-2014, 2017

### SUPERIOR ACHIEVEMENT

Metro Networks/ 1990, 1992, 1995, 1996, 1997

## INTERESTS

Photography/Videography – a nascent effort to sell photos and video (HD and 4K) via Adobe Stock, Shutterstock.

Jazz Music Blogger – since 2004, an occasional reviewer of female vocal artists.

Writing (fiction) – one unsold novel, I am working on a second.

## WORK EXPERIENCE CONTINUED

### REGIONAL VICE PRESIDENT-DIRECTOR OF OPERATIONS

Metro Networks, Detroit MI | 1988 - 2000

I led the company's push in my region to expand affiliate offerings beyond traffic reports, to providing news, sports, and weather content to affiliated stations as well, hiring staff and technical personnel to start these operations.

- More than doubled audience through affiliate growth and acquisitions.
- Pushed growth into online delivery of content and negotiated content sharing agreements as the company launched its wire service to compete with AP.
- Built newsrooms, hired staff with the content expansion to news, sports.

### NEWS AND OPERATIONS MANAGER

Sinclair Stations (WNIS-AM), Norfolk VA | 1979 - 1988

Established the news department and orchestrated the on-air team of reporters and talk hosts at this station – the first News/Talk station in Virginia. I led the team to top honors from the Virginia Associated Press Broadcasters in the station's first year of operation.

- I managed an on-air team of reporters, talk hosts, and technical personnel.
- Set the station's editorial tone, coordinated management commentaries.
- Managed coverage of day-to-day and breaking news, in addition to field and telephone newsgathering and anchoring news blocks.
- I filled in as a talk show host due to vacancies or vacations.
- I coordinated FCC reporting, license renewals.
- I was also News Director at Sinclair's WHNE-AM (Norfolk, VA) 1977-1979, and WAAM-AM (Ann Arbor, MI) 1972-1976

### ADDITIONAL EXPERIENCE

IE America Radio Network, Detroit MI | 2001 – 2002

Director of Affiliate relations for this small talk radio network. Halted affiliate erosion, established web presence, negotiated outsourced custom newscasts.

Volunteer:

Virginia Beach United Methodist Church | 2018 – Present

Floris United Methodist Church, Fairfax, VA | 2012-2018

I perform (and have performed) technical operations (Switcher, Camera Operator) for the weekly video broadcast of Sunday services.

WHRO Public Media, Norfolk VA | 2018 – Present - I volunteer as a member of the "WHRO Voice" team, reading for the blind and visually impaired.