Jon Scott Duffey

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Award Winning Communicator

OBJECTIVE

Seek position with organization needing my extensive journalism, medical, and research experience coupled with a wealth of computer, web, and writing skills.
EEO flexibility and positive work environment more important than financial compensation.

PROFESSIONAL EXPERIENCE

10/2012 – Present **Nielsen Media Research** Oldsmar, FL
Research Interviewer/Team Mentor
Primarily involved in (TV Rating) diary placement in viewer households.
~Elevated to Mentor role after being with company only two months.

1/1995 – Present **Duffey Cybercations** Odessa, FL
Founder/Executive Producer/Consultant
Providing internet/computer solutions, convergence and diversity counseling, media relations, presentation skill training, freelance writing, field producing.
~Prime Focus: Health & Science. Honored by NASPE for publication of *The Zapper*, web based support services for defibrillator implant recipients. Average monthly users: 250k (site no longer maintained)

8/2003 - 6/2004 **WFLA-TV/Newschannel 8** Tampa, FL
P/T Associate News Producer/Writing Coach
Wrote scripts and prepared support materials for daily newscasts including convergence efforts between broadcast, print, and internet publications.

5/1992 - 11/1994 **WTSP-TV/10 News** St. Petersburg, FL
AP/News Producer
Produced, researched and wrote daily newscasts, special programs and reports. Took an active leadership role in staff training, including diversity programs.
~Received Florida journalism awards for No Name Storm and hurricanes.

10/1990 - 12/1991 **WWSB-TV/News-40** Sarasota, FL
Assistant News Director
Produced primary evening newscasts and assisted in administration of the news department. Key role and mandate: Improving programming and employment diversity, and staff hiring/training – efforts thwarted by senior managers.

10/1988 - 10/1990 **WNEM-TV/News 5** Saginaw, MI
Senior Producer/System Manager
Produced primary evening newscast, and administered the (BASYS) newsroom computer system used for assignment coordination, script preparation, closed captioning, archive maintenance, personnel schedules, and other records.
~Received Michigan journalism awards for coverage of UAW labor issues and tanker spill/explosion and resulting port closing. (1990)

MILITARY SERVICE

November, 1967 - November, 1969
Volunteered for draft during Vietnam era and served as an **Army corpsman**. Primary duty units: 1st BN/32nd Armored Recon Platoon and 3rd Brigade Dispensary of 3rd Armored Division, Friedberg am Hessen, Germany.
~Rose to SP/5. Awarded Expert Field Medic Badge & numerous commendations.

VOLUNTEER

September & October, 1985
Trauma Specialist - Salvation Army Mexico City Earthquake Relief Team.

POLITICAL ACTIVITY

January – December, 2000
Ran my (Reform) **campaign for U.S. Congress, from Florida's 9th District**.
~Despite the *smallest* U.S. Congressional campaign budget of just $1,200, pulled just over 46,000 votes – almost 20%. That was second best in the nation for a 3rd or no party federal candidate and among the first primarily internet based political campaigns.

EDUCATION

1966/1971 – 1973 **Indiana University** Bloomington, IN
Bachelor of Arts Degree (GPA 3.2)
Graduated: 1973
Double Major: Radio-TV & Speech-Theatre
Minors: Journalism & Foreign Languages

1967/1970 – 1971 **IU-Purdue** (now IPFW) Fort Wayne, IN
Additional Coursework
Completed Theater major at this campus before finishing BA at IUB.
Received Purdue Indiana Theatre (PIT) Award for Playwriting: *Anti-Goal* (1971)

1973 **IU Graduate School** Bloomington, IN
Graduate Coursework (GPA 3.8)
Completed graduate courses (non-degree program) in mass communications management, research, law, and international communications.

2000 **Poynter Institute** St. Petersburg, FL
Professional Training: Completed online journalism seminar

1989 **BASYS System Mgr. School** White Plains, NY
Professional Training: Completed newsroom computer manager program.

COMPUTER SKILLS

Programs	Skill Level	Experience
PC Expertise: MS Access, Word, PowerPoint, Excel, Front Page, Adobe	Expert	10 years
Mac Expertise: Dreamweaver, Flash, Fireworks, Final Cut Pro, Motion, LiveType	Expert	10 years
BASYS & **NewsStar** (now dated) Newsroom Computer Systems	Expert	15 years

AFFILIATION MEMBERSHIPS

Member: **Association of Health Care Journalists**, 2007 – Present
Member: Fort Wayne and San Francisco **Press Clubs** & **SDX**, 1976 – 1986
Member: **Indiana Alumni Association**, 1973 – Present
Member: **American Civil Liberties Union**, 1995 - 2010

REFERENCES

Doug Fisher **New Media Educator, University of South Carolina**
Phone Number: 803-777-3315
Email Address: dfisher@sc.edu

Marvin Tarver **Executive Producer, WFTS-TV/Action News 28**
Phone Number: 727-512-9750
Email Address: mtarver@gmail.com

Daniel Woodrum **News Producer, WFLA-TV/Newschannel 8**
Phone Number: 813-476-2292
Email Address: daniel.woodrum@verizon.net

Steve Wilson **Chief Investigator, WXYZ-TV,** (retired)
Phone Number: 248-514-1980
Email Address: sgwilson904@bellsouth.net

Dr. Matthew Edlund **Director, Suncoast Center for Circadian Medicine**
Phone Number: 941-366-4835
Email Address: Edlund@comcast.net

EARLIER WORK

Market Opinion Research, Field Office Supervisor
South Bend, IN, 1988
Primary client: George Bush/Dan Quayle (1st) Campaign

WSBT-TV/News 22, Senior Producer
South Bend, IN, 1986 – 1988
Instrumental in launch of a second early evening newscast and expanded coverage of medical and business issues.
~ Achieved ratings increases with use of live remotes – including use of bureaus and satellites, higher quality graphics and production elements.

Target Television, Investigative Field Producer
San Francisco, CA, 1985 – 1986
~Received California Emmy nomination for series on Ipecac abuse and its role in the death of Karen Carpenter. The story resulted in FDA drug label change order. Honored by many veterans' organizations for series on Female Agent Orange Victims, which prompted the CDC to expand dioxin studies to include women.

KXTV-TV/News 10, News Producer
Sacramento, CA, 1983 – 1985
Developed formats for new news programs to better utilize new studio and set design. Greatly expanded the use of satellite remotes, including a Washington, DC bureau.
~Received California journalism awards for coverage of the Coalinga earthquake, bomber crash at Mather AFB, and impact on local economy of military cutbacks.

WANE-TV/News 15, Executive Producer
Fort Wayne, IN, 1981 – 1983
~Received Indiana journalism awards for documentary on Mother Teresa and coverage of demise of International Harvester.

WPTA-TV/21-Alive News, News Producer
Fort Wayne, IN, 1978 – 1980
Expanded use of ENG, including live remotes – among very first local stations using satellite remotes to cover national political conventions and other news.
~Received Indiana journalism awards for coverage of Vernon Jordan shooting, elections, and UAW labor issues.

KAIT-TV/8 News, News Producer
Jonesboro, AR, 1977 – 1978
Developed and implemented newsroom format within first month at station. Launched electronic news gathering (ENG.)
~Boosted program ratings to an unprecedented 83 share! Produced a monthly consumers affairs program with the future President, Bill Clinton… who was the Arkansas Attorney General at the time.
~Received Arkansas/Tennessee journalism awards for coverage of: Death and funeral of Elvis Presley, Mississippi River flooding, tornadoes, Interstate-55 serial killer.

WGL Radio, News Director/Talk show host
Fort Wayne, IN, 1976 – 1977
Responsible for budgeting and training/managing news staff. Anchored morning newscasts, did reporting in the afternoon and evening, and booked guests/hosted INTERCOM - the midday call-in show.
~Moved that program from #8 to #2 in one rating period. Featured Dan Quayle announcing his first run for Congress, Richard Bach on publication of Illusions, and many other local, state, and national leaders and celebrities.
~Received Indiana journalism awards for 1976 coverage of Baldemar Velasquez and the Hoosier Tomato War.

WKJG-TV/33, Floor Manager/Director
Fort Wayne, IN, 1966 - 1967, 1970 - 1971, 1973 – 1976