



Joey M. Parker

Utica, New York • 315.415.3920 • joeyparker@gmail.com

Executive Summary:

A pioneering broadcast journalist & manager that understands the needs of **motivating, inspiring and leading** young and seasoned journalists and support professionals, along with the reality of budgets and costs - a news "coach" that believes in strenuously embracing "new media," **getting it right**, before getting it **right now**, and one that understands fostering good relationships with our advertisers and **ethics in journalism** will enhance - not impede - the station's relationships with all stakeholders: Our viewers, our community, as well as, our advertisers

Experience:

WUTR (ABC)/WFXV (FOX)

Central New York

News Director/Evening Anchor

- Launched and participated in the design of two TV News operations, directed the hiring, motivating and discipline of the news staff of the station
- Executed daily operations regarding story assignment, "unbundling," development and gathering of news content
- Conferred with the general manager and staff regarding budget, station policies, responsible news coverage, coverage of special events and production issues
- Wrote, produced multiple newscasts & news specials
- Trained and managed news & production crew members using original ideas, along with RTNDA/Carole Kneeland Project/AR&D/Talent Dynamics-inspired guidance to achieve significant improvements in productivity

Mobile Bay National Estuary Program

Mobile, AL

Communications Specialist

- Responsible for the image, message and community awareness of this non-profit organization through all forms of media, including: writing and issuing media releases, social networking and maintaining website
- Wrote, shot and edited stories to promote projects within the 46,000 square-mile National Estuary
- Maintained relationships with all journalists & community leaders

WCJB TV-20 (ABC)/The Gainesville CW

Gainesville, FL

Executive Producer/Assistant News Director/Anchor

- Assisted the ND in the immediate and long-term direction of the newsroom

- Assisted in the hiring, motivating and discipline of the news staff
- Anchored weekend news and other newscasts as needed

KCWY-TV "NBC for Wyoming"

Wyoming (statewide)

News Director/Anchor

- **Designed and launched** the new NBC affiliate for the Casper DMA and eventually for Wyoming
- Directed the hiring, motivating and discipline of the news and production staff of the station
- Executed daily operations and conferred with the general manager
- Wrote, designed and produced multiple newscasts & news specials
- Instrumental in turning a new station into a statewide "news and community leader" against a 50-year, legendary "giant station"
- Trained and managed 40 news & production crew members

WSFA-TV (NBC)

Montgomery, AL

Anchor/Producer/Reporter

- **Created, launched,** produced and anchored **WSFA News 12 at Sunrise**
- Co-anchored **Today In Alabama** (often the top-rated morning news program in America according to Nielsen)

WTVY-TV (CBS)

Dothan, AL/Panama City, FL

Anchor/Bureau Chief/Reporter/Producer

- Hired as overnight producer and re-worked morning program yielding a 300% ratings increase (Nielsen, fall 1996)
- Promoted to bureau chief of a 4-county-area & weekend anchor/producer
- Promoted to morning anchor/producer
- Covered ENG/SNG news gathering duties (especially as one-man-band)

Additional Training:

- Fellow 2004 - Carole Kneeland Project for Responsible Journalism, Numerous RTNDA Leadership Workshop Seminars and Sessions, Years of AR&D consultation and coaching, Training by Talent Dynamics and other coaching organizations

Community:

- Rotary member, former community, non-profit and civic service board member, frequent journalism and broadcasting lecturer at colleges and universities, frequent host/MC of numerous community charitable events

Awards:

- New York State Broadcasters Association 2012 Best Documentary, Coverage of Sporting Event - Best Newscast 2008 - SPJ, Best Newscast 2005 – AP, Best Series/Documentary 2005 – AP, Best Anchor (State) 2004 - Wyoming Association of Broadcasters, Best Series/Documentary 2004 – AP, Best Anchor 2003 - Wyoming Association of Broadcasters