

Pat Simon

patsimon48@gmail.com

Emmy Award nominated Managing Editor/News Anchor and Reporter with 27 years of experience in News, Broadcast, LIVE and social and digital reporting. Proven track record and top ratings winner delivering fair, accurate and balanced news for multi-level platforms including digital and social.

Savvy and energetic media relations and public relations leader and communicator who manages advertising agency teams to deliver compelling stories to media and social platforms about corporate social responsibility efforts and promote new office development and patient care.

MILITARY

Lieutenant Colonel in the Army Reserves with 26 years of experience in troop management, communications and command information operations. Served in Operation Iraqi Freedom during and after historic transition of power from U.S. to Iraq control.

COMMUNITY LEADER

In demand public speaker for community and special events. Emcee, spokesperson and board member for a variety of organizations such as the March of Dimes, United Way and the American Red Cross.

PROFESSIONAL EXPERIENCE

Aspen Dental Management, Inc
March 2014 – Present

Contributes to the development and implementation of strategic communication initiatives that support over 500 Aspen Dental practices across the US.

Develops and executes a communications strategy targeting external stakeholders (patients, media, third party organizations and partners) that builds reputation, communicates the Aspen Dental story, and fosters understanding of the Dental Support Organization/Aspen Dental model.

Directs execution of public relations efforts for corporate social responsibility program.

- Managed development and implementation of two successful CSR events involving spokesperson Danica Patrick. (print, broadcast, social and digital platforms)
- Managing media relations program that promotes free dental care to veterans and identifies the lack of access to dental care. (print, broadcast, social and digital platforms)

Serves as spokesperson on behalf of Aspen Dental practices and ADMI, as appropriate

KSLA-TV (CBS), Shreveport, LA
2008-2014

Managing Editor

Primary weeknight Co-Ancor 5, 6, and 10 pm news
Political, Consumer and Investigative Reporter

Manages, delivers and distributes compelling news content on multiple platforms (on-air, online, on mobile) in a timely and accurate manner

- Highly efficient and energetic leader who produces top ratings-driven newscasts
- Experienced field anchor, researcher, writer and editor of stories that leave a lasting impression on viewers
- Manages and executes effective quality control program for technical and editorial areas of news and programming
- Experienced web writer and producer of daily newsletter email web blasts to subscribers
- Newsroom mentor and team player who generates and shares intriguing story ideas with reporters and provides mentorship

- Investigative award-winning report on cyberbullying that led to tougher crackdown on bullies
- Host of weekly “Newsmakers” segment
- Produces and delivers “In My Own Words” commentaries
- Pioneered our "Run before the Walk" March of Dimes campaign which raised more than \$6,000 in the event's first year
- Host of televised 2010 Shreveport Mayoral Debate and moderator for 2009 U.S. Senate Debate

U.S. Army Reserves

October 2012 to Present

- Instructor for Command and General Staff College (CGSC) – Masters level course
- Provide Intermediate Level Education (ILE) instruction in accordance with the curriculum and operational procedures approved by CGSC
- Maintain proficiency in all phases of curriculum
- Stay current on U.S. Army and joint doctrines and satisfy all accreditation requirements
- Actively recruit qualified students as well as quality instructors and staff personnel, serve as liaison to local Active Army, Army Reserve and National Guard units to support recruiting efforts.
- Mentor all assigned students
- Prepare for individual or unit mobilization at all times

Louisiana National Guard

1987 to October 2012

Public Information Officer / Spokesman

- Energetic and innovative leader who trained and managed numerous troops during a prestigious military career
- Crisis management. Gathered and maintained daily information operations plans for Governor Bobby Jindal's staff during the BP Deepwater Horizon Oil Spill of 2009
- Managed a public affairs staff during Operation Iraqi Freedom which produced hundreds of photos and stories that gained worldwide attention (Fox, CNN, Wall Street Journal to name a few)
- Coordinated the first ever theater to theater (Iraq to Afghanistan) network news coverage that happened on the same day
- Crisis management. Managed media operations in the aftermath of Hurricane Katrina to help turn the tide of negative press into positive recovery stories
- Wrote and marketed numerous soldier stories over the years that portray the selfless service of our brave men and women in the Armed Forces

- Commanded the 241st Public Affairs Detachment which specializes in broadcast, print and internet based products including a quarterly magazine

WLOS-TV (ABC), Asheville, NC
2006-2008 5:30 and 6:30 pm Anchor / Reporter

Anchored and contributed to highly rated evening newscast and quickly became a trusted source for news in a top 40 market

- Developed and reported enterprise news stories every day
- Established a strong partnership with local and community leaders to enhance the role of the station within the community
- Provided extensive coverage of the 2006 Presidential Primary including the campaigns of Barack Obama and Hillary Clinton
- Investigative reports on toxic chemical contamination found 20 years after CTS plant closes, impact on nearby community (legislature follow up)
- Investigative report on inadequate state staff to inspect North Carolina's 5,000 dams which could lead to catastrophic consequences (legislature follow up)

WAFB-TV (CBS), Baton Rouge, La.
1999-2006 Morning and Noon Anchor / Reporter

Helped turn a number two-rated morning show into a strong number one news program

- Managing editor of morning and noon news program including research, news gathering and editing
- Extensive severe weather coverage of numerous natural disasters including hurricanes and flooding
- Live anchor coverage of Hurricane Katrina and the capture of serial killer Derrick Todd Lee
- Covered Columbia space shuttle tragedy (including interview with Former NASA Director Sean O'Keefe) and Cuban prisoner hostage standoff
- Interviewed Marine General Michael DeLong who claimed he witnessed weapons of mass destruction leaving Iraq two days before Operation Iraqi Freedom campaign commenced

WJBO-RADIO (CBS): Baton Rouge, LA
1994 - 1999

- Talk show host / News Reporter
- Covered Clinton impeachment proceedings live from Washington

WAFB-TV (CBS): Baton Rouge, LA
1993 - 1994

- Assignment Editor

Louisiana Radio Network
1990 - 1993

- News Anchor
- Capitol Correspondent

WYNK / WJBO Radio
1985 - 1990

- Traffic Reporter – Ground and Air
- News Reporter
- On-Air Personality

EDUCATION

LOUISIANA STATE UNIVERSITY Baton Rouge, LA

- BA General Studies

Concentration: Broadcast Journalism / Political Science

AWARDS

- Emmy Award nominations (2) in 2013
- Associated Press Award: 1st Place for Best Feature.2009
- Associated Press Award: 2nd Place Best Newscast 2011 and 2012
- Associated Press Award: 1st Place for Public Affairs, 1995
- Army National Guard Bureau Media Award: 1st Place, Television News, 1997
- Baton Rouge Business Reports "Top 40 Under 40" Award
- Baton Rouge Chamber of Commerce Outstanding Volunteer Leader Award

SPECIAL PROJECTS

- Co-Host St. Jude Children's Research Hospital Telethon
- Co-Host Annual Baton Rouge Christmas Parade
- Co-Host Jerry Lewis Muscular Dystrophy telethon (Asheville)
- Member of March of Dimes Board of Directors

REFERENCES

Available upon request