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## **EXPERIENCE**

### **Media Consultant *Media Advisers Asia* Hong Kong (present)**

Own & operate training and consulting company. Teach executive spokespeople how to deal effectively with the news media and help news broadcasters in Asia improve their professional skills. Clients include *Asia-Pacific Broadcasting Union, Intl. Labour Organization, CNN, VOA, Xinhua Finance, Ogilvy & Mather*. See: [www.MediaAdvisersAsia.com](http://www.MediaAdvisersAsia.com)

**Voiceover Announcer (present)** Voice and edit TV & radio commercials, corporate videos and educational materials. Clients include *McDonalds, Disney, PCCW, Oregon Scientific, Vidal Sassoon, Philips, UBS, Samsung, Lenovo, HKSAR Govt., HK Intl. Airport, Macau Tourism, others*.

### **Senior Editor *CNN International* HK (May 1999 – Feb. 2004)**

Oversaw 20-person production team for daily morning and evening programs, broadcast globally on CNN International. Wrote, reviewed, edited and corrected all on-air material on Asia-specific topics and worldwide news. Maintained editorial quality of all Hong Kong-based programming.

### **Trainer *CNN International* Hong Kong**

Chief editorial trainer for CNN affiliates and staff. Traveled extensively throughout Asia to train Asian broadcast journalists in international editorial standards and practices. Conducted training workshops in Pakistan, India, Sri Lanka, Thailand, Vietnam and Indonesia. Wrote and developed comprehensive training materials for use by CNN broadcasters and affiliates.

### **Producer/Editor/Senior Writer *CNN International and CNN Headline News* Atlanta (June 1992 – April 1999)**

Produced, wrote and edited hour-long television broadcast on a broad range of U.S. domestic, international, business and feature news. Developed a well-rounded background in television operations, including audio, graphics, studio camera, master control and other technical positions.

**Production Director/Announcer *WKLS radio* Atlanta  
(April 1987 – Sept. 1998)**

On-air presenter of live and recorded radio programs on dominant, major-market station focusing on entertainment, music and news. Wrote, produced and voiced commercial and promotional announcements achieving sales results for advertisers and a higher promotional profile for the station. Interviewed dozens of celebrities and newsmakers.

**Presenter *WPDH radio* Poughkeepsie, NY (Sept. 1982 – April 1987)**

Hosted daily radio program for 50,000 watt music station broadcast throughout New York's Hudson Valley. Wrote and produced hundreds of effective commercials and stand-out promotional announcements. Extensive experience in audience research on music and programming selections.

## **EDUCATION**

- **State University of New York**, BS in Broadcasting, 1982

## **SKILLS**

- Public speaking. Effective and comfortable communicator in settings ranging from classroom teaching to Master of Ceremonies at awards programs. On-stage MC for the Atlanta Symphony Orchestra & other concert events before thousands.
- Speaks conversational Mandarin Chinese
- Edited and developed interactive, instructional CD-ROM series for teaching Mandarin Chinese, *Touring China in Chinese* published by Peking University Press.
- Basic TV production skills, including camerawork and video editing.