



CASEY JONES

COMMUNICATIONS & JOURNALISM EXPERT

PERSONAL PROFILE

I am a storyteller. Through my experience and execution, the stories I've told over my career have driven results for big business, helped develop and execute strategic marketing campaigns, and resonated in the hearts of the community. I am a trusted and collaborative team member with nearly 15 years of experience shaping brand reputation, reaching diverse audiences, and leading teams to success.

WORK EXPERIENCE

WOOD TV8 — Community Affairs Director

July 2021 — Present

- Contributed to station-wide planning and annual strategic planning as a key member of the eight-person department head team at WOOD TV.
- Strengthened and managed critical community partnerships with key organizations in West Michigan, resulting in successful brand alignment and strategic brand marketing initiatives.
- Directed and controlled the messaging and storytelling for community organizations through commercials and news stories, from concept to final approval, to build their community brand and share their story effectively.
- Coached C-suite leaders to enhance their public image and achieve positive reputation outcomes in the media.
- Helped generate, manage, and deliver \$650,000 in NTR as head of community department at WOODTV.
- Recognized as the Michigan Association of Broadcasters "Young Professional of the Year 2022".
- Received Regional Emmy Awards for "Community Involvement" and two men's health specials that I created, produced, and hosted.
- Coordinated and executed major community outreach campaigns for the TV station, including Clear the Shelters, Day of Caring, Hunger Action Month, and Angel Tree Toy Drive.
- Developed and implemented the "Football Frenzy Food Drive," a successful high school competition that has generated over 32,000 pounds of food donations for local pantries in just two years.
- Led the TV station's community storytelling efforts across multiple platforms, including broadcasting segments, web articles, and social media.
- Collaborated with local nonprofits to produce and maintain the "Community Spotlight," a monthly news story and PSA-style commercial that showcased their mission, work, and needs, raising awareness and support for their causes.
- Managed and broadcasted TV station's critical Public Service Announcements to comply with the FCC's Federal Licensing Agreement, ensuring the station's continued compliance with federal regulations.
- Oversaw all aspects of the Community Affairs department, including managing the team, scheduling, planning, shoots, postproduction, and identifying growth opportunities, while reporting directly to the Vice President and General Manager of Nexstar Media Inc.

CONTACT ME

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NONPROFIT BOARD SERVICE

Artists Creating Together

-Oct. 2021 - Present

SKILLS SUMMARY

Communicator — Engaged and authentic

Relationship Builder — Creating and maintaining

Strategic Thinker — Solutions-oriented mind

Dynamic Writer — Finding the right words to resonate different topics with varying audiences

Team Leader — Collaborative and encouraging

PROFESSIONAL MERIT

- 📖 2022 Michigan Association of Broadcaster's Young Professional of the Year
- 📖 2021 & 2022 Michigan Association of Broadcasters Community Involvement Award
- 📖 8x Emmy Award Winner
 - 2022 — Community Involvement
 - 2022 — Close Cut Conversation: A Primetime Men's Health Special
 - 2022 — News Feature, Miracle Marathoner
 - 2021 — Close Cut Conversation: A Men's Health Special
 - 2020 — Single Day Story, Wings of Hope
 - 2019 — Best Promo, Hamilton
 - 2016 — Benton Harbor's Hope
 - 2015 — Behind the Mask
- 📖 POYNTER Leadership Academy Graduate

HOBBIES

Traveling — 16 countries checked off and numerous National Parks

Hiking — Italy's Dolomites top the list but Machu Picchu and Kilimanjaro are still unchecked

Being Active — Sports, recreation, or anything to get out and enjoy this planet

My Family — It doesn't matter where I am, if it's with my wife and kids, I am enjoying the moment

EDUCATION

Grand Valley State University
September 2006-May 2011
Bachelor of Science, Communications –
Multi-Media Journalism

WORK EXPERIENCE

WOOD TV8 — Morning News Anchor

June 2015—July 2021

- Led and anchored daily morning newscast, Monday to Friday, from 4:30 a.m. to 7:00 a.m.
- Directed the newsroom, responsible for final approval of stories, show organization, and scripts.
- Developed and led daily post-show editorial meeting, fostering a collaborative approach to gather news and plan upcoming shows. Mentored and trained producers and reporters to improve writing, editing, and delivery skills.
- Expertly handled breaking news situations throughout the morning and cut into programming when necessary. Produced a weekly series of compelling community stories, showcasing the community's unique perspective.
- Actively participated in charity events as host or guest speaker. Trusted and reliable journalist out in the community building and strengthening relationships.

WOOD TV8 — Sports Anchor

August 2012–June 2015

- Produce and Anchor Sportscast for Primetime and Weekend News Created all content for sports shows on a daily basis, producing, writing, editing, and anchoring for 6/10/11 pm shows each weekend and fill-in shows during the week.
- Co-anchored "Football Frenzy", an award-winning Friday night football show that covers more local high school teams than any other station in the area. Report National and Local Sports News on the Road Created compelling content from inside the locker room and down on the fields while covering the Final Four, Rose Bowl, and World Series.
- Reported play-by-play coverage of the largest road race in the country, the 2015 Fifth Third Riverbank Run, while anchoring special coverage from the in-field desk alongside 4-time Olympian Dathan Ritzenhien. Delivered in-depth race analysis for the 2014 Fifth Third Riverbank Run from a brand new perspective, in front of the runners on the pace truck.
- Participated in America's largest 25k road race, the Fifth Third Riverbank Run. Once with the use of new technology, Google Glasses, to give viewers a bird's-eye view of course. And again with a group of runners who had overcome obstacles to get to the starting line, telling their stories in the process.
- Produced, wrote, and anchored a half-hour sports show with national and local sports highlights including interviews with local athletes and coaches.
- Created and produced Casey's Cut, an editorial piece on controversial and current sports topics with the opportunity for viewers to interact.
- Established "The Great 8", a weekly countdown of the top 8 sports plays or moments from the previous week that is still used today.

WSJV — Sports Anchor/Reporter

August 2011-August 2012