

Liza (Elizabeth Anne) Simon

**HIGHLIGHTS OF SKILLS**

- **Journalism (20 years):** In-depth experience with principles and practices of gathering news and information for print and broadcast media. Capable of working from concept to final stage on spot news, packages, documentaries, cover stories, columns and features. Special areas of focus include healthcare, environment, government affairs, personality profiles, Hawaii and Samoan arts and culture. Experience as managing editor includes cultivating relationships with local writers and photographers and planning editorial content.
- **Public Affairs and Hawai'i State Government Affairs Specialist (10 years):** Successful record of enhancing organizational mission of government agencies through the creation and implementation of persuasive advertising or public information campaigns. Able to utilize knowledge of consumer research and local market conditions in strategic budget planning and media buying. Handle all aspects of internal and external communication for businesses, non-profits and government organizations.
- **Copywriting (20 years):** Dynamic in producing creative commercial copy for newspapers, television and radio stations, magazines, special reports, web content and brochures.
- **Digital Media Skills and data analysis (5 years):** Web content management, Adobe Premier editing, WordPress building and blogging, transmedia storytelling; skilled in Search Engine Optimization and application of Google analytics; experienced in data collection and analysis pertaining to annual reports, and annual performance reviews of federally funded grant activities; proficient with In-Design and Photoshop; knowledge of data management in Excel and ACCESS.
- **Teaching (5 years):** Experience includes teaching courses in journalism and creative writing at college and high school level.
- **Grant-writing (3 years):** Significant experience in writing narratives for grants that have secured awards for government and non-profit agencies.
- **Volunteerism: (3 years):** Adept at organizing volunteer teams; currently serve State of Hawai'i the Honolulu Subarea Health Planning Council
- **Specialized training in Crisis Emergency Risk Communications or CERC: (1 year);** Certified by CDC in communication protocol pertaining to prospect of H1N1 outbreak.

**EXPERIENCE AND ACCOMPLISHMENTS**

**NOTE: Currently on contract as consultant for John A. Burns School of Medicine and on-call as substitute teacher for Kelly Educational Services**

**University of Hawai'i at Mānoa: Public Liaison & Public Affairs Director within SEED (Student Excellence Equity and Diversity) [REDACTED].**

Duties: Serve 18 SEED programs and diversity initiatives with comprehensive communications planning and products inclusive of Web content, brochures, social media and press releases; organize press conferences, place positive stories in media, write and produce short film documentaries focused on SEED programs; wrote three grants that brought in \$25,000 to fund diversity-related campus events; provide personal statement writing instruction for college juniors and seniors in advance of graduate school application; Provide planning and organizational support for SEED events for dissemination of information to public; responsible for assisting SEED directors in grant-writing and program reports; responsible for fiscal management and contracting of vendors, as needed; general communications responsibilities pertaining to the articulation of diversity on the UH campus

[REDACTED]



**Hawaiian Islands Humpback Whale National Marine Sanctuary: Public Outreach Coordinator, December 1999 to July 2002.**

Duties: Responsible for communicating information on public agency's mission in marine resource conservation and endangered species protection. Prepare and distribute press releases, develop and maintain media contacts, place stories in media. Research, write and produce public informational and educational pieces, including brochures, posters, displays and video. Organize conferences; Contribute articles to sanctuary website. Respond to communication needs of sanctuary Island-County liaisons. Develop image library and newsletter. Make public presentations on sanctuary and investigate grant opportunities for non-profit partnerships. Coordinate with NOAA officials, public and private agencies. **Notable accomplishment: Contributed to management plan that supported confirmation of five-year extension of state and federal agency partnership**

**KHNR-CNN Radio, Honolulu, Hawai'i: Anchor/ Reporter, November 1996 to January 1999.**

Responsible for precise, accurate and vigorous reporting of local news. Generate original assignments while exercising mature news judgment. Conduct daily interviews with first-hand news sources. **Notable Accomplishments: Spearheaded the establishment of long-form enterprise stories as a viable program element.**

**KHON TV2, Honolulu, Hawai'i: Writer/Producer, February 1993 to January 1996.** Develop and pitch story concepts for local origination public affairs television series. Conduct interviews and research. Write complete scripts. Produce weekly news segments and public service spots. **Notable Accomplishments: Organized *For Kid's Sake* board of directors to receive community input for program content.**

**Honolulu Academy of Arts, Honolulu, Hawai'i: Public Relations Manager, February 1992 to January, 1994,** (Job held concurrently with KHON-TV position) Develop and implement communications plan to promote academy mission and programs.

**KITV4, Honolulu, Hawai'i: Creative Services Manager, November 1990 to December 1992.** Create and implement a multi-media marketing campaign entitled "Island Television. Write, produce and direct spots to highlight station personalities and programs. Assist with budgeting and media buys during rating periods. **Notable Accomplishment: Invented and produced a monthly newsletter as tool for marketing and promotions.**

**The Honolulu Weekly, Honolulu, Hawai'i, feature writer, September, 1990 to December, 1995.** Contributing writer for the launch staff of Hawai'i's first weekly alternative newspaper.

**Hawaii Public Radio, Honolulu, Hawai'i. broadcast host and news reporter, January, 1990 to December, 1995.** Part-time host for morning Programming; News reporter for lively arts and culture; Program host for Caribbean music program.

**KUAI Radio, Ele'ele, Hawai'i: Announcer/ Reporter, June 1980 to December 1989.** Execute all elements of full service radio station format including music, news reporting, commercial production, commentary, audio editing, emceeding events.



**Writing Samples (NOTE: PDF's of reports, news stories and health collateral products to be provided in hard copy)**

TRADITIONAL MEDIA

<http://www.hanahou.com/pages/Magazine.asp?Action=DrawArticle&ArticleID=639&MagazineID=40>

MOTU FOOTBALL: SAMOANS GO DEEP IN THE NFL

SPJ award for Best Sports Story; Hawaii Publisher's Award for Best Magazine Feature Story

<http://www.hanahou.com/pages/Magazine.asp?Action=DrawArticle&ArticleID=1128&MagazineID=70>

HULA U. : HAWAIIAN DANCE GETS A COLLEGE DEGREE

SPJ Award for best Arts & Culture feature; Honorable mention from Annenberg School of Communications arts writing award competition

<http://www.hanahou.com/pages/Magazine.asp?Action=DrawArticle&ArticleID=1187&MagazineID=74>

THE LIGHT ON THE POINT: OLD FASHIONED LIGHTHOUSE SEEN THROUGH A RARIFIED LENS OF THOSE WHO LIVED THERE

Pending publication in Shambala Press collection of creative non-fiction..

<http://www.hanahou.com/pages/Magazine.asp?Action=DrawArticle&ArticleID=973&MagazineID=62>

RISKY BUSINESS: HOW A HANDFUL OF HAWAII STUNT ACTORS HAVE BECOME THE REIGNING DUKES (AND DUCHESSES) OF HAZARD

SPJ award for Best Business Story (!)

SOCIAL MEDIA

Using WordPress, I established a UH-SEED newsletter and blog:

<http://blog.hawaii.edu/seed/>

Applying my stellar skills as a copywriter, I created content for several UH-SEED program websites:

<http://www.hawaii.edu/diversity/McNair/>

<http://www.hawaii.edu/diversity/mets/>

Utilizing my expert skills as a scriptwriter for network television, I responded to the SEED director's request to produce broadcast quality documentaries about SEED-administrated high school programs:

<http://vimeo.com/49343422>