

John Beard
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Experience:

Public Relations and Media Manager, Focus ion Energy
(June 2018 - Present)

- Raise profile of Focus on Energy and its programs
- Tell written and audio/video stories detailing successes of the Focus on Energy programs
- Write news releases
- Develop public and media relations strategies
- Advise and offer direction to management on public relations issues
- Handle media inquiries and requests

Assistant News Director, WKOW-TV Madison, WI
(Sept. 2012 - May 2018)

- Manage daily work of more than 30 news team members.
- Make editorial decisions guiding daily news coverage and long-term strategy.
- Collaborate to develop and implement strategic plans for overall product and individual newscasts.
- Work in a larger group to develop long-term projects, election coverage, severe-weather coverage, captioning initiatives and style guides.
- Work with community leaders, lawmakers and local charities on in-depth news stories and promotional campaigns.
- Oversee newscast, website and social media content.
- Mentor young news writers and develop on-air talent.
- Direct news award strategy and determine entries. (WKOW was awarded Station of the Year in 2017 by the Wisconsin Association of Broadcasters)
- Write, edit and proof written and visual content produced for television, web, social media, job descriptions and style guides.

News Anchor, WKOW-TV Madison, WI
(Apr. 2010 - Sept. 2012)

- Present live newscasts.
- Respond quickly and effectively to breaking news both on and off air.
- Manage morning and weekend news teams.
- Create daily assignments and determine content for the station's website and social media platforms.
- Provide guidance to younger journalists, helping them develop their writing skills and news instincts.

Charity and Community work: Board

2015-present - Serve on Parkcrest Swim and Tennis Club Board, currently as Secretary

Emcee

2010 Leukemia & Lymphoma Society (LLS) Light the Night Walk, Bettendorf, IA

2011 MDA Labor Day Telethon

2011-2012 Brittany Run

2011-2013 Opera in the Park

2012 Aldo Leopold Nature Center's Pipers on the Prairie and Festival Fire

2012 Janesville Heart Walk

2013 Bon Temps! A Madison Opera Mardi Gras auction and fundraiser

2012-2013 LLS Light the Night Walk, Madison

Fundraiser/Participant

2010-2017 Active participant in United Way workplace fundraising campaign

2011 Wisconsin LLS Man and Woman of the Year candidate (worked to raise more than \$10,000)

2011 LLS Team in Training - Green Bay Marathon

2012 Rhumba for Rainbow

2013 LLS Team in Training - America's Most Beautiful Bike Ride

2016 Concessions fundraising for River Food Pantry

Education:

B.A., Journalism, Louisiana State University, 1997 Magna Cum Laude

Statement on why I wish to serve:

I want to be a public servant. I love my corner of Madison, and I hope to see my neighborhood and surrounding ones continue to thrive. I couldn't enter into public service while working in television news, due to worries about time and ethics. My current job allows me a more flexible schedule and does not carry those same ethical concerns, so I'm ready to serve.

My work in the Madison news market over the past eight years has kept me in tune with City business and concerns, as well as challenges the City faces in the future. So the learning curve would not be as steep as with other candidates.

I would also bring to the board a knowledge of crisis communications. I understand how the media covers stories and could advise the board on public positioning on sensitive issues.

In addition, my upbringing gives me a unique perspective on Madison. I grew up in a small town in southern Mississippi and spent the first 30 years of my life in the deep south. That experience helps me appreciate Madison and the schools, parks, and other opportunities the City offers my family.

Statement of what I want to accomplish:

District 19 is large and diverse. I want to help small business owners in my district thrive while protecting the neighborhoods that surround them. That can be a delicate balancing act. I believe I have the talent and temperament to bridge the gap between competing interests and bring people together.

I also would like to work to end some of the in-fighting between the board and the mayor's office. From an outside perspective, both sides have come off as petty at times. Local government needs to lead the way, because state and federal governments have often been deadlocked by politics. We can't do that without putting petty difference aside and going to work like grown-ups.

Yes, I do plan to run for this position in Spring 2019.