



# AMY HYBELS

## Communications Strategist/Journalist

Communications specialist with a passion for visual storytelling and media relations seeking new opportunities.

### CONTACT

PHONE:



EMAIL:



## EDUCATION

**Regent University**  
M.A., Journalism

**Western Michigan University**  
B.A., Communications

**Languages:** Proficiency in French, spoken Arabic

## WORK EXPERIENCE

**WJRT TV, Flint, MI, Reporter**  
2016 - 2019

Pitched original stories and reported breaking news across multiple platforms including broadcast, social and digital media. Covered the aftermath of the Flint water crisis.

**WWMT TV, Kalamazoo, MI, Reporter/Special Projects Producer**  
2014–2016

Created original content and covered breaking news including the deadly Uber driver shootings. Filed FOIA requests to produce investigative stories. Launched the new I-Team office in the spring of 2016.

**WNEW 99.1FM, Washington, D.C., Freelance Reporter/Producer**  
2013–2014

Pitched topical story ideas for all news radio station covering the DC metro region. Also produced five hours of all news radio programming.

**CNN International, Amman, Jordan, Freelance Reporter/MMJ**  
2009–2013

Pitched stories to the Atlanta and Abu Dhabi bureaus; shot, wrote and edited news packages with an emphasis on visual storytelling. Covered the protests in Jordan during the Arab Spring.

**World Vision International, Niger, Food Crisis Communications Officer**

Summer 2012

Produced videos of the food crisis in the Sahel region and staffed a high profile press junket to the region.

**King Hussein Foundation, Amman, Jordan, Media Officer**  
2010–2013

Created a comprehensive communication strategy for the foundation's branches. Produced video content for the KHF website and social media platforms. Managed media events for Her Majesty Queen Noor.

**WTOP Radio/Federal News Radio/Washington Post Radio, Freelance Reporter/Writer**

2006–2008

Reported from D.C., Virginia and Maryland. Wrote stories for morning drive news on deadline. Produced a morning show for Washington Post Radio.

**APTN, New Orleans, Freelance Field Producer**  
2005–2006

Managed the New Orleans bureau for Associated Press Television News in the wake of Hurricane Katrina; Field produced packages on residents' efforts to recover in the wake of the devastating flooding.

**United States Senate, Washington, DC, Press Secretary  
2003-2004**

Managed a press shop on Capitol Hill for a U.S. Senator; created a comprehensive communications strategy on key legislative initiatives. Served as a spokesperson and raised the Senator's profile by booking interviews on highly rated radio and television talk shows.

**WMAR TV, Baltimore MD, Freelance Reporter**

February-June 2003

Pitched story ideas for "Good Morning Maryland"; fronted packages live from the field and covered breaking news for the early and noon shows.

**Newschannel 8, Washington, D.C., Reporter/WX Anchor**

2000-2002

Covered breaking news which included providing live team coverage following the September 11th attack on the Pentagon in Arlington. Anchored weather.

**WVEC TV, Norfolk, VA, Freelance Reporter/WX Anchor**

1999-2000

Reported on local and regional issues several days a week. Anchored morning weekend weather while attending graduate school full time.

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**REFERENCES**

Dawn Jones  
Anchor, WJRT TV  
Flint, MI 48503

Ralph Nurnberger  
Adjunct Professor of Int'l Affairs  
Georgetown University  
Washington, DC

Andy Dominianni  
Main Anchor  
WWMT TV  
Kalamazoo, MI 49008

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**Amy Hybels**

[REDACTED]  
Kalamazoo, MI 49006  
[REDACTED]  
[REDACTED]

October 9, 2020

**Michigan Independent Citizens Redistricting Commission**

The Office of Secretary of State Jocelyn Benson  
430 W. Allegan Street  
Richard H. Austin Building  
-4th Floor  
Lansing, MI 48918

To Whom It May Concern:

I'm sending you my resume for your consideration for the newly created Communications and Outreach Director position.

I'm a journalist with a strong background in communications who can hit the ground running for you!

I have a strong sense of news judgement and know how to pitch story ideas to editors and producers.

I've spent the past four years reporting for stations in Kalamazoo and Flint and have a thorough working knowledge of the political and media landscape in Michigan.

I'm passionate about visual storytelling, writing and messaging and have a strong interest in local politics.

I am a hard working, self-starter who enjoys networking and knows how to land earned media credit.

I spent four years reporting in the Middle East and working as a Media Officer for Queen Noor's foundation, the King Hussein Foundation.

This role provided me with the opportunity to create an effective media strategy for the seven institutions that fall underneath KHF's umbrella.

I created video and written content for the foundation's website and social media outreach.

I also created, promoted, and covered major events that garnered positive media coverage of the Queen's initiatives.

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Since moving back to my home state of Michigan in 2014, I have worked as a Reporter for WJRT in Flint and as a Reporter and Special Projects Producer for WWMT in Kalamazoo.

My role as Special Projects Producer gave me the chance to plan and produce town halls and election night coverage.

I also launched the station's new I-Team office in the spring of 2016.

I created a viewer tip line and promotional materials to engage viewers in our new investigative endeavors.

I am detail oriented, project driven and work well under deadline pressure.

I've also served as a spokesperson and know how to respond to media inquiries on deadline after working on Capitol Hill.

I believe my background in news combined with my communications experience make me the perfect candidate for the role you are looking to fill!

I look forward to hearing back from you at your earliest convenience about the opportunity to serve as a Communications and Outreach Director for the Michigan Independent Citizens Redistricting Commission.

Best regards,

Amy Hybels

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### Supplemental Questions:

1. How many years of professional experience do you have in communications, public relations, and media relations? o none o 1 -4years o 5-9 years o X 10 or more years

2. Describe your experience working in an executive level position.

I served as the Media Officer for the King Hussein Foundation in Amman, Jordan. In this role, I devised an effective communications strategy for the institutions that fell underneath KHF's umbrella.

I worked closely with the foundation's executive director to create, promote and cover important media events promoting Queen Noor's initiatives to empower women from underserved regions.

I also worked closely with the Director of the foundation's Jubilee School to promote its annual Robotic competition.

I created video, photos, and written content for the KHF website and social media platforms to engage donors, partners, and stakeholders.

I also managed the weekend assignment desk at WUSA 9 News in Washington, DC. In this role, I worked with the weekend producer to determine story coverage. I managed camera crews and reporters, dispatching live trucks during breaking news events. I also interfaced with viewers as a representative of the station's editorial team.

I was sent to New Orleans in the wake of Hurricane Katrina to create video content for the DC and London desks of Associated Press Television News. I pitched story ideas, planned and field produced two stories a day working with rotating photographers. I kept DC abreast of any developing stories in the wake of the flooding and also covered breaking news.

I also worked as a press secretary on Capitol Hill. In this role, I served as a spokesperson and responded to media requests on deadline.

I also engaged with senior policy experts on important policy issues.

3. Describe your approach to communication strategy and development, and how you have implemented this approach in your current/previous position.

I like doing my homework; gathering research, conducting interviews, putting together photos, video and written content for project based assignments. When

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planning an event, I will travel to the site beforehand to do a walk-through with the team, and go over logistics.

4. How many years of experience do you have developing strategic communications and outreach programs, including for a diverse set of stakeholders and constituencies?  none  1-4 years  5-9 years  10 or more years

5. Describe your experience with community-level engagement, outreach and education.

Most of my experience in this realm has been as a journalist; I've spent years in the field attending, covering, and producing stories on deadline about community outreaches including the first community forum held after criminal charges were dropped in the wake of the Flint water crisis.

I covered MDOT community outreaches regarding road construction proposals and plans.

I've also covered local education boards, city councils, and neighborhood meetings to tackle blight and crime.

I have always felt strongly about the importance of providing the community with timely information to help them make informed decisions.