

Bill Froehlich



SUMMARY

Detail-oriented professional with 25 years of media experience. Public speaker and journalist with experience in crafting unbiased content for regional and statewide audiences. Successful in developing and managing media messaging, outreach, and production. Award-winning communication and presentation skills. Background in political science and familiarity with Michigan politics/issues and media markets.

HIGHLIGHTS

- Skilled at identifying and presenting topics relevant for targeted audiences, business and community leaders, and other stakeholders/members of the public.
- Achieved increased participation and engagement from employees, volunteers, and community members; in both work-related and volunteer efforts.
- Demonstrated ability to foster highly effective working relationships with media colleagues and influential community leaders and organizations.
- Developed and produced creative concepts and strategies for internal and external audiences, leading to an increase in participation and engagement.

MANAGEMENT/LEADERSHIP/WORK EXPERIENCE

- A career exhibiting professionalism, integrity, excellence, and commitment to nonpartisan presentations.
- Supervise and coordinate activities of various departments concerned with marketing, public relations, recruiting, training, and media production.
- Direct operational activities such as promotions and public presentations.
- Instrumental role in launching a news, current events, and public affairs radio program, creating a new stream of engagement reaching a potential MI audience of 500,000.
- Develop content for Annual Reports, monthly and weekly videos and newsletters.
- Proficient in broadcast media production, writing for print and web, and social media.
- Initiate public appeal campaign for support of an overseas education program. Increased participation/engagement by 100% in four weeks.
- Regular public-speaker and community representative.
- Develop content for Annual Reports, monthly and weekly videos and newsletters.
- Supervise, direct, and mentor staff members engaged in both television and radio operations.

WORK HISTORY

- News Reporter, WWTV-TV 9&10 News, Traverse City, MI. October 2018-Present
- Director of Multimedia, Abiding Hope Church, Littleton, CO. June 2017- Feb 2018
- News Anchor/Reporter, Host, WTCM Radio, Traverse City, MI Jan 2011– Feb 2016
- News Reporter/Writer/Photojournalist, (staff and freelance) WWTV-TV 9&10 News, Traverse City, MI. June 2010– June 2017
- News Writer/Anchor/Reporter, Executive Weekend Producer, WPBN-TV 7&4 News, Traverse City, MI. Jul 2002– June 2010
- News Reporter, KPAX-TV, Missoula, MT Oct 2001– July 2002
- News Reporter/Anchor, WLFI-TV, Lafayette, IN Aug 1999– Oct 2001
- Station Manager, News Director, WGRE-FM, Greencastle, IN 1995–1999

COMMUNITY INVOLVEMENT

- Leadership Grand Traverse, Graduating Class of 2014
- Moderated community discussion with Governor Rick Snyder, “Road to Recovery” 2014
- Local Chapter: March of Dimes Board of Directors, President
- Representative for Muscular Dystrophy Assoc. and Children’s Miracle Network telethons
- Media Chair/Outreach Director for March of Dimes Walk America/aka March for Babies
- Master of Ceremonies for March of Dimes Signature Chefs Auction
- Visitor/Speaker at Area Schools
- Bethlehem Lutheran: Church Council, Youth Group leader, Call Committee Chairman
- President and Board Member, Maplewood Hills Condominium Association

EDUCATION

DePauw University, Bachelor’s Degree in Communications; “Media Fellows” Honors Program
Minors in Political Science and Secondary Education

AWARDS and HONORS

- 40 Under 40: One of the Traverse City region’s most influential young professionals, 2015
- Edward R. Murrow Award, Regional Award 2012 for Best Breaking News Coverage
- Panelist/Presenter for Leadership Grand Traverse
- Michigan Association of Broadcasters
 - Best Newscast Presentation (Anchor)
 - Best Breaking News (Reporter)
 - Merit Award for Investigative Reporting
 - Merit Award for Newscast Presentation (Anchor)

- Montana Association of Broadcasters - Best Newscast Presentation (Top Story)

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Michigan Independent Citizens Redistricting Commission
Michigan Department of State, Lansing, MI

Dear Members of the Commission:

The role of independent and impartial communicator has become second nature to me over my 20+ years as a journalist. Working as a journalist here in Michigan since 2002, I have met thousands of members of our wonderful communities across the state. I have covered Michigan elections and politics as a matter of daily routine; and have become familiar with our state lawmakers, candidates, and local and state officials, both elected and appointed. I share my enthusiasm with you, as I submit my resume for your consideration as your Communications and Outreach Director.

Throughout those cultivated relationships I have remained professional and nonpartisan. In journalism, it is often said that “you know you’re doing something right when both sides criticize, or both sides think you’re doing a great job.” My background in studying Political Science gave me an interest in political workings early on. My entire career has been about being a daily spokesperson: capturing stories and sharing messages with the public. My responsibilities include everything from generating story ideas and tackling complex issues, to developing strategies and connecting with an audience.

In my roles both professionally and as a volunteer, I’ve helped to cultivate meaningful engagement with the public. It’s also placed me in positions to serve as a representative and “a face” for the cause. As a veteran journalist I also have substantial knowledge of the Michigan media landscape: with contacts in every broadcast media market, as well as a familiarity with print publications and contacts across the state.

In my line of work I pride myself on integrity. As a Michigan Association of Broadcasters and Edward R. Murrow honoree, I recognize the importance of meaningful and impactful communication. I have the drive to tackle this position and am eager to discuss it with the Commission. I look forward to hearing from you.

Sincerely,

Bill Froehlich

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To the Michigan Independent Citizens Redistricting Commission and staff:

Please accept the following answers to your Supplemental Questions.

- 1. How many years of professional experience do you have in communications, public relations, and media relations?** 10 OR MORE YEARS
- 2. Describe your experience working in an executive level position.** My executive-level experience includes working as the Director of Media for Abiding Hope Church. In this role I supervised a staff of volunteers and paid employees, as well as crafted plans for outreach and engagement (see below). I also served as News Director and (separately) as Station Manager for WGRE-FM, which required oversight of a staff of 20 and staff of 300 team members, respectively. As Station Manager I was responsible for our overall message(s) and presentation to the public.
With each of those opportunities, I maintained responsibility for departmental budgets and handled recruitment and training, marketing and public relations, and oversight and personnel matters.
- 3. Describe your approach to communications strategy and development, and how you have implemented this approach in your current/previous position.**
For any communications strategy to be effective, we must engage successfully with each other (as members of the Commission and staff) and with stakeholders: broadly, the citizens of the state of Michigan. We must continue to educate and identify our purpose, ensuring the public understands the steps that are being taken as the Commission does its work. We must address questions and perceptions; and share our successes along the way. As public servants, transparency and communication are especially vital. A communications strategy should reflect the overall plan for the Commission, including goals, objectives, and timeline; as well as the core principles of the operation. These values need to be shared both internally and externally, through verbal, face-to-face communication; as well as the use of social media, website updates, press releases, and interviews/communication with members of the media - both broadcast and print/web. All of this requires your Communications and Outreach Director to provide a flow of information to internal and external audiences, as well as challenging the team for updates on successes to be shared with the public. This may take the shape of quarterly updates, e-bulletins, or timely news releases and media availability as the situation warrants.
My current position as a journalist requires some level of enacting communication strategy on a daily basis. Largely this is done through internal communication with my organization, proposing story ideas that appeal to a wide audience. Subsequently, these

ideas are transformed into messages crafted for that audience on a daily basis. I cover the “who-what-when-where-why-how” in an unbiased way.

My prior position as Director of Media also utilized communications strategy. This was implemented with daily team meetings and weekly all-staff meetings, as well as weekly or monthly e-newsletters and videos shared with stakeholders, and long-range projects with a priority on ongoing communications.

4. **How many years of experience do you have developing strategic communications and outreach programs, including for (a) diverse set of stakeholders and constituents? 10 OR MORE YEARS**
5. **Describe your experience with community-level engagement, outreach, and education.**

My experience with engagement, outreach, and education comes in the form of both professional and volunteer work. As a Director of Media I maintained responsibility for marketing engagement events and also the crafting of appeals to stakeholders, whether it be for volunteer engagement, emotional buy-in for broad support, or specific fundraising appeals. These projects included an annual giving campaign resulting in year-over-year (YOY) growth; and doubling contributions via public appeal to a targeted fundraising effort, which was achieved in a one-month period.

From a volunteer standpoint, my work includes education and outreach for the Michigan March of Dimes and the Muscular Dystrophy Association, as well as smaller, local efforts. Education and outreach both rely heavily on communications, and it is an area in which I believe I excel. I have been the Outreach Coordinator or Media spokesperson for several events over the years, including the March of Dimes “Walk America” (aka “Walk for Babies”) and the Signature Chefs Auction, the largest fundraisers in the state of Michigan for the MOD. I’ve also appeared publicly for the MDA Labor Day Telethon as well as the DeVos Children’s Hospital/Children’s Miracle Network. These public appearances and media-related roles require a comfort, knowledge, and free-flowing understanding of organizational goals and objectives, and I am confident I can bring those skills to this position with the Redistricting Commission. Thank you for your consideration.

Sincerely,

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