

CAREER:

2000 - *Consultant in communications, public affairs, public relations and marketing.*

Specializing in:

- Voice-overs and narrations - including on-camera - for Radio, TV, Video, and Audio Publishing;
- Counseling in corporate and business image and market positioning;
- Public relations counseling;
- Advertising copy writing assistance;
- Speech, public address, media counseling & coaching;
- Audience & market targeting;
- Written communications counseling;
- Communications strategies.

1977-2000 *Vice President for University Relations & Development, Secretary of the Board of Control Northern Michigan University Marquette, MI (Awarded Emeritus rank for both positions.)*

- Directed and managed the University Relations & Development Division of the University, with responsibility for promoting a positive image and effective public relations with and to a broad spectrum of constituencies. Division includes 75 employees with combined General Fund budgets exceeding \$3.5 million. Additional funding from grants and underwriting totaled over \$800,000.
- Responsible for development and execution of image enhancement and communications programs for internal audiences of students, faculty and staff, and external publics including alumni, local and regional communities, Congressional and other Federal government offices, key support groups and the general public.
- As VPURD, served as State Relations Liaison Officer for the University to the Governor's Office, Legislature and any other State offices. Also served as Federal Liaison Officer regarding legislation, grants, and other issues with Congressional and other Washington DC offices.

Administrative responsibility for the University's:

- Communications & Marketing Department. News and media relations, photography, publications, and promotion. Marketing Services function includes planning, development and implementation of marketing plans to advance programs in student recruitment, placement, alumni and other University offices.
- Learning Resources Department. Includes the University's Public TV and Radio Stations, WNMU-TV and WNMU-FM, Engineering Services, Audio/Visual Services, Production Operations, and Instructional Development
- Alumni Relations Office. The connecting link between the University and her 50,000 alumni.
- Development Office. Staff of 16, augmented by 48-member Development Fund Board of Trustees. Office is well underway on a successful \$30 million capital campaign, first in the University's 100-year history.
- Participated in development of University policy as member of the President's Council (officers reporting directly to the President).
- Supported and advised four Presidents in his/her relations with internal and external constituencies.
- Served as Secretary of the Board of Control. Responsibilities included (working in close collaboration with President and staff): development of meeting schedules, preparation of agendas for meetings, travel and conference arrangements for trustees, preparation of minutes of meetings, development of issues for policy consideration, orientation of new trustees.

July 1976-Sept. 1977

Senior Vice President, McMaster Associates Public Relations, Detroit, MI.

- As a senior officer of the firm, worked with and advised key clients such as Exxon Chemicals, Rockwell International, and Alexander Hamilton Life Insurance. Participated in development of communications programs suited to each client's specific needs and objectives.

April 1974-July 1976

Assistant to the President for University and Federal Relations, Northern Michigan University.

Dec. 1972-April 1974

Director of Information Services, NMU.

Oct. 1969-Dec. 1972

Press Secretary to U.S. Senator Robert P. Griffin (R-MI).

- Responsible for press relations for the Senator, speech drafts, counsel on policy issues, communications with Administration and Congressional offices, contact with State of Michigan Government offices, contact with constituent groups, serving as a spokesperson for the Senator. On-air Broadcast experience:

News Editor/Anchor, Business Editor, WJR, Detroit.

News Editor, WPON, Pontiac, MI.

News Editor, WSOO, Sault Ste. Marie, MI.

News Reporter/Announcer, WFDF, Flint, MI.

FORMAL EDUCATION

BA in TV/Radio/Film Communications, College of Communication Arts, Michigan State University.

College prep program, Newberry High School, Newberry, MI.

HONORS. MEMBERSHIPS. SERVICES

Accredited member, Public Relations Society of America and former member of PRSA Detroit Chapter.

Member of Detroit Press Club Foundation Board of Directors. Past President Marquette Rotary Club, 1989-90.

Frequent master of ceremonies for University, Community, civic club and association functions.

Frequent guest speaker. Included: chamber of commerce annual dinners, high school commencements, service clubs, Salvation Army annual dinner, substance abuse forums, Public Relations Society of America Chapter (Detroit), Michigan Municipal League, Association of (University) Governing Board, Professional Secretaries International, guest lecturer in college and high school classes.

Consultant to the President Ford (election campaign) Committee, 1976.

Consultant to the Michigan for Milliken (election campaign) Committee, October-November 1974.

Consultant to U.S. Senate Campaign of Congressman Marvin Esch (R-MI), July-November 1976.

Guest on ABC-TV's Nightline program, discussing issue of pollution of Lake Superior by Reserve Mining Co.

Trustee, Tahquamenon Education Foundation, Newberry, MI

Member, State Advisory Committee on Substance Abuse Services, October 1975 - March 1980. Chairman, August 1977 -March 1980. Appointed by Governor William G. Milliken.

Member, Iron Ore Study Task Force, Michigan Department of Commerce, June-November 1980.

Member, Governor's Commission for Volunteers in Michigan, August 1975 - October 1977.

Winner of Detroit Press Club Foundation Professional Award for Michigan's Best Radio News Documentary of 1968.

Winner of Associated Press Award for Excellence of Individual Reporting (Michigan, 1961), presented by Michigan AP Broadcasters Association.

Recipient of Michigan Minuteman Award, presented by Governor George Romney, 1968.

Past Vice President, Lake Superior Northland Chapter, Air Force Association.

Former member of Board of Directors, Concerned Citizens for the Arts in Michigan.

MILITARY

Two years active duty in U.S. Army. Received honorable discharge. Secret Security Clearance. Served as Information Specialist. Reporter with Armored Sentinel, post newspaper of Fort Hood, Texas.

HOBBIES. INTERESTS

Enjoying vintage comedy films (W.C. Fields, Abbott & Costello), savoring the sight of a trillium in the Upper Peninsula spring wilderness, enjoying a cold beer on a warm day after a round of golf, reading and writing poetry, occasionally pursuing (seldom catching) elusive brook trout in pristine streams and ponds of Upper Michigan, listening to music including such as jazz, Kristofferson, Vivaldi, people-watching, splitting infinitives, appreciating a warm blanket and a roof over my head each night, and each new day, giving thanks for living in a country where, to paraphrase Robert Ingersoll (greatest orator of the 19th Century), there is not only freedom of religion, but the opportunity as well to practice the religion of freedom.

PERSONAL

In excellent health. Divorced. Father of three grown sons.

As an independent contractor, Matt is available for travel for shoots and voice work.