

## MIKE GREENSTEIN

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### Summary of Qualifications

- Award-winning writer-editor in journalism, advertising and marketing
- Thorough knowledge of grammar, spelling, punctuation and AP style
- Able to plan and execute multiple projects under deadline and within budget
- Experienced manager of writers, art direction and photography for print and Web
- Professional talent and expertise without the overhead of staff employee
- Member Northwest Independent Editors Guild

### Professional History

**Freelance Editor/Writer** (1998-present). Editor and writer of *Washington State Visitors' Guide* (1999-2008), plus websites, newsletters, news releases and corporate communications for Washington Lodging Association, University of Washington Information School, Physicians Insurance, SBI Management Services, Mikal Belicove, Explanations LLC, Goldbelt Tours, Mount Roberts Tramway, German Car Specialists, Inc., Our Beginning Child Care & Early Learning, Perfect Pickler, Changing Buddy, the photo book *Driven to Espresso*, *Seattle Times Pacific Northwest Magazine*, the Log Home Shows, Log Home & Timber Frame Expo, Hutchins Et. Al., Heritage Media, the *Syracuse New Times* and *Log Homes Illustrated*. Technical writing and editing for J.M. White Associates, DataCeutics, Philips Medical Systems, Strategic Pharmacy Innovations. Volunteer editor of *Discovery Park News* (2010-present).

**Newspaper Editor** (1971-1998). **Editor-in-Chief** of the *Syracuse New Times*, Central New York's news and arts weekly (<http://syracusenewtimes.com>). Tabloid averaged 52 pages, plus supplements, with 45,000 circulation at that time. Responsibilities included planning content, covers, special sections and promotional events including street art festival and haiku competition; assigning and editing articles; writing headlines, articles and all promotional materials; managing full-time staff of five and two dozen freelancers. Between 1986 and 1998, *The New Times* won more than 200 awards from New York Press Association, Syracuse Press Club and Association of Alternative Newsweeklies (AAN). Received Syracuse Press Club's **Lifetime Achievement Award**, 1997.

**Chairman and Board Member, Syracuse Area Music Awards** (1993-1998). Involved in the origin and development of annual music awards show and chaired this nonprofit organization (1995-98). Handled fundraising, promotion, grant writing and publicity for a three-hour awards show with \$30,000 annual budget, plus monthly multi-band showcase concerts. Named to **Syracuse Area Music Awards (Sammys) Hall of Fame**, 2009.

**Advertising Copywriter** (1975-86). Worked freelance and as full-time copywriter for Eric Mower & Associates and other advertising/marketing agencies in Syracuse, N.Y. Handled print, broadcast, TV, direct mail and special projects for accounts including Agway, New York Racing Association, Hathaway Shirts, WOR-TV (New York City's Channel 9), Cortland Fishing Line, OnBank and Trust Co., Syracuse Cablesystems, Pico Products, National Sports Festival, Grumman Boats and Canoes, Syracuse Stage.

**Freelance Writer/Photographer** (1975-1986). Wrote music, sports, business and travel articles (*Long Island Newsday*, *Boston Real Paper*, *Bluegrass Unlimited*, *Ithaca Times*, *Performance*, others). Wrote and edited several Syracuse University publications, including the arts newsletter *Crouse Chimes*, and news releases, brochures, speeches, newsletters, radio and TV shows, political campaign materials. Won Syracuse Press Club Awards for best criticism (1981) and best sports story (1980), plus copywriting awards from Syracuse Ad Club (1985) and Cable Advertising and Promotion Awards (1986). Author of *The Media and the Music Industry* (Syracuse University, 1976) and *Syracuse University Basketball Trivia* (Quinlan Press, 1988).

**College Professor** (1976-1996). Adjunct at Syracuse University and Le Moyne College, Syracuse, N.Y. Taught courses in news writing and music industry; adviser to student paper *LeMoyne Dolphin*.

### Education

**M.S.** in newspaper (1974), **B.A.** in newspaper and political science (1970), Syracuse University Newhouse School of Public Communications and College of Liberal Arts.