

Hank Wilson

Hank Wilson is the director of communications for the John Glenn School of Public Affairs at The Ohio State University where he develops and manages the school's branding, marketing and communications.

For the Glenn School, Wilson developed marketing, branding, visual and social media strategies and designed and built the school's website. He writes stories, photographs, creates videos and develops original content for the Glenn School's website and its many social media platforms and designs, develops content and edits all the school's printed materials.

In 2013, his efforts to advance the Glenn School's social media outreach were recognized as the fourth most effective among the almost 200 public administration school survey by MPADegree.org. The staff at MPADegree.org evaluated the public affairs schools to determine which ones are doing the best job of building their social media presence.

Wilson was the Knight Digital Media Fellow in the Kiplinger Program in Public Affairs Journalism at The Ohio State University, where he produced a series of video stories and a website on the culture of "no snitching" in Newport News, Va. The project was a finalist for the Online Video Journalism Award from the Online News Association.

He was a senior editor as well as one of the photojournalists on the team that won the Pulitzer Prize for Public Service at the Charlotte Observer for its coverage of televangelist Jim Bakker. He is a seven-time winner of Society of News Design awards, four-time winner of Missouri Lifestyle General Excellence awards, three times named Scripps Howard Designer of the Year as well as winning more than 30 other awards from state and national journalism organizations.

As a newsroom leader, Wilson has been a senior editor for The Charlotte Observer, the Milwaukee Journal, the Baltimore Evening Sun, the Arkansas Democrat, Treasure Coast Newspapers in Florida, Scripps Howard News Service in Washington, D.C. and the Roanoke Times in Virginia.

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June 2009 – Present

Director of Communications for the John Glenn School of Public Affairs The Ohio State University

As director of communications I develop strategies in branding the recently founded John Glenn School of Public Affairs to help with recruitment and public awareness of the school's worldwide reach by using social media and the power of digital communications. Bypassing the traditional approach of press releases and printed brochures, I'm using the school's recently redesigned Web site and social media sites to reach out to a larger population of students, alumni, friends of the school and potential students.

July 2008 – May 2009

Digital Media and Design Fellow The Ohio State University

After finishing the Kiplinger fellowship at The Ohio State University, I was offered a fellowship within the John Glenn School of Public Affairs at The Ohio State University. I work with the school to develop new a Web site and print publications as well as strategies in recruitment and public awareness of the school's worldwide reach.

January 2008 – June 2008

Knight Digital Media and Public Affairs Fellow Kiplinger Program in Public Affairs Journalism

This fellowship at The Ohio State University is a program where journalist are immersed in new technology, study the impact of online journalism and produce multimedia projects.

As one of the first Knight Digital Media Fellows I produced video stories, Flash presentations and a Web site on the culture of "no snitching" in the East End section of Newport News, Va. I did multimedia training for the Cincinnati Enquirer and for the Ohio chapter of the Society of Professional Journalists.

2006 - 2008

News Art Director • Daily Press, Newport News, Va.

I worked with section editors and reporters in developing the news sections' daily presentation in ways other than the standard narrative form. I worked as the voice of the reader in a newsroom oriented toward print.

Using alternative short forms – as well as well established visual storytelling techniques such as charts, graphics, maps, illustrations, photographs and charticles – I worked with the designers to present a cohesive design that gave newspaper buyers a more intuitive way to grasp a story.

2005 - 2006

**Assistant Managing Editor/Production
The Washington Examiner and The Baltimore Examiner**

As AME/Production of the 260,00-circulation Washington Examiner and the 270,000-circulation Baltimore Examiner, I was responsible for the copy editing, design and overall production of both newspapers as well as being the night editor for both newspapers. I also supervised the sports and entertainment departments of the Washington Examiner. I supervised a very talented and hardworking staff of 18 people who comprise the copy desk and design desk for both newspapers.

2002 - 2005

Assistant Managing Editor/Visuals • The Roanoke Times, Roanoke, Va.

As AME/Visuals of The Roanoke Times, I supervised the 38 people who comprise the photo, art, features design departments and the copy desk. In 2003, I did a top-to-bottom redesign of the newspaper. The redesign won an Award of Excellence by the Society of News Design but more importantly it was cited by the 2004 MORI Research loyalty driver report as follows: ***“Among the many trends identified in this summary, we are happy to report that the weekday and Sunday readership of the Roanoke Times has increased statistically for most readership measures in the past year. In a year of readership erosion in most markets, this is a significant feat and can be attributed to the newspaper’s recent redesign.”***

But the most significant part of the redesign was in my changing the newsroom’s philosophy on how to tell a story that attracts readers. We shifted from a newsroom with a traditional way of presenting news to one that started thinking about readers and those not reading the newspaper and how to market the news, particularly on the front page. I trained the copy desk to become designers and in several cases, to become graphic artists.

I helped create new niche products that targeted such diverse groups as high school students and upper income homeowners at Smith Mountain Lake. Under my tenure as AME/ Visuals, a member of the photo staff won News Photographer of the Year from the National Press Photographer’s Association.

I was the newsroom project manager for the installation of a new DTI front-end system. I created and ran a team that worked with editors and department heads though out the building to install, train and achieve a seamless transition from an outdated system to a state-of-the-art editing/pagination system.

1997 - 2002

Assistant Managing Editor • Scripps Howard News Service

I came to Washington when the Vice President for Newspapers at the E.W. Scripps Co. charged me to create products using the unique information from the company’s HGTV and Food Network programming. To that end, I developed, edited, designed and marketed a monthly series of fully paginated pages that were distributed through Scripps Howard News Service. At that time, there were seven categories including Home & Garden, Health, Food and Money that were bought by more than 150 newspapers. In five years we grossed over \$1.4 million. These pages were Web based and this made Scripps one of the first businesses to have a news product make all its profits through the Web.

I also conceived and edited specialty pages that covered everything from Black History Month to the Super Bowl to the Sept. 11 terrorist attack. In 2001, we produced more than 60 specialty pages. For the traditional news service part of the office, I created the photo/graphics/Web department. I supervised a six-person team that posted and created more than 500 images and graphics a month to run with SHNS stories.

I was the editor in charge of the Scripps Howard News Service's coverage of the 2000 Republican National Convention in Philadelphia, editor of SHNS's coverage of the Kosovo conflict and in 2001, I covered the attack on the Pentagon as well as going to the Afghanistan war zone to cover the United States' first weeks in that theater of action.

I ran a weeklong design school out of the Washington office for designers at Scripps newspapers twice a year.

1992 -1997

Deputy Managing Editor • The Stuart News, Stuart, Fla.

This position functioned as a managing editor. I was responsible for the daily news coverage of an energetic group of 45 reporters, photographers, designers and copy editors that consistently beat our larger competition in Palm Beach. I was responsible for the hiring and training of all editorial staff members.

I redesigned the newspaper to give it a more competitive edge in a very tough market. I trained the copy desk to become designers. We won nine Society of News Design awards for our presentation, as well as four back-to-back Penny Missouri Awards for best feature section. While at The Stuart News, I conceived and executed the startup of a new newspaper - The Fort Pierce News. This newspaper closed a hole in our coverage in the Treasure Coast market and effectively denied ad revenue and readership to the competition.

1989 - 1992

Graphics Director • Baltimore Evening Sun, Baltimore, Md.

I started the graphics desk at the Evening Sun and was their first photo editor before being promoted to design director. I designed packages for A1 and other section fronts and supervised a five- person art department. At the Evening Sun, I installed one of the first digital photo editing systems.

1985 - 1989

Photo Editor • The Charlotte Observer, Charlotte, N.C.

I was the Charlotte Observer's first photo editor. I instituted the graphics desk and started the first editing of wire and staff-produced art. I supervised photo coverage of all news and feature stories and I designed packages for all sections of the newspaper. I trained and supervised an eight-person photo department that played a crucial reporting role in the Pulitzer-winning coverage of televangelist Jim and Tammy Bakker.

1984 - 1985

Photo Editor — Milwaukee Journal, Milwaukee, Wis.

1983 - 1983

Photo Editor — Arkansas Democrat, Little Rock, Ark.

1980 - 1983

Staff photographer — The Arkansas Gazette, Little Rock, Ark.

1979 - 1980

Staff photographer — The Pine Bluff Commercial, Pine Bluff, Ark.

1975 - 1979

Photo Director — Marietta Daily Journal, Marietta, Ga.

Recognition

Top 25 Most Social Media Friendly Public Administration Schools 2013

Glenn School's social media outreach were recognized as the fourth most effective among the almost 200 public administration school survey by MPADegree.org. The staff at MPADegree.org evaluated the public affairs schools to determine which ones are doing the best job of building their social media presence.

Pulitzer Gold Medal for Community Service 1988

Visual editor as well as one of the photojournalist who won the Gold Medal for Community Service for the Charlotte Observer's 1987 series on televangelist Jim Bakker.

Seven-time winner of Society of News Design awards

Four-time winner of Missouri Lifestyle General Excellence awards

Three times named Scripps Howard Designer of the Year

More than 30 other awards from state and national journalism organizations.

Education and Training

Tribune Leadership School

Landmark Leadership School

Atlanta College of Art

University of Georgia

Digital skills

PhotoShop **Final Cut Pro**

InDesign **Quark**

Illustrator **Dreamweaver**

Flash

References

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