

## **Paul Lawrence Berry**

**Easton, Maryland**

### **SUMMARY OF QUALIFICATIONS**

Innovative broadcaster and executive with more than 30 years progressive experience in the areas of broadcast news and television and radio program hosting. Extensive experience in strategic planning and implementation; fundraising; budget management; program development and execution; marketing and public relations; relationship management – board, staff and volunteer; website design and on-line fundraising. Results oriented leader with demonstrated interpersonal business communication and decision making skills.

### **PROFESSIONAL EXPERIENCE**

#### **The Neediest Kids Charity**

**1987 – 2010**

##### ***Director – Vice President***

Provide leadership and management for the Greater Washington, D.C. Market integrating media based solutions through operational management; fundraising; marketing and communications; volunteer programs; and organizational development.

- Developed the Paul Berry Golf & Tennis Pro/Am – raising \$3,000,000.00 gross income.
- Developed the Get Hooked on Golf Program – more than four-thousand public school children.
- Developed & sustained relationships with eight (8) area districts & superintendents.
- Responsible for fundraising efforts for the annual golf tournament & course relationships.
- Recruitment and training of new board members and sustaining involvement
- Developed initial relationship between the Neediest Kids Charity and the MAPGA leadership
- Served as the liaison between Neediest Kids: WJLA-TV-7 - Booz Allen Hamilton.

#### **The Paul Berry Academic Scholarship Foundation**

**1994 – 2005**

##### ***President***

Responsible for the development and launch of the Foundation and its purpose of providing educational opportunities in the area's best private schools for academically deserving minority students. During its eleven year existence, the PBASF provided scholarship support at nineteen private schools for sixty-one deserving students.

- Development & creation of a new 501-C3 tax-exempt educational scholarship program.
- Developed business systems, recruitment, and board strategies to financially sustain program.
- Developed annual plan of operation, strategic approaches and executed centralized event entries.
- Served as the primary fundraising source through name recognition in developing board members.
- Developed & managed website and print materials in support of the educational concept.
- Oversee fundraising efforts, sponsorships, cultivation and solicitation.
- Responsible for stewardship and disbursement of grants and special gifts to respective schools.

**Booz Allen Hamilton****2006 - 2010*****Executive Advisor***

Responsible for supporting Booz Allen's Community Relations activities, to include working with the Community Relations Director and staff to develop and implement programs in accordance with the company's philanthropic goals and strategies.

- Support Booz Allen's Neediest Kids events and support to the operational activities.
- Develop & implement internal training courses for Booz Allen partners and staff.
- Support personal media consulting needs for Booz Allen partners and staff.
- Managed media training for senior community relations staff.
- Provided direct supervision to Neediest Kids staff & coordination with Board.
- Advised senior leadership at BAH regarding various change management projects

**Paul L. Berry & Associates, LLC****2000 - 2006*****President***

Responsible for development and execution of strategies to achieve the mission set forth in the corporate mission of my company. Primarily media-focused, we provided medial consulting, video productions, personal training in voice and on-stage presence, business training for professionals planning to use media as part of their business strategies, and corporate consultations.

- Selected and managed a staff of three full-time and two part-time employees.
- Developed business strategies, coordinated office staff and relationships, training and oversight.
- Maintained ethical standards and accountability, manage risk associated with new business
- Implemented operational best practices, performed due diligence
- Carried out annual operations plan as designated by initial strategic business model.
- Ensure financial performance and review all financial activities for growth and development.

**WJLA-TV, ABC- 7 Washington, D.C.****1972-1999*****Senior News Anchor 5, 6 & 11 p.m.*****1994-1999**

Responsible for daily on-air delivery of the nightly news of three primary newscasts on ABC- 7. As senior co-anchor, obliged to assure the accuracy and fairness of each broadcast, the debriefing of staff reporters, oversight and training of on-air partner, and the responsibility to maintain a fair balance between the news operations versus the for-profit goals of station ownership.

- Participation in the daily discussion and final program agenda setting.
- Attend all meetings devoted to news selection and production of daily newscasts.
- Writing and story development of news program content and executive news review.
- De-briefing of reportorial staff covering daily events for inclusion in nightly news programs.
- Managing Director of late night newscasts in absence of News Director or Executive Producer.

***Daily Host, "In-Person" Show*****1993 - 1994**

Served as weekday host of "In Person" program designed to follow the "Oprah" show each day at 4:p.m. and was a combination of news, talk, interviews, and live on-the-scene segments that took advantage of the new broadcast technologies. The show was #1 in its time period and provided the opportunity to create a customized product to my personal style while maintaining serious news credibility.

***On-air Reporter & Director, Seven on Your Side*****1978- 1993**

Developed and implemented station consumer help unit for inclusion in nightly news broadcasts as problem solving feature to help consumers who wrote or called the station seeking help. Program was initially designed to be occasional feature and turned into a minimum of three programs per week and eventually designated station theme, "On Your Side". Responsible for managing full-time staff of three and twenty college interns per semester. Fifty-thousand letters received per year with ninety-percent solution rate. Today, "On Your Side" is still the station theme.

- Organized, created and developed the "Seven on Your Side" concept for Channel Seven.
- Recruited college students to work as paid interns or volunteers to do case solutions.
- Trained student volunteers to be successful negotiators for consumers.
- Developed guide for meeting deadlines and conflict management.

***Weekend News Anchor & Weekday Reporter*****1972 – 1978**

- Covered stories throughout the region on every topic
- Traveled to various states to cover political conventions
- Hosted the first real half-hour "Crossfire" program at WJLA-TV
- Developed the weekly "No-No List" of food outlets closed by city health.

**ABC News, WXYZ, Channel 7 Detroit, Michigan****1969 - 1972***Weekend News Anchor & Weekday Reporter***United States Air Force****1961 – 1968***Broadcast Specialist, Armed Forces Radio & Television Service (AFRTS)**Station Manager, Sportscaster Tuy Hoa AFB, Vietnam***1968 - 1969***Department of Defense Information School (DINFOS)***1966 - 1967***Dental Assistant & Technician, Bitburg, Germany***1962 - 1965***Nurse, Licensed Practical Nurse (LPN) USAF School***1961 - 1962****EDUCATION**

High School of Commerce, Detroit, Michigan 1961

**ASSOCIATIONS (Past & Present)**

Maryland Public Television, Commissioner

Neediest Kids Charity, Vice President

Chesapeake Bay Maritime Museum, Board of Directors

Washington Jesuit Academy, Board of Directors

Leukemia &amp; Lymphoma Society, Board of Directors

Paul Berry Academic Scholarship Foundation, President

National Rehabilitation Hospital, Board of Directors

National Press Club, Member

D.C. Friends of Ireland, Vice President

Society of Professional Journalists (SPJ), member

Ford's Theatre, Board of Trustees

National Academy of Television Arts &amp; Sciences, (NATAS) President

Chesapeake Bay Maritime Museum, Board of Directors

Avalon Foundation, Easton, Maryland, Board of Directors