

# Stephen Hunsicker

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## Summary of Qualifications

Proven television executive with a passion for finding innovative and viable solutions to complex problems. Multi-cultural experience in both domestic and international business settings. Frequent media spokesperson; clear communicator with strong interpersonal skills. Ability to establish productive working relationships with all levels of business and society.

## Professional Experience

### United States Peace Corps, Kingdom of Tonga, South Pacific

2007-now

*Tonga Development Bank, Kingdom of Tonga*

#### Business Advisory Officer

- Helped more than 500 small-business owners start or expand businesses in one-on-one settings and workshops.
- Created websites for four Tongan businesses that increased tourism.
- Tutored students on business topics at the University of the South Pacific.
- Produced video for Peace Corps to explain Tonga to incoming volunteers

### Freedom Communications

1992-2007

*WPEC News 12, West Palm Beach, FL (CBS) (2003-2007)*

#### Executive News Director

- Managed 70+ employees who produced more than 8 hours of local news daily at CBS affiliate in the 38th largest U.S. market.
- Extensive experience in budgeting, event planning, marketing, recruiting and hiring.
- Managed news share relationship with WFLX FOX 29 and news partnerships with The Palm Beach Post and 10 radio stations.
- Won national awards for coverage of three hurricanes that hit coverage area, including more than 100 hours of non-stop coverage during Hurricane Frances.
- Oversaw transition from tape-based newscasts to server-based newscasts and implementation of automated news production.
- Designed and implemented an intranet to improve internal communications.

WTVC NewsChannel 9, Chattanooga, TN (ABC) (1992-2003)

#### News Director

- Managed Chattanooga market's number one television news department, with more than 50 employees. Station became number one rated station during tenure.
- Oversaw news department marketing and promotion.
- Heavily involved in design and integration of new 30,000-square-foot broadcast facility and coordinated the move of news department to the new studio location.
- Launched station's web site ([www.NewsChannel9.com](http://www.NewsChannel9.com)) in 1994 and designed and implemented an intranet to improve internal communications.
- Elected in 2001 to ABC News Network Advisory Board.

## Professional Experience (Continued)

### Lee Enterprises

*KGMB 9, Honolulu, HI (CBS)*

1991-1992

#### News Director

- Organized seminar to train non-native employees on Hawaiian language and culture.
- Coordinated food drive for Hawaii Food Bank.

### WHP, Inc.

*WHP-TV, HARRISBURG, PA (CBS)*

1990-1991

#### News Director

### Diversified Communications

*WCJB TV20, Gainesville, FL (ABC)*

1987-1990

#### News Director

*WYOU, NEWS 22, Scranton, PA (CBS)*

#### Assistant News Director

### WTXL-TV Limited Partnership

*WTXL Newsight 27, Tallahassee, FL (ABC)*

1984-1987

#### Assistant News Director/Assignment Manager.

## Other Experience

- Successfully completed the Management Development Seminar for Television Executives at Northwestern University, an intensive MBA-style program to develop broadcast television leaders.
- Marketed a resort vacation home on St. George Island, Florida. Advertised rentals by using direct mail and e-mail and created a web site to solicit reservations. Created a companion web site to promote the entire island, listing every business on the island. Income grew each year due to successful marketing. Sold business for triple original investment.
- Selected to participate in the RIAS-German Exchange Program for journalists. Spent 3 weeks in Germany learning about the German culture and German journalism.
- Intermediate-level speaker in the Tongan language.
- Volunteer with United Way assisting low income people with tax preparation.

## Education

West Virginia University, Morgantown, WV

Bachelor of Science degree in broadcast journalism, minor in political science