

Mike Leal

EDUCATION

M.A., Communication / Organizational Communication Studies - University of Oklahoma
B.A., Journalism / News Writing - University of Oklahoma
NREMT, Emergency Medical Technician - Great Plain Technology Center

SUMMARY OF QUALIFICATIONS

- More than 27 years of experience in the fields of radio, television, and communication
- Twenty-one years teaching higher education courses in communication, marketing/public relations, and media studies
- Expertise include web and print content development, public speaking, and project management
- Tech-savvy and strategic communication leader possessing exceptional writing and editing skills
- Successful at building relationships and working with administrators, business and community leaders and the media
- Experience and proven success in employee hiring, development and motivation to achieve maximum efficiency and effectiveness

EMPLOYMENT HISTORY

City of Lawton / Arts & Humanities
801 NW Ferris Ave. * Lawton, OK. 73505

Arts / Event Coordinator

Cameron University / KCCU Radio
2800 West Gore Blvd. * Lawton, OK. 73505

Program Director - Instructor Communication Department

Radiofrequency Safety International
543 Main Street * Kiowa, KS. 67070

Director of Marketing and Business Development

Volunteer Firefighter
East Rockaway New York; Kiowa Kansas; Elgin & Meers Oklahoma

Emergency Medical Responder - Firefighter

Mercyhurst University
501 East 38th Street * Erie, PA 16456

Director of Broadcasting - Chair of Communication Department

KSWO TV 7
1401 SE 60th Street * Lawton, OK.73501

Television Reporter

PROFESSIONAL EXPERIENCE

Corporate Marketing, Advertisement and Public Relations

- Develop, implement, and manage the primary marketing campaigns for RSI Corp, KCCU, WMCE, and several private businesses, effectively driving brand awareness, engagement and traffic to social media pages
- Supervise the marketing team to help strategize and execute promotional materials, product launches, and social media contents through e-marketing campaigns
- Responsible for comment moderation, consumer interaction, and diffusing any online issues (complaints, returns, etc.)
- Created monthly reports of company and competitor social activities
- Conduct customer/market research and demographic profiling to identify and capitalize on unmet market needs
- Work with all parties - internal audiences, agencies, IT professionals and graphic designers - to develop sites that are not only aesthetically pleasing but also relevant and functional
- Utilize a research-based, consumer-driven model to plan and design functional websites that meet target audience needs
- Manage and design of corporate websites
- Organize media events and community projects

Internal and External Communications

- Develop strong relationships with the community including business, professional, non-profit organizations, politicians and university leadership
- Prepare media statements and interview responses
- Manage copywriting, edit and design of newsletter, press releases, and public service announcements
- Write scripts for online website, social media sites, videos, and PowerPoint for team leaders
- Anticipated possible crisis and industry scenarios and developed crisis communication and issue management plans while providing briefings and training when necessary for administrators
- Ensure company brand and message are maintained in all communications and approve all changes
- Drive the creation and production of marketing materials to include: brochures, online, leave-behind materials, directories and tradeshow booths
- Direct outreach projects and oversee community advisory board

Media Relations

- Design and implement plans to reach target audiences through the media to build support for organizations' priorities
- Conceive, pitch and manage media stories and profiles to maintain focus on pertinent topics and organizational news
- Provide strategic guidance and media training to the company's leadership members on critical and often confidential messaging and media-related issues
- Serve as spokesperson and primary liaison for journalists
- Design and implement media tracking

Personal Management

- Oversight budget and tracked expenses
- Supervise and make decisions on appointments, promotions and revisions of responsibility in the work assignments of employees, and work-study students, interns, and volunteers
- Conduct employee evaluations, work observations, and merit-academic performance evaluations
- Train and mentor new staff on standards and policies and how to use broadcast equipment, computers and software

Communication Management

- Write press releases and organize media events
- Write quarterly newsletter
- Design and update Internet home page and all social media sites
- Design station's advertising materials and publish it in various community brochures
- Teach college courses including: Public Speaking, Broadcast Announcing, Radio Production, Broadcast Internship, and Advanced Audio Production

Membership Development

- Administer the recruiting, scheduling, training, placement and motivation of volunteers and paid employees, and supervise them in various areas of the membership drive
- Coordinate the bi-annual membership drive
- Provide maximum service to members and listeners by corresponding with them in regards to their questions and problems

TECHNOLOGY

- **Software:** Wrike (Project Management), Photoshop, Illustrator. Microsoft Office Suite (Word, Access, Excel, PowerPoint). Blackboard, and Digitalchalk
- **Web/Multimedia:** Dreamweaver (web design), content management systems (WordPress), Radio Automation Systems (BE, AudioVault, WideOrbit), digital editing (Adobe Audition), podcasting, search engine optimization, create webinars, video and photo editing

Professional Writing:

Political campaign writer
Press Releases to local and statewide media
Newspaper articles for Oklahoma Daily
Quarterly newsletter for KCCU Radio
Design brochures, pamphlets, folders and leaflets
Write and produce e-marketing newsletters
Write white papers on telecommunication issues
Targeted direct mail postcard marketing

University Courses Taught:

New Media
Introduction to Mass Communication
Media Management
Business and Professional Communication
Public Speaking-Speech
Broadcast Announcing
Advanced Radio and Audio Production
Broadcast Internships
Radio Lab

Community - Professional Service

Public Radio Program Directors Association

Member, 1991-2012

Pennsylvania Association of Broadcasters

Member, 2007-2012

Brig Niagara - Erie Maritime Museum

Docent "Guide" -Volunteer, 2007-2012

JazzErie

Board Member, Director of Communications, 2008-2012

Festival Volunteer, 2008-2012

Intercollegiate Broadcasting System

Member, 2007-2012

Oklahoma Broadcast Education Association

This organization supervises the academic programs for the 17 member schools who teach broadcast education

Member, 1991-2007

Arts for All, Inc.

Board Member, Director of Communications, 1994-96

Festival Volunteer, 1991-2008

German American Club

Publicity Committee and Member, 1993-2007

Lawton Chamber of Commerce and Industry

Redcoat Rookie of the Year, 1991

Captain for Redcoat Ambassadors, 1990-1994

Lawton Dog Fanciers Association, Inc.

Publicity Committee, Member, 1997-2007

Vice President 1998-1999, 2003-2005

President 1999-2003

Professional Awards & Honors

Pennsylvania Association of Broadcasters

Grant for New Media Convergence for Communication Department

Associated Press

First Place Award - Best General Reporting in TV

Second Place Award - Spot News Reporting in TV

Award of Merit for Radio Newscast

United Press International

Outstanding News Coverage

Broadcasters of Achievement Award

Oklahoma Association of Broadcasters

Education/Public Radio Station of the Year

KCCU radio has been Awarded 183 Student Awards in 13 years

Governor's Arts Awards for Excellence in the Arts

Bill Crawford Memorial. Media in the Arts Award

Lawton Arts & Humanities

Business in the Arts Cultural Award Winner (KCCU Radio)

Certificate of Appreciation for International Festival

Gold Sponsor Award-International Festival

Southwest Oklahoma Blood Institute

Outstanding Media Support

American Legion Department of Oklahoma

News Media - Radio Station of the Year

Comanche County Veterans Council

Outstanding Service to Veterans through Broadcasting Services

Boy Scouts of America - Lawton

Merit of Award

Media Contact

Optimist Clubs of Lawton

Citation for Youth Appreciation Program

Elgin Fire Department

Firefighter of the Year (2018)

Served as Lieutenant for department (2018-2020)

Meers Fire Department

EMS & Firefighter (2020 to Present)