

Hugh Siegel

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Professional Experience

Director of Executive Communications WNET.ORG New York Public Media

February 2008-Present

Chief editorial voice for one of the nation's premier public media institutions – parent company of America's most-watched PBS stations, **THIRTEEN** and **WLIW21**.

Work with CEO, president, board of directors, and senior management to oversee all communications and messaging efforts for a complex, multi-faceted institution and its highly visible media outlets

Strategize, draft and edit all corporate communications and program promotion materials, including:

- Executive speeches, multi-media presentations and position papers
- Op-Eds and letters to the editor published in major newspapers and media outlets
- Crisis communications and major announcements, including landmark mergers, acquisitions, and leadership transitions
- Funding proposals and donor solicitations
- Internal communications (staff and board)
- Government relations communiqués, briefings and testimony
- Press kits for national and local programming
- Digital promotion strategies (blogs, email newsletters, online content, viral videos)
- Annual reports and brochures
- Daily company-wide review of press and industry news
- Print, radio and broadcast ads and promo spots

Editorial Director Thirteen/WNET New York

2001-08

Supported senior management on critical internal and external communications, including historic move to state-of-the-art broadcast facility, launch of digital transmitter and post-9/11 public relations

Managed staff writers and freelancers, providing comprehensive editorial support for national productions, local broadcasts over a portfolio of digital channels, websites, educational projects, and community events

Winner, New York **Emmy Award** for Writing, 2005-06 (short-form promotion)

Director of Editorial Services Thirteen/WNET New York

1997-2001

Led high-output editorial unit within Communications Group of major PBS producer and America's most-watched public television station

Directed creation of print, broadcast and on-line messaging about some of the most acclaimed PBS productions in American history, including: *Nature*, *American Masters*, *Great Performances*, *New York: A Documentary Film*, *Egg The Arts Show*, the work of Bill Moyers, the films of Frederick Wiseman

Siegel Agency

1993-97

Communications consultant and freelance writer for a wide variety of clients, including: The New York Public Library, Kelly & Salerno Communications, PBS, Frank Porter Graham Child Development Center, WNYC-FM. Projects included speeches, ghost-writing, publications, major exhibition materials, book introductions, annual reports, position papers, Op-Eds, proposals, and more

Teacher, University of North Carolina at Chapel Hill

1993-95

Taught four semesters of university level Spanish language and one semester of world literature

Senior Writer for Communications, Thirteen/WNET

1991-92

Conceived, wrote and edited public relations materials including: features, press kits, interviews, and other materials to support a wide range of national and local programs and corporate initiatives, including the launch of the largest capital campaign in public television history

Development Staff Writer, Thirteen/WNET 1989-91

Created solicitations for upper-level fundraising efforts at New York's largest membership organization

Education

University of North Carolina at Chapel Hill, MA, Comparative Literature

1995

Brown University, BA, Semiotics, History (double major)

1987

Personal Published Works

Contributor, *The New York Pop-Up Book* (Universe Publishing)

Columnist, "The Book Stops Here," in *The Pike County Courier* newspaper (1991-94)

Writer/producer/director/editor *17 Years* (60 minute 16-mm film, 1987)

Author, "Show Girls Making Out" in *Extimacy* (1995)

Numerous published letters-to-the-editor on subjects ranging from human rights to education to media (*New York Times, Wall Street Journal, USA Today, Village Voice*)

Blogger, Noticiasdehugo – noticiasdehugo.blogspot.com (2005)

Blogger, Inside Thirteen – thirteen.org (current)

Photoblogger, Noticiasdehugo – noticiasdehugo.com (2002 – present)

Member, Photoholik, TrekEarth and TrekLens photo-critiquing societies (2005 – present)

Photo published in *Bom Dia 2* (Spinner Publications, 2006)

Photos published by Denver Museum of Art Mongolia Exhibit (2010)

Languages

Fluent Spanish and Portuguese; conversational French and Catalan; working knowledge of Italian and German
Significant international experience, especially in Latin America and Spain

Conferences

PBS Showcase 2002, 2006, 2007 (drafted keynote addresses)

National Conference for Media Reform, 2007

Skills

Writing, editing, web design, photography, photo and video editing, all major business applications