

Chuck Nowlen

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EXPERIENCE BY RELEVANCE (See Work Chronology Below)

Start-Up and Newsroom-Turnaround Consultant/Freelance Writer and Editor/MBA and Digital-Media Graduate Student

CAN2 Media, Minneapolis St. Paul, MN, Madison, WI 2005-Present

- Launched digital and print newsroom-management, production and business-planning consultancy, 2006. Expertise: * staff hiring, productivity, chemistry and motivation; * maximum-impact content; * optimized budgeting; * integrated copy and production deadlines; * power branding and marketing; * multiple revenue streams; * multimedia and interactivity; * social media; * mobile applications; * SEO; * web design and development; * statistical methods and analysis; * Schein process consultation techniques.
- Freelance writer, Tiger Oak Media (B2B, lifestyle and consumer magazines), Rivertown Multimedia and Superior Cascade Publishing (community weekly newspapers), DeWitt Publishing (B2B magazines), Las Vegas Weekly (alternative weekly newspaper).
- Wrote business plans for: Twin Cities Fit, a high-end fitness/health magazine and website tailored to the Minneapolis-St. Paul, Minnesota market; Vegas True Crime, a glossy, literate theme magazine/guest book/website tailored to the Las Vegas, Nevada market; and The Patriot, an online alternative newspaper for the Madison/Dane County, Wisconsin market.
- Streamlined production, upgraded graphics and energized staff, readership and advertising base as interim editor and website content manager, Fenderbender Magazine, a national business-to-business monthly serving the US collision repair industry, 2007.
- Designed, produced and coded personal website, chucknowlen.com, 2009. Tech fluencies: commercial and open source content management systems; InDesign and Quark; Photoshop and GIMP; HTML, XHTML and CSS; JavaScript; PHP; commercial and open source web-development, digital-media and FTP applications; social media; Google Analytics; Excel; PowerPoint.

- **Winner: 2015 Wisconsin Newspaper Association first-place award, "Best Business Coverage," Hudson Star-Observer.**

- Graduate student, Part-Time MBA Program, University of Minnesota/Metropolitan State University; Web Design and Development Program, St. Paul College, 2006-2010.(Course work completed, August 2010.)

Managing Editor

Las Vegas Weekly, Las Vegas, NV, 2000-2001

- As publication's top editor, managed alternative weekly newspaper's staff, content, production and editorial administration. (Circulation: 65,000. Readership: 250,000.) Reorganized production schedule and revamped editorial product, yielding unprecedented market dominance while energizing newsroom, graphics and ad/sales teams. Managed website; supervised site upgrades. Weekly editorials. Frequent cover pieces, news stories, profiles and reviews.

- Cut freelance budget by \$6,000-\$9,000 per month, using savings to create "Rosetta Stone" Production Coordinator position and upgrade cover and inside graphics. Boosted overall bottom line by \$10,000-\$80,000 per month, reversing more than four years of red ink.

- **Winner: 2001 Western Publishing Association "Maggie" Award, "Best Consumer Tabloid." (Las Vegas Weekly, March 8-14, 2001, "Path of the Goddess.") Also 15 2001 Nevada Press Association first-place awards, including best large weekly newspaper. Individual winner: best editorial.**

- Guest lecturer, University of Wisconsin-Madison, Journalism 558, "Public, Community and Alternative Media." (Supervising professor: Jack Mitchell.)

Assistant City Editor/Senior Reporter

The Capital Times, Madison, WI, 2003-2005/1998-2000

- As Assistant City Editor, managed p.m. daily newspaper's suburban/county coverage, state news, related website content and budget. Recruited and supervised freelance contributors. Copyedited stories. Page design and pagination. Coordinated Page 2 community calendar. As Senior Reporter, set newspaper's one-year byline record (459) after only 11 months on the job. Beat areas: crime; higher education; city, county and state government.

- **Winner: The Capital Times Allegretti Award for "journalism that exposes injustices in this community." (This is the newspaper's "reporter of the year" award, and I remain its only unanimous winner.)**

Managing Editor

Madison Magazine, Madison, WI, 1992-1996

- As publication's #2 editor, managed monthly city magazine's editorial administration and production. Revamped front-of-the-book "Our Town" grazing section and created quarterly "Health and Wellness" and "Travel" sections. Edited all copy. Monthly features, service pieces and/or columns. Frequent story and magazine PR.
- **Winner: State Bar Association of Wisconsin 1992 Wisconsin Gavel award for "Smoke a Joint and Lose Your House" (Madison Magazine 9/92), which exposed abuses of state and federal drug-seizure policies in Dane County, WI.**

Media Specialist

Office of Public Affairs, University of Wisconsin-Madison, Madison, WI, 1988-1992

- All campus administrative, governance and diversity news, and related PR under former Chancellor and US Health and Human Services Secretary Donna E. Shalala, plus "beat" PR for the university's highest-profile colleges, schools and academic departments. Served on office strategic-planning and search-and-screen committees. President-elect, Madison Academic Staff Association, 1991 (recruited May 1990).
- **Winner: University of Wisconsin System 1990 Academic Staff Professional Development Grant for one-semester job exchange with Spelman College, a historically black women's college in Atlanta, GA.**

Communications Consultant/Freelance Writer

Madison, WI, 1996-1998, 2002

- Start-up communications for the Wisconsin Business Development Credit Corporation. Wrote business plan and grant proposals. Developed communications strategy. Coordinated state-agency networking, business presentations, etc.
- **Winner: State Bar Association of Wisconsin 1997 Wisconsin Golden Gavel Award for "White Justice" (Isthmus 11/14/97), which showed systematic exclusion of African Americans in Dane County, WI jury pools amid disproportionately high black arrests.**

OTHER EXPERIENCE

Instructor, Ring's Martial Arts, Monona, WI, 2017, 1993-1998
Adult, teen and youth Tae Kwon Do classes. Tested and promoted students through red belt rank. (U.T.A. first-degree black belt #1-669 awarded May, 1994.) State sparring champion, 1994. State breaking champion 1990.

Instructor, Madison Area Technical College, Madison, WI, 1989-1990
Creative writing workshops for adult, non-degree students.

EDUCATION

Graduate:

- Medill School of Journalism, Northwestern University, Evanston, IL.
- Carlson School of Management, Part-time MBA Program, University of Minnesota, Minneapolis, MN.
- St. Paul College, Web Design and Development Program, St. Paul, MN.
- Graduate Creative Writing Program, University of Wisconsin-Milwaukee, Milwaukee, WI.
- Metropolitan State University, MBA Program, Minneapolis, MN.
- School of Journalism and Mass Communication, University of Wisconsin-Madison, Madison, WI.
- School of Exercise and Sport Science, University of Wisconsin-La Crosse.

Undergraduate:

- BA-Journalism/Economics, University of Wisconsin-Madison, Madison, WI.

WORK CHRONOLOGY

- **2005-Present: Start-Up and Newsroom-Turnaround Consultant/Freelance Writer and Editor/MBA and Digital-Media Graduate Student**; CAN2 Media, Minneapolis St. Paul, MN, Madison, WI.
- **2003-2005: Assistant City Editor**, The Capital Times, Madison, WI.
- **2001-2003: Business-Plan Researcher/Guest Lecturer/Teaching Assistant/Freelance Writer**; University of Wisconsin-Madison, Madison, WI.
- **2000-2001: Managing Editor, Las Vegas Weekly**, Las Vegas, NV.
- **1998-2000: Senior Reporter**, The Capital Times, Madison, WI.
- **1996-1998: Communications Consultant/Freelance Writer**; Madison, WI.
- **1992-1996: Managing Editor**, Madison Magazine, Madison, WI.
- **1988-1992: Media Specialist**, UW-Madison, Madison, WI.

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