



RICHARD A. DAHM

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COPYWRITING / EDITING / JOURNALISM

On-Air Personality / Broadcasting

Effective self-starter demonstrating over 10 years of solid experience across **Journalism** and **Academia**. Combines "hands-on" technical qualifications with proven success in written/verbal communications, both on-air and classroom, to achieve consistent success in audience engagement. Strengths include:

- **Copywriting & Editing**
- **Program Production & Planning**
- **Professional Copywriting Teaching**
- **Press Releases/Media Alerts**
- **Research & Interviews**
- **On-Air Personality**
- **Voice-Over Producer**
- **Radio News Scripts**

HIGHLIGHTS OF ACCOMPLISHMENTS

- Oversaw and developed all news, advertising and promotional programming. *Result: Successful program outreach, maintaining stable growing audience.*
- Researched, produced and hosted weekly talk show. *Result: Increased audience interest and interaction.*
 - Taught goal-oriented, audience specific, focused writing. *Result: Improved student's communication skills and enhanced personal performances.*
- Provided mass-scale performance oriented editing (60-80 papers/week) to professional standards, often on tight deadline. *Result: Maintained highest level of effectiveness in very labor-intensive environment.*
- Selected by CBS National News to conduct election year exit poles, with reluctant interviewees. *Result: Obtained detailed demographic and political, information, assisting in predicting regional election returns.*

PROFESSIONAL EXPERIENCE

COPYWRITER / PRODUCER / NEWS DIRECTOR

WLYV AM-1450 / Fort Wayne, IN

Utilizing superior vocal and production skills, developed programming, station news, advertising and promotional campaigns. Dual responsibility within both production development and creating business outreach, cultivating and maintaining news promotional and advertising contacts and strategies to support on-going operations.

- Copywriter/editor for all news, advertising and promotions.
- Wrote and produced weekly talk show with community and national figures.
 - Assisted in programming line-up.
- Spearheaded start-up of news division and programming.
- Co-created community outreach to inner-city residents.

INSTRUCTOR-PROFESSIONAL COPY WRITING & EDITING

Purdue University / Fort Wayne, IN

Highly motivated, energetic educator teaching within university level. Strong track record of fostering student curiosity, creativity and enhancing learning. Taught professional level of research and analysis. Expert in editing multiple projects to stringent standards under tight deadlines.

- Instrumental in development of core curriculum within specialization of English, Composition, Academic Research, Professional Writing and Analysis.

- Pioneered Graduate aide mentoring program.
- Presented workshops for teaching and writing formal researched argument.
 - Fostered students' self-confidence and academic achievements.
 - Taught returning professional writers and editors.
 - Reviewed, developed and recommended textbooks.

MARKET RESEARCH

Dennis Research Service / Fort Wayne, IN

Gathered and processed data to assist in predicting market and consumer trends.

- Strong track record of obtaining vital consumer and demographic information.
- Instrumental in testing and feedback of development of Gillette Razors.
 - Conducted regional focus groups to aid radio programming.
 - Interviewed test audience national pre-release films.
 - Led division in number of successful contacts.

KEYWORD / PHRASE SUMMARY

- Copy Writing ▪ Copy Editing ▪ MS Word ▪ Access ▪ Corel ▪ PowerPoint ▪
 - Audio Production ▪ Radio Broadcasting ▪ Actor / Voice-Over ▪
- Analytical Ability to Assimilate Information and Compile Pertinent Summary ▪
- Proven Track Record in Market Research and Compiling Reports and Manuals ▪
- Outstanding Interpersonal Skills ▪ Direct and Focused Interviews ▪ Extensive Research ▪
 - Public Relations ▪ Communication Skills ▪ English ▪ Journalism ▪ Reporting ▪
- Multi-tasking ▪ Television ▪ TV ▪ Audio ▪ Media ▪ Community ▪ Sports ▪ Politics ▪ News ▪
 - Anchor ▪ Publishing ▪ Arts ▪ Media ▪ Broadcasting ▪ Entertainment ▪

EDUCATION/PROFESSIONAL DEVELOPMENT

Master of Arts—English

Indiana University

Bachelor of Arts with Distinction—English

Indiana University

Tutor to At-Risk Students

Maennerchor Member

Associate Faculty Graduate Aide Sub-Committee Charter Member

Sigma Tau Delta National English and Writing Honorary

Who's Who Among Students in American Universities and Colleges

Certificate and Merit for Outstanding Services for Disabled Student Services

English/German Bilingual

Specialized training including; Certified Scuba-diver, Actor and Voice-Over Talent. Microsoft Office, Adobe Photoshop.