

# John Spiropoulos

Producer/Writer/Editor

Twitter @spirovideo

## Overview

John is a three-time, Emmy-Award winning TV News reporter and producer with more than 40 years experience.

- He's written and produced the local six o'clock news in four markets. He was the news assignment manager at a local TV station and an assignment editor at a major network news bureau. All that occurred between 1971-1989.
- Then, as a freelance reporter, John wrote and produced more than 1,800 news, public policy, financial literacy and self-help videos. One series of videos trained thousands of law enforcement officers how to investigate Internet and computer crime. Another series taught thousands of students how to succeed in college.

## News Career

### **TV News Reporter. WJLA-TV (ABC Affiliate) Washington, DC. (1979 – 1989)\***

John's beat at WJLA was personal finance, consumer news, the economy, business, the energy industry and the Federal government — basically anything that involved money.

- He filed more than 3,000 reports as he covered countless White House events, Congressional hearings, key Supreme Court rulings, Federal budget issues, every State of the Union speech and every presidential address regarding the economy, budget and taxes. His reports provided big picture perspective as well as the impact on the average person with field reports from factories to farms.
- In addition, John covered a variety of spot news events — from blizzards to the attempted assassination of President Reagan.

\*John was management's go-to guy for training new reporters and producers.

### **Assignment Editor. ABC News Washington Bureau (1978 – 1979)**

John served in several different capacities on the assignment desk — starting with the overnight shift to working the key daytime "slot" position responsible for getting a dozen crews to their assignments.

### **News Assignment Manager. WJLA-TV (ABC Affiliate) Washington, DC (1977-78)**

John was a key decision maker in determining what news events and issues to cover. That included which stories to assign and dispatching reporters and camera crews. John and his staff conducted story research that was provided to reporters and monitored police radios for spot news.

### **6pm News producer (Multiple Cities)**

John produced more than 1,900 newscasts in 4 cities. The producer decides which stories get in the news, the order they appear, the time allotted and the type of visuals to use. The producer writes some of the anchor script and edits the copy assigned to the writing staff. The producer then supervises the program in the control room, adding and subtracting stories where necessary while juggling live shots by reporters.

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|------------------------|-----------|---------|---------------|
| • Washington, D.C.     | 1974-1977 | WJLA-TV | ABC Affiliate |
| • Miami, Florida       | 1974      | WPLG-TV | ABC Affiliate |
| • Detroit, Michigan    | 1972-1974 | WJBK-TV | CBS Affiliate |
| • Louisville, Kentucky | 1972      | WAVE-TV | NBC Affiliate |

**Anchorman, Reporter and Producer. WTIU-TV (PBS Affiliate) Bloomington, Indiana (1971-1972)**

John wrote, produced and anchored a monthly, half-hour news magazine program. He also served as moderator for a live, hour-long public affairs program every week. It featured a panel of reporters and guests as well as call-in questions from viewers.

**Freelance Writer/Reporter/Producer****NADA-TV Senior Correspondent and Executive Producer (1998 – 2015)**

As a freelancer John wrote and produced more than 1,500 news reports for NADA-TV, the video channel of the National Automobile Dealers Association.

- Monthly reports covered the impact of Federal legislative and regulatory action on dealers, employees and consumers. The reports also covered various conferences that occurred in New York, Los Angeles, Dallas, Chicago and Washington, D.C.
- John and a news team of 25 reporters, cameramen and video editors produced daily, one-hour newscasts during NADA's annual conventions in San Francisco, Las Vegas, New Orleans and Orlando.
- NADA-TV also covered natural disasters that impacted dealership employees across the country. Each family that suffered significant financial losses received up to \$1,500 cash from NADA's Charitable Foundation. John and his team went to the devastated areas to tell their story. That included profiles on people victimized by Hurricane Katrina in New Orleans, Hurricane Sandy in New York and New Jersey and the powerful tornado that struck Moore, Oklahoma.

**Education**

- Graduate. College for Financial Planning 1992
- Bachelor of Arts degree. Journalism and Political Science. Indiana University  
Class of '70. Graduation Date: January 10, 1978

**Subject Matter Expert: Financial Literacy & Self-Help Videos**

John wrote, directed and produced several "how-to" videos for direct sale to the public, financial institutions and other organizations. See list on next page. As a subject matter expert, he has appeared on ABC's *Good Morning America*, NBC's *The Today Show*, CNN and dozens of local TV and radio stations across the country.

## **Productions and Publications**

The following self-help videos, books and other supporting print materials were produced for direct sale to the public, financial institutions and other organizations.

### **College Freshman Survival Guide**

John wrote, directed and produced a package of 38 videos on how to succeed in college. Five major universities bought a DVD copy for each first year student. The videos were shot on location at a dozen campuses. They feature students, professors and academic counselors. They offer “expert’ advice on a range of topics including how to study, how to prepare for different types of exams and how to write college-level papers. Five major universities purchased a copy for each incoming freshman student.

### **How to Pay for College**

36-minute video, 72-page guidebook. A practical guide to getting the money you need. For parents of teenagers or toddlers. Covers everything from the FAFSA to investments.

### **Parenting Your College Freshman**

53-minute audiotape, 19-page booklet. The audiotape focuses on long-distance parenting. The booklet discusses student personal finance issues such as banking, car insurance and insuring valuables.

### **MoneyWise Investing**

22-minute video, 25-page guidebook. Explains the risks and rewards of investing in mutual funds. Chase Manhattan Bank purchased 5,000 copies for special clients.

### **Ernst & Young/Kiplinger’s Guide to Retirement Security**

55-minute video, 78-page guidebook. This guide to retirement planning covers investment choices and strategies to maximize pension distributions. Multiple financial institutions purchased 5,000 copies each.

### **Arthur Young/Kiplinger’s Guide to Personal Finance**

35-minute video, 47 page guidebook. A financial planning primer. It covers goal setting, winning saving techniques and investment strategies. Multiple financial institutions purchased 5,000 copies each.

### **How to Stretch Your Retirement Dollar**

40-minute video, 116-page guidebook. A guide to helping senior citizens increase their income and reduce their cost of living while fighting inflation and maximizing available tax breaks.

### **The Car Buyer's Survival Guide**

48-minute video with supporting brochure. How to buy the right car at the right price.

### **Helping Hands: The Right Way to Choose a Nursing Home**

A 26-minute video that shows what to look for and what questions to ask in evaluating and selecting a nursing home.

## **Video Training Programs**

John has written, directed and produced dozens of training videos on a wide variety of subjects. Here is a list of the major programs.

### **CyberCrime Fighting: Child Porn, Homicide & Fraud (2003)**

John wrote, directed and produced a package of 38 videos teaching Federal, state and local law enforcement how to investigate Internet and computer crime. The project, funded by the U.S. Department of Justice, featured real cases where the collection of digital evidence played a critical role in solving a wide spectrum of crimes from child porn to homicide and fraud. Shot in ten states from New York to California.

### **CyberCrime Training (1997 )**

20-minute training video for U.S. law enforcement agencies

Client: AOL and other major Internet Service Providers

### **CyberCrime Training (European Edition)**

Video series for Interpol and worldwide law enforcement agencies

Shot in England, France and Germany.

Client: European Police Agencies and the U.S. National Center for Missing and Exploited Children

### **Emergency Preparedness\_National Capital Region**

A series of 8 training videos for first responders — police, fire, rescue units and health officials — in the event of a terrorist attack or other public health emergency.

- First Responder Readiness: BioPack I and II
- Operation Carolina I and II
- Operation Dagwood I and II
- Bio-Hazard Preparedness: Personal Protective Equipment I and II

Client: Montgomery County, Maryland Public Health Emergency and Response Unit

### **Combating Hi-Tech Crime\_New York**

Law enforcement training video. It teaches investigative tactics to combat cellular phone fraud and the violent criminals using cloned phones. The video covers “probable cause” and other legal issues. Shot in New York City with state, local and Federal law enforcement authorities.

Client: Cellular Telecommunications Industry Association

### **Combating Hi-Tech Crime\_New Jersey**

Law enforcement training video. It teaches investigative tactics to combat cellular phone fraud and the violent criminals using cloned phones. The video covers “probable cause” and other legal issues. Shot in New Jersey with state and Federal law enforcement authorities.

Client: Cellular Telecommunications Industry Association

### **Combating Hi-Tech Crime\_Pennsylvania**

Law enforcement training video. It teaches investigative tactics to combat cellular phone fraud and the violent criminals using cloned phones. The video covers “probable cause” and other legal issues. Shot in Pennsylvania with the state police and the Pennsylvania Attorney General.

Client: Cellular Telecommunications Industry Association

### **Combating Hi-Tech Crime\_Oklahoma**

Law enforcement training video. It teaches investigative tactics to combat cellular phone fraud and the violent criminals using cloned phones. The video covers “probable cause” and other legal issues. Shot with the Oklahoma state police, state prosecutors, the Oklahoma Attorney General and the U.S. Secret Service.

Client: Cellular Telecommunications Industry Association

**Combating Hi-Tech Crime\_Texas**

Law enforcement training video. It teaches investigative tactics to combat cellular phone fraud and the violent criminals using cloned phones. The video covers “probable cause” and other legal issues. Shot with the local police in Houston, state criminal justice officials in San Antonio and the U.S. Secret Service.  
Client: Cellular Telecommunications Industry Association

**Combating Hi-Tech Crime\_California**

Law enforcement training video. It teaches investigative tactics to combat cellular phone fraud and the violent criminals using cloned phones. The video covers “probable cause” and other legal issues. Shot with state, local and Federal law enforcement officials in Sacramento and Los Angeles.  
Client: Cellular Telecommunications Industry Association

**Fighting Cellular Fraud in Washington State**

Law enforcement training video. It teaches investigative tactics to combat cellular phone fraud and the violent criminals using cloned phones. The video covers “probable cause” and other legal issues. Shot with state and Federal law enforcement officials in Seattle.  
Client: Cellular Telecommunications Industry Association

**Fighting Cellular Fraud in Canada**

Law enforcement training video. It teaches investigative tactics to combat cellular phone fraud and the violent criminals using cloned phones. The video covers “reasonable suspicion” and other legal issues specific to Canadian law. Shot with the Royal Canadian Mounted Police in Toronto and Vancouver.  
Client: Cellular Telecommunications Industry Association

**Pain Point Employee Training Series for Auto Dealerships**

50-video series covering a wide spectrum of technical and financial issues involved with the operation of a dealership.  
Client: National Automobile Dealers Association

## **Print Training Materials**

**Estate Planning: Wills & Trusts**

By Financial Reporters John Spiropoulos and Peter Weaver  
A primer on Estate Planning. 14-page booklet  
Client: New York Life Insurance

**CyberCrime Fighting: The Law Enforcement Officer’s Guide to Online Crime**

20-Page Pocket Guide  
By John Spiropoulos  
Client: National Cybercrime Training Partnership

## **Awards for Broadcast News Reporting and Video Production**

3-Emmy Awards for TV News reporting and production  
WJLA-TV Washington, D.C.

Mortgage Bankers of America *Janus Award* for financial reporting  
WJLA-TV Washington, D.C.

Fiscal Policy Council *Citation of Distinction Award* for financial reporting  
WJLA-TV Washington, D.C.

Vietnam Veterans Memorial “Reporter of the Year” award  
WJLA-TV Washington, D.C.

## **Non-Broadcast Awards for Editorial Content and Video Production**

PRSA Bronze Anvil Award  
Public Relations Society of America  
National Award for best Video News Release  
Subject: U.S. Postal Service Crackdown on Drug Distribution by U.S. Mail

PRSA Toth Award  
Public Relations Society of America  
National Capital Region  
NADA-TV Internal Video Programs

PRSA Public Relations Society of America  
NADA-TV Public Affairs/Issues Management  
Subject: Cash for Clunkers

ASAE American Society of Association Executives  
NADA-TV Excellence in Video Production

IAMA International Automotive Media Award  
NADA-TV

AEGIS NADA-TV Reporting on Federal Law  
Subject: Corporate Average Fuel Economy standards

Telly Eight Telly Awards for editorial content and video production