

# JENNIFER STACY

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[JenStacy.com](http://JenStacy.com)

Anchor/Reporter Reel: <https://youtu.be/C0CbNQzjIZQ>

## CAREER HISTORY

### **Host, Executive Producer, Writer**

#### ***Living The Florida Life* Television Show**

#### **Phelan Family Brands**

##### **2017-Present**

- Conceptualize and book segments for Florida Lifestyle Show
- Host show, and serve as reporter on location
- Write all segments and show scripts
- Create show rundown and execute completion
- Oversee editing and implementation of music/graphics.
- Assist with Social Media

\**Living the Florida Life* is a lifestyle television show that showcases everything there is to love about the Sunshine State. As a host, it's always an adventure--Scuba diving, boating, fishing, parasailing, exploring the swamp, meeting colorful people, etc. We take you to incredible beach and boating destinations, visit unique attractions, introduce you to artists and musicians, and sample some of the best dishes being served up in Florida's outstanding restaurants. It currently airs on ABC 7 in Southwest Florida.

### **Spokesperson**

##### ***2017-Present***

#### ***Collier County Tourism Bureau: Naples, Marco Island, Everglades***

- Tourism Campaign Spokesperson for Paradise Coast, representing Collier County in a series of national television and radio commercials
- Conceptualize and represent positive messaging about Southwest Florida to be shared with a national audience
- Execute multiple commercials, scripted (memorized) and ad-lib, in multiple locations in a single day

##### ***Examples:***

##### ***Ad-lib:***

<https://www.dropbox.com/s/9lxw4ziedewqrsy/Hurricane%20Irma%20Crisis%20JenTestamomial%20yelow.mp4?dl=0>

##### ***Scripted:***

<https://www.dropbox.com/s/vnxqu07qdk2y5jr/Irma%20Commerical%20Pink%20dress%201.mp4?dl=0>

## **Media/Public Relations/Community Outreach Director**

### **Phelan Family Brands**

#### **2017-Present**

•Direct Public Relations and Community Outreach, and lead the newly-developed Media Team for Phelan Family Brands

•Identify, conceptualize, and organize charitable and community outreach opportunities in communities Phelan Family Brands serve

•Serve as Spokesperson/Host, emcee events, and represent the company's multiple brands and interests on multiple platforms, including television programming, social media, and print publications

•Strategize and implement distribution of Phelan Family Brands' growing gift card program for teachers, First Responders, etc.

*\*In 2017, organized distribution of gift certificates to nearly 50,000 teachers totaling more than \$1,200,000, and to 8,500 First Responders totaling more than \$212,000, in 13 Florida counties throughout Southwest Florida, the Keys, and the Tampa area.*

•Showcase the laid-back Florida lifestyle for a national audience

•Demonstrate and share the company's focus on family, quality food, and fun through television programming, social media, and print publications

*\*Phelan Family Brands, headquartered in Southwest Florida, is behind the extraordinarily successful Pinchers, Deep Lagoon Seafood, and Texas Tony's Rib & Brewhouse restaurants, "South of South" and "41 South" Beers, The Marina at Edison Ford, as well as the fishing fleet and fresh seafood harvested at Island Crab Company.*

#### **Weekday Morning Anchor**

**2012-2017**

**WINK TV CBS FT. MYERS, FL**

**Weekday Morning Newscasts 4:30am-10am**

• Serve as anchor for 5 ½ hours of weekday morning newscasts, consistently the highest rated morning newscasts in the market during tenure

• Strategize daily coverage and breaking news plans, schedule and research segments and guests, and offer story ideas and content input for all newscasts

• Consistently listed in the top five social media content providers/leaders in the entire DMA based on Share Rocket daily scoring, listed in the top two of social media leaders at WINK News

• Provide content, video, and graphics for JenStacyWINK News, and WINKNews Facebook and Twitter accounts

• Provide content, video, and graphics for WINKNews.com website

• In-demand speaker/emcee/host, offering services at more than 25 events annually on average for charities, seminars, school visits, companies, etc.

• Serve as advisor to hospital board of directors, and board member for charity organizations

• Non-linear editing and videography

• AP ENPS

## **Midday Anchor/ Morning Reporter**

**2009-2012**

**WINK TV CBS FT. MYERS, FL**

**Weekday Morning/10am/Noon Newscasts**

- **Serve as anchor for weekday hour-long noon newscast, and 30 minute 10am newscast**
- **Conceptualize, report and produce original content for weekday 4:30-9am, 10am and 12pm newscasts**
- Report in the field and studio for morning live shots and breaking news
- Report for WINK News Radio
- Provide content, video, and graphics for WINKNews.com website
- Provide story ideas and content input for all newscasts
- Write news stories and teases, find accompanying video, and create graphics for daily newscasts
- Speaker/host of numerous seminars, charity events, and school visits
- Serve as advisor to hospital boards of directors, and board member for charity organizations
- Non-linear editing and videography

## **Weekend Anchor/ Health Reporter**

**2006-2009**

**WINK TV CBS FT. MYERS, FL**

**Weekend 6, 10, 11:00 PM Newscasts**

**Weekday 5, 6, 7:00 PM Newscasts**

- **Serve as primary anchor and newsroom manager for weekend evening newscasts**
- **Conceptualize, report and produce original medical content for health segment in weekday Newscasts**
- Research and present latest health breakthroughs, foster and maintain relationships with medical professionals worldwide
- Report in the field and studio for weekday evening live shots and breaking news
- Report for WINK News Radio

## **Primary Anchor**

**2002-2006**

**WNWO NBC 24 TOLEDO, OHIO**

**5, 5:30, 6, 11:00 PM Newscasts**

- **Serve as primary anchor and newsroom manager for weekday evening newscasts**
- **Conceptualize, report and produce original medical content for health segment in weekday newscasts**
- Field anchor and report from dozens of locations
- Speaker/host of numerous debates and telethons
- Speaker/host of numerous health related seminars, and speaker/host of numerous charity events

## **Primary Anchor/ Executive Producer**

**2000-2002**

**WTAP-TV PARKERSBURG WV/MARIETTA, OH**

**6, 11:00 PM Anchor**

**11 PM Executive Producer**

## **Media Writer/Consultant**

### **LEE COUNTY HEALTH DEPARTMENT/ FLORIDA DEPARTMENT OF HEALTH (SW REGION-5 COUNTIES)**

- **Write magazine articles, information handouts, brochures, and press releases for the Health Department**
- **Coach Health Department staff locally and statewide** on translating desired message to television and print audiences
- Serve as media consultant for design, implementation, and execution of H1N1 Swine Flu Campaign--the largest public vaccination effort ever in SW Florida
- Advise Health Department staff on ways to generate media appearances and coverage opportunities, and offer contact information for appropriate media representatives
- Assist in the organization and implementation of news conferences for broadcast and print media

## **Freelance Writer**

**Topics:** *Parenting, children, babies, working moms, family issues, women's issues, health care, boating/yachting, travel, Southwest Florida*

Example: *Gulfshore Life Magazine "Captain Jen's Great Adventure"*

[Captain Jen's Great Adventure](#)

## **TECHNOLOGICAL SKILLS**

- Microsoft Office Suite
- Adobe Premiere, Photoshop
- DVC PRO, Mini DV Photography
- Linear and nonlinear editing, including Edius software
- AP ENPS Electronic News Production System
- AP News Center
- AVID Newsroom Software
- NBC VOD, CNN Pathfire

## **AWARDS AND HONORS**

- Emmy--Best Newscast • AP Award for Best Reporter in West Virginia • AP Award for Reporting Excellence in Ohio. • AP Award for Best Documentary • National Academy of Television Arts and Sciences Scholarship Winner • Recognized by the National Academy of Television Arts and Sciences, and Radio and Television Council of Greater Cleveland for Reporting Excellence

## **EDUCATION**

### **BOSTON UNIVERSITY, COLLEGE OF COMMUNICATIONS**

*Bachelor of Science: Journalism*

CUM LAUDE GRADUATE