

JIM BEBBINGTON

12889 KING ST., BROOMFIELD CO 80020 | 937-408-1035

JIM.BEBBINGTON@GMAIL.COM

LINKEDIN, TWITTER AND INSTAGRAM: @JIMBEBBINGTON

A COMMUNICATIONS PROFESSIONAL WHO HAS WRITTEN AND EDITED FOR DIGITAL, PRINT, TV AND AUDIO, LED NEWSROOMS, SET STRATEGY AND GOALS, NEGOTIATED WITH LABOR AND LED BRAND COMMUNICATIONS TO GROW AUDIENCE.

NEWS MEDIA LEADERSHIP

Digital product development: Conceived of new digital-first products that extended legacy print brands. They included Wright Patt Today, a brand that uses email newsletters and social media to extend the reach of stories, photos and videos to audience who are interested in the largest U.S. Air Force Base, the Dayton-region's Wright-Patterson Air Force Base.

Newsroom leader: As editor-in-chief of the Dayton Daily News, led team of 65 managers and journalists based in four cities in the creation of content for the print and digital platforms of three newspaper brands and one digital-only brand.

- Set goals, recruited and hired a diverse staff, promoted and trained leaders.
- Conducted legal reviews for pre-publication libel and accuracy concerns.
- Spurred development of new tactics and experimentation in digital story-telling techniques.
- Represented the brand to readers and local and state leaders

COMMUNICATIONS LEADER

Marketing: Created team to establish new sources of stories and photos from our communities that enabled our papers to remain an important linch-pin of local information.

- Instituted marketing promotion language throughout print papers to reinforce messaging used in email, social and other communications to readers.

Broadcast, Digital, Audio and Print Expertise: Led newspaper team as part of innovative newsroom that combined newspaper, digital, broadcast TV and radio resources to serve an audience of 1 million.

- Helped lead transition and execution of social media strategies which enabled legacy newspaper brands to bring its news to new audiences.

- Represented our brands on industry panels and boards, including a consortium of the largest Ohio Newspapers. Wrote editorials and columns and delivered weekly TV, digital and radio spots for promotion and discussion of news events and communicating our products' value to subscribers.

DAYTON DAILY NEWS and COX OHIO MEDIA ROLES

Editor in Chief	2017 to 2022
Director, Cross-platform Teams	2014-2017
Senior Editor	2010-2014
Managing Editor, Springfield News-Sun	2006-2010
Editor, Butler County Weeklies	2006
Community and Investigation Reporter	1994-2006

EDUCATION

Master of Science – Journalism - Columbia University, New York NY

Bachelor of Arts – Public Relations - Purdue University, West Lafayette IN