

Judith E. Foy

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Proven creative communicator and strategist!

*As communications consultant,
broadcast executive,
social marketer,
web content specialist and producer,
speechwriter and commentator, you get extraordinary value in services received.*

COMMUNICATIONS: RESULTS!

- **Award winning producer (Peabody, Emmy, Scripps Howard) for national project management, creative content and writing**
- **Communications consultant creating award winning (CIO100) intranet and brand of excellence for Washtenaw County, MI, government**
- **Successful social marketing campaign library millage, passing 57% to 43%, in three municipalities experiencing the brunt of Michigan's economic downturn**
- **Successful, engaging communications for "Blueprint to End Homelessness", a ten-year plan to end homelessness in Washtenaw County, MI including events, print, video and online outreach**

Foy Communications / New Work Media, LLC

1995 - Present

Extensive consulting work with public sector clients on special initiatives to create internal and external strategic communication. Other projects include

- **Ann Arbor, Michigan, Downtown Development Authority** Ann Arbor, MI (www.a2dda.org)
Develop external communications using social marketing and conventional models to engage and influence the community on often controversial DDA multimillion dollar initiatives.
- **Washtenaw County Literacy Coalition,** (washtenawcountyliteracycoalition.com/)
Communication planning and implementation of first ever three-day promotion featuring Steadman Graham; National coverage set the scene for future Coalition successes and fund development.
- **Washtenaw Area Teens for Tomorrow** Ann Arbor, MI (watt.ewashtenaw.org)
Founding communications - print & web
- **Washtenaw County Parenting Help Group,** Ann Arbor, MI (parentinghelp.ewashtenaw.org/)
Convened and led six local organizations to one portal/voice with founding communications, web site
- **"A Place to Call Home" Calhoun County, Michigan: Initiative to End Homelessness**
Developed broad-based communication strategy to engage community in the initiative; Managed video production and created print materials.
- **State of Michigan, Bureau of Juvenile Justice**
Produced, wrote, and directed training & promotional videos as national teaching tools

**New Work Media /Acting Public Information Officer
Washtenaw County Communications**

2001 - 2009

Internal & external communications consultant, acting as PIO for County Administration, Washtenaw County government in Ann Arbor, Michigan.

- Accountable for strategic communication and development of communication infrastructure to reach, engage and develop 30+ departments spanning eight communities of interest, 1300-plus employees.
- Developed and implemented government intranet that became a national model (eCentral)
- Wrote and published weekly administrator's update, commissioner constituent updates and strategic news releases branded county leadership, internally and externally.

WCVB-TV – Boston, Massachusetts

1982 – 1994

Rose through the ranks at one of the nation's premier commercial television production stations to become Executive Producer in charge of WCVB's award-winning public service initiatives. Created public-private partnerships with local, regional and national non-profit groups, government agencies and businesses to use in-depth television programming and community outreach in tackling critical issues including racism (*A World of Difference*); teen drug abuse (*Don't Be Pushed!*) and secondary education (*Great Expectations*). Campaigns became national in scope through syndication to 100+ TV affiliates.

AWARDS & ACKNOWLEDGEMENTS

George Foster Peabody Award; J. C. Penney-University of Missouri, Columbia, Journalism Awards; Gabriel Awards; Emmy Awards New England & Top Ten National Emmy finalist for Public Service ; Scripps Howard Award Beat Reporting, South Florida Management District

PUBLICATIONS

- *CIO Leadership for Cities & Counties – Emerging Trends & Practices* – Chapter 3: “The Evolving Role of Today's CIO: One Story Going Forward” - publication date: June 15, 2009, by Public Technology Institute and ITEMS International
- *Beyond e-Government & e-Democracy: A Global Perspective* - Chapter 20: “From ‘Administration’ to ‘Support’: Creating a Knowledge Culture in Washtenaw County”; published by Public Technology Institute and ITEMS International, 2008
- *Many Ways of Seeing* – Editor; Braille & Text Collaboration: University of Michigan School of Arts & Design and Library for the Blind & Physically Disabled, 2008

EDUCATION

- University of Michigan Journalism Fellowship (Knight Wallace Fellows) Ann Arbor, Michigan
- Bachelor of Arts, College of the Holy Cross, Worcester, Massachusetts

SOCIAL NETWORKS

LINKEDIN – “JUDY FOY”

**Business Alliance for Local Living Economies
Communications Evaluation Group
Buy Local / Independent Groups and Advocates**

FACEBOOK - “FOY COMMUNICATIONS, LLC” (*Includes Portfolio*)

WEBSITE - www.FOYcommunications.com (*Includes Portfolio*)

- REFERENCES PROVIDED UPON REQUEST -