

MIKE GREENSTEIN

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Summary of Qualifications

- Award-winning writer-editor in journalism, advertising and marketing
- Thorough knowledge of grammar, spelling, punctuation and AP style
- Able to plan and execute multiple projects under deadline and within budget
- Experienced manager of writers, art direction and photography
- Professional talent and expertise without the overhead of staff employee
- Member Northwest Independent Editors Guild

Professional History

Freelance Editor/Writer (1998-present). Editor and writer of *Washington State Visitors' Guide*, Web sites and corporate communications for Washington Lodging Association; writer for *iNews*, University of Washington Information School. Other clients include Goldbelt Tours, Mount Roberts Tramway, Our Beginning Child Care & Early Learning, Changing Buddy™, Hi-End Ceramics Dental Laboratory, the photo book *Driven to Espresso*, *Seattle Times Pacific Northwest Magazine*, Bowne Global Solutions (eStart.com), the Log Home Shows, Log Home & Timber Frame Expo, Hutchins Et. Al., Mikal Belicove, Heritage Media, the *Syracuse New Times* and *Log Homes Illustrated*. Technical writing and editing for J.M. White Associates, DataCeutics, Philips Medical Systems, Strategic Pharmacy Innovations.

Newspaper Editor (1971-1998). **Editor-in-Chief** of the *Syracuse New Times*, Central New York's news and arts weekly (<http://syracusenewtimes.com>). Circulation 45,000 at that time. Tabloid averaging 52 pages, plus supplements. Responsibilities included planning content, covers, special sections and special events; assigning and editing articles; writing headlines, articles and all promotional materials; managing full-time staff of five and two dozen freelancers. Between 1986 and 1998, *The New Times* won more than 200 awards from New York Press Association, Syracuse Press Club and Association of Alternative Newsweeklies (AAN). Received Syracuse Press Club's **Lifetime Achievement Award** in 1997.

Chairman and Board Member, Syracuse Area Music Awards (1993-1998). Involved in the origin and development of annual music awards show held in the 2,900-seat Landmark Theatre in Syracuse, N.Y. Chaired non-profit organization, 1995-98. Handled fund-raising, promotion, grant writing and publicity for three-hour-plus awards show with \$30,000 budget, plus monthly multi-band showcase concerts. Named to **Syracuse Area Music Awards (Sammys) Hall of Fame** in 2009.

Advertising Copywriter (1975-86). Worked freelance and as full-time independent contractor for Eric Mower & Associates and other advertising/marketing agencies in Syracuse, N.Y. Handled print, broadcast, TV, direct mail and special projects for accounts including Agway, New York Racing Association, Hathaway Shirts, WOR-TV (New York City's Channel 9), Cortland Fishing Line, OnBank and Trust Co., Syracuse Cablesystems, Pico Products (cable TV hardware), National Sports Festival, Grumman Boats and Canoes, Syracuse Stage.

Freelance Writer/Photographer (1975-1986). Wrote music, sports, business and travel articles (*Long Island Newsday*, *Boston Real Paper*, *Bluegrass Unlimited*, *Ithaca Times*, *Performance*). Wrote and edited several Syracuse University publications, including the arts newsletter *Crouse Chimes*, and public relations releases, brochures, speeches, newsletters, radio and TV shows, political campaigns. Won Syracuse Press Club Awards for best criticism (1981) and best sports story (1980), plus copywriting awards from Syracuse Ad Club (1985) and Cable Advertising and Promotion Awards (1986). Author of *The Media and the Music Industry* (Syracuse University, 1976) and *Syracuse University Basketball Trivia* (Quinlan Press, 1988).

College Professor (1976-1996). Adjunct professor at Syracuse University and Le Moyne College, Syracuse, N.Y. Taught courses in newswriting and music industry and advised student newspaper.

Education

M.S. in newspaper, **B.A.** in newspaper and political science, Syracuse University Newhouse School of Public Communications.