

SUMMARY OF PROFESSION

LINDA FRIEND
46 Hidden Hollow Trail
Madison, Wisconsin 53717
cell: 608.772.3464

Thirty five years experience as television journalist and producer for public affairs programs, contract productions, arts and news documentaries. Experienced videographer, digital editor and still photographer

Over forty national broadcast awards, including two duPont-Columbia Silver Batons (the Pulitzer Prize for television), three Casey Journalism awards, four Gabriel awards, four Emmy nominations, a National Association of Black Journalists and CPB Gold award.

Edgewood College Senior Instructor in Video and Documentary Production and Television Criticism courses.

Faculty advisor for Edgewood College online student newspaper.

Media Arts Coordinator and Media Instructor at Boys & Girls Clubs Dane County.

WISCONSIN PUBLIC TELEVISION, Madison, WI 1983-2009 – retired

DIGITAL INNOVATIONS UNIT, 2005-2009
Responsible for producing programs for emerging technologies, including Digital multicast, datacast, web streaming and instructional applications.

NOTABLE WORKS:

WISCONSIN PROMISE SCHOOLS: BEATING THE ODDS, 2004-05
Four half-hour documentaries on high poverty, high achieving schools honored by the No Child Left Behind Act, and funded by the Wisconsin Dept. of Public Instruction and The Educational Communications Board

TEACHING THROUGH TECHNOLOGY series, 2003-present
Series producer for this national series of six half-hour programs featuring new classroom Technology for grade school, middle school and high school classrooms, and funded by The Educational Communications Board

FREEDOM TO WORK, October 2003
One-hour documentary that explores how Wisconsin business executives are responding to their new Latino workforce, and showcases best practices that foster productivity

Merit Award from the Wisconsin Broadcasters Association, 2004
Awards: Gabriel Award for Best Documentary, 2004
Merit Award from the Wisconsin Broadcasters Association, 200

MY FAMILY, MY NEIGHBORHOOD, 2002

Segment producer in north Milwaukee, Wisconsin, where women on welfare were given video cameras to record their lives, then combined with our footage and interviews

Awards: Midwest Emmy nomination, 2003 - ceremony in December 2003
National Council on Family Relations, first place, 2002
Aurora Gold Award, 2002
International Film & Video Festival Certificate for Creative Excellence
Connect for Kids Award, 2002
Media That Matters screening at Lincoln Center in New York City, 2003

NEWS AND PUBLIC AFFAIRS UNIT, 1985-2002

Responsible for producing a variety of news, investigational and feature segments and documentaries.

NOTABLE WORKS:

WEEKEND and THE WISCONSIN MAGAZINE, 1985-1993.

Field producer for award-winning public affairs newsmagazine

Programs. Two segments aired on THE MACNEIL/LEHRER NEWSHOUR.

Awards: Milwaukee Press Club Best Background Reports, 1993
Gabriel Award for Best Background Report for segment on welfare families in Milwaukee, 1988
National Commission on Working Women Merit Award for segment on childcare, 1988
American Women in Radio and Television Merit Award for videography/undercover reporting, 1986
American Film Festival Honorable Mention for feature, 1985

WHAT WELFARE REFORM DID FOR ME, 2001

One-hour documentary that explores the real story of welfare reform in Wisconsin

The George Foster Peabody Committee referred this program to the Museum of Broadcast Communications for their archives

ARD, German Public Television aired three segments from the program by cable across Europe for their national debate on welfare reform

Awards: Casey Medal for Meritorious Journalism, University of Maryland
Milwaukee Press Club Honorable Mention, best documentary
Midwest Emmy nomination, 2000

WELCOME TO POVERTY HOLLOW, 1998

One-hour documentary profiling rural poor families in northern Wisconsin as they struggle through Wisconsin's new welfare reform laws

Awards: Alfred I. duPont-Columbia Silver Baton
Harry Chapin Award for World Hunger Year, Best Documentary
Gabriel Award, Best Documentary
Casey Merit Award for Meritorious Journalism, University of Maryland
Milwaukee Press Club, Best Documentary
Midwest Emmy nomination for Best Documentary
Wisconsin Broadcaster's Association Merit Award

US & THEM, 1997

One-hour documentary that follows high school students through a race relations training program. Program and companion workbook distributed to over 600 high schools

Awards: Midwest Emmy nomination for Best Documentary
CEN Jerry Schumacher award for Best Documentary
to examine racial issues in a community

PICTURE THIS, 1995

Half-hour documentary on an innovative youth photography project in an inner city Black neighborhood in Madison. It is used to model and initiate photography projects in other neighborhood centers and schools

Awards: Casey Medal for Meritorious Journalism, University of Maryland
Midwest Emmy for Best Videography

MY PROMISED LAND, 1994

One-hour documentary that follows a Black family from south Chicago's infamous housing projects Madison for a better life.

Awards: Alfred I. duPont-Columbia Silver Baton
Corporation for Public Broadcasting Gold Award
National Association of Black Journalists Best Documentary
Casey Medal for Meritorious Journalism, University of Maryland
Iris Nomination for Best Documentary
Milwaukee Press Club Best Documentary
Wisconsin Broadcaster's Association Merit Award

STRANDED: MIGRANT WORKERS IN WISCONSIN, 1992

Half-hour self-narrated documentary on the plight of migrant workers

Award: Northwest Broadcast News Association Merit Award 1992

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SAFENIGHT USA

Segment producer for national program partnership with PBS and BET

Awards: Gabriel Award, National Market Childrens Programming
CEN Education and Outreach First Place Award
Entertainment Industries Council 2000 Prism Awards, Honorable Mention

HISTORY PRODUCTION UNIT, 1995-2000

Responsible for producing a variety of historical interstitials, segments and documentaries
With the Wisconsin Historical Society in Madison.

WISCONSIN SESQUICENTENNIAL MINUTES

Segment producer for history minutes series, 1999

Awards: Midwest Emmy nomination
Milwaukee Press Club first place

WISCONSIN STORIES MAGAZINE

Segment producer for history magazine program, 1999-2000

Awards: Midwest Emmy first place, documentary
Milwaukee Press Club, first place

OTHER WORKS:

ON-TV, FIRST BOOK, HER HEALTH, CREATING HEALTH,
PRIME TIME MADISON, PRIME TIME WISCONSIN, and GET REAL!
Segment producer for Emmy, Gabriel and American Film Festival
award-winning series

OUR FAMILIES, OUR TIMES documentary-magazine series on issues
confronting American families, 1992

Award: Corporation for Public Broadcasting Silver Award for
Community Service, 1993

PRAIRIE PUBLIC TELEVISION, Fargo, North Dakota, 1977-1982.

Videographer/editor and producer for magazine and documentary programs

Award: Central Educational Library, 1977

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FREELANCE TELEVISION EXPERIENCE

RENDEZVOUS: ENCOUNTERING CULTURES

One-hour documentary chronicling the Midwest's Rendezvous historical gatherings
Premiered at the 53rd La Biennale in Venice, Italy, June 2009

PEOPLE PROGRAM, UW-Madison.

Producer of music video on middle school science journalism segment for
The School of Education, 2005

20ISION: PLANNING FOR A MANAGEABLE URBAN HABITAT, 1994

Scriptwriter for documentary funded by nonprofit coalition

Award: Rumanian Ministry of Public Works Prize in Festival International de Film
Architecture et d'Urbanisme Libres, Bucharest, 1994

WISCONSIN'S FISHERIES MANAGEMENT: TOMORROW'S FISHING, 1991

Scriptwriter for Wisconsin Dept. of Natural Resources video, 1991

TEACHING EXPERIENCE

INSTRUCTOR, EDGEWOOD COLLEGE, 2004--present

Television Criticism course

Intro and Advanced Video Production and Photojournalism courses

Documentary Production courses

MEDIA ARTS COORDINATOR, Boys & Girls Club Dane County 2013-present

Coordinate media classes & teach Photo & Video courses at two Clubs

MADISON MEDIA COLLEGE FOR MEDIA ARTS, 2009-2011

Instructor, Cultural Studies & Art History courses

DIGITAL PHOTO & VIDEO INSTRUCTOR, UW-Education Outreach Partnerships

Arts & Technology and College for Kids courses, 2008-present

TRAINING & PRODUCTION COORDINATOR, WYOU Community Television, 2004--2005

Instructor for video production and editing classes

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INSTRUCTOR, MADISON MEDIA INSTITUTE, Business English, 2003-04

PHOTOGRAPHY INSTRUCTOR, Boys and Girls Club, Madison, 200-01
Two inner city students won first and third place at the National Boys & Girls Club
photography competition, from over 8,500 national entriesLin

PHOTOGRAPHY INSTRUCTOR, SNAPP, 1999--2003
(Southside Neighborhood Art Photography Project) at low-income minority youth centers

PHOTOGRAPHY INSTRUCTOR, NORTH DAKOTA STATE UNIVERSITY, 1983

INSTRUCTOR, WISCONSIN UNION MINI-COURSES, 1983-1989

UNIVERSITY OF WISCONSIN EXTENSION COMMITTEE APPOINTMENTS

Distinguished Title Prefix Committee, 1998-present
Awarded the Distinguished Broadcast Specialist Title in 1995

Extension Disabilities Advisory Committee, 1999-2004

Academic Staff Elected Officer, 1996-1998

STILL PHOTOGRAPHY EXHIBITS

Justified Art!

Juried exhibit exploring themes of racial diversity, March-May 2015
Overture Center Gallery I, Madison, WI

WATER!

Juried exhibit Lake Region Arts Council Fergus Falls, MN 2014

STYLE & GRACE

Photography and Video Exhibit and film premiere May 2010

GRAPHIC CONTENT group exhibit

Henry Mosse Gallery, Madison, WI 2009

FRAMED photography exhibit

Art Lofts Gallery, Madison, WI 2009

F STOP GROUP PHOTOGRAPHY EXHIBIT

Henry Mosse Gallery, Madison, WI 2008

THIRD GEAR MFA GROUP EXHIBIT

Henry Mosse Gallery, Madison, WI 2008

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FRESH HOT PRESS

Overture Center Galleries, Madison, WI 2008

MADISON MFA GROUP EXHIBIT

Gail Floether Steinhilber Art Gallery, Oshkosh, WI 2008

TWO TIMED

Henry Mosse Gallery, Madison, WI 2007

INFLUX

Overture Center Galleries, Madison, WI, 2007

PRINTED

Henry Mosse Gallery, Madison, WI 2007

FIRST YEAR MFA REVIEW exhibit

Henry Mosse Gallery, Madison, WI, 2007

CENTER FOR PHOTOGRAPHY IN MADISON

Photographs in annual exhibitions at the Madison Civic Center, 1998-2003

ARTFUL WOMEN JURIED EXHIBITION, 1999

Two photographs selected for the National Women's Political Caucus Exhibition

POLAROID PHOTOGRAPHY EXHIBIT at University of Wisconsin, 1988

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS, 1980

PROFESSIONAL ACTIVITIES

DUPONT-COLUMBIA AWARDS COMMITTEE, Columbia University, NYC

Television screener for national and regional public affairs programs
for the duPont jury, 1994—2014

NATIONAL ACADEMY OF TELEVISION ARTS AND SCIENCES, Washington, DC

Television screener for national and Capital Region EMMY awards, 2002

FACULTY ADVISOR FOR EDGEWOOD COLLEGE ONLINE STUDENT NEWSPAPER

"ON THE EDGE" 2013-2016

BOARD MEMBER SIMPSON STREET FREE PRESS 2013-present

POYNTER INSTITUTE FOR MEDIA STUDIES, St. Petersburg, Florida, 1998

Selected as Fellow for Covering Children, Families and Social Issues seminar

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EDUCATION

MFA (PhD) in Photography/Video from the University of Wisconsin-Madison Art Department, 2010
Distinguished Emeritus Faculty at UW-Madison

Masters degree in Journalism & Mass Communications from the UW-Madison, spring 2006

B.A. in Art with minors in English and Music from Minnesota State University-Moorhead.