

BARBARA WEBER-FLOYD

Weber Floyd Productions

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JOURNALISM EXPERIENCE

Broadcast Journalism

- *Lessons from 100: Reflections in My Centennial Year*, documentary feature, executive producer (2024-present).
- *Wochit, Inc.*, News writer/narrator for a startup online web news service, wrote and recorded news text and audio for the prototype site (2012-2013).
- *The Independent Production Fund*, Reporter/writer for two proposed PBS documentaries: Autism and the Environment; The History of Lead in the U.S (2007-2008).
- *The Discovery Channel*, Reporter for pilot for a new television history series (2007).
- *The Independent Production Fund*, Researcher/writer/editor for website content to accompany the PBS documentary *The Mystery of Love* (2006-2007).
- *Adam Smith's Money World*, WNET, NY, Producer for the weekly PBS national business show. Shows included a profile of Sir John Templeton, analysis of Bush and Clinton economic policies for the 1992 presidential election, and the business side of daytime soap operas (1991-1992).
- *AHP, Inc*, Reporter for broadcast proposal called "The Voter's Channel," a PBS broadcast initiative for the 1992 Presidential election (1989-1990).
- *CBS Network News, New York Bureau*, Field Producer for sound bite interviews and B-roll for the Evening News and Weekend News shows. Other duties: reporting on breaking domestic news, researching story elements for the Evening News, Weekend News, Morning News and generating ideas for future stories (1987-1988).
- *The MacNeil/Lehrer Newshour, PBS*, Desk Assistant, duties included research, routing wire copy, script distribution, assisting the news desk in the NYC office (1986-1987).

Print Journalism

- *Jack Weber Here!*, Editor, published on Amazon, 2023.
- *The Resistance and Me blog*, Author, published online, 2020.
- *The Resistance and Me*, Author, published on Amazon, 2019.
- *Losing King Dave*, Editing, assisting author Terrence Evans with writing his memoir (2017 – 2018).
- *Cyber the Vote*, Editing and assisting author Robert Weber with major structural changes, for non-fiction book on internet voting (2015 – 2017).
- *Thomas Grove, the Dead*, Line editing and plot assistance for novel by Margherita Gilley (2013).
- *Amulet of Darkness*, Line editing, plot and organization assistance for novel by Marianne Tremaroli (2011- 2012).
- *Reputation*, Research, writing and editing for book proposal for Dr. Stern (2011).
- *Project Rebirth*, Research and line editing for non-fiction book about the resilience of the human spirit after 9/11 by Dr. Robin Stern (2010- 2011).
- *Loving My Son, Letting Him Go*, Memoir writer for *More.com* (2009).
- *A Complicated Man: the Life of Bill Clinton*, Research and intense negotiations to schedule hundreds of interviews with major figures from politics, business, journalism and academia for an oral history of President Bill Clinton by Michael Takiff (2006-2007).
- *Venture Magazine, West Side Spirit, Young Viewers*, Freelance magazine business reporter (1980- 1986).

TECHNOLOGY STARTUP ENTREPRENEURIAL EXPERIENCE

- *Well Child Lens*, division of Tiranoff Productions LLC/GeneticaLens. Member of the executive leadership team for a healthcare IT startup company focused on aligning all stakeholders (pediatric healthcare providers, parents, teachers and specialists) in improving the evaluation of children ages 16-30 months for autism so they can begin early intervention treatment at the optimal age (2014 – 2015). Duties at Well Child Lens included:

- Research, write and edit content for an educational website for pediatric healthcare providers (HCPs) and parents: www.wellchildlens.com
- Participate in the management of a pilot study of the screening tool with a large pediatric practice.
- Write and edit surveys on www.surveymonkey.com for parent and provider market research. Assist in the formulation of the corporate strategy and overall business plan for *Well Child Lens*. Oversee market and competitive analysis for pediatric HCP software and consumer mobile apps.
- Research and decide on the pricing strategy for each product. Participate in the creation of the five-year pro forma P&L statement. Design focus groups and analyze resulting market research data. Consult with product development manager on the product designs as well as scheduling the product development timeline.
- Creation of a go-to-market strategy for each product market (B2C, B2B, etc.).
- Designing a media strategy, focused in particular on social media.
- Applied and chosen as one of 20 healthcare tech companies to participate in the 2014-2015 Entrepreneurship Lab NYC program (<http://elabnyc.com/participants/louise-tiranoff/>), a hands-on technology incubator program sponsored by the NYC Economic Development Corp. Research/write/edit all of the Entrepreneurship Lab assignments: 30 second and 1 minute elevator speeches, 12 slide power point pitch deck, executive summaries (one page and 3 pages), prepare for Pitch Day presentation, plan outreach to angel investors and venture capital firms for dilutive seed funding and Series A.

FUNDRAISING EXPERIENCE

- *Diva Communications*, Directed all fundraising efforts for documentary *Beauty of Their Dreams* (2016), and research for future grant proposals for an upcoming project on immigration (2015-2016).
- *Tiranoff Productions, LLC*, Management of team responsible for two NIH SBIR grant applications from inception to filing for non-dilutive funding for a clinical trial of a video-based autism screening tool. Responsibilities included: researcher/writer/editor for the commercialization plan sections, liaison with outside organizations participating in the project, work with the lead scientists for the formulation of the research strategy sections (2010-2011; 2014-2015).
- *Cyber bullying and Social Media* Assisted in researching, writing and editing a grant proposal to the Department of Justice to study cyber bullying on Facebook by Dr. Robin Stern (2013).
- *The Independent Production Fund*, Researched and wrote letters of inquiry to major foundations and corporations for proposed PBS documentaries (2007-2008).
- *AHP, Inc.* and *The Markle Foundation* Assisted in fundraising letters of inquiry for the PBS proposal “The Voter’s Channel” (1989-1990).

MARKETING EXPERIENCE

- *MainStreetHost.com*, Researcher/writer/editor creating SEO-friendly content for a digital marketing agency (2013- 2014).
- *The Independent Production Fund* and *The Fetzer Foundation*, Assistant Outreach Director for a national marketing/outreach campaign for the PBS documentary *The Mystery of Love* (2005-2006).

EDUCATION

Masters of Science in Journalism, Special Broadcast Commendation
Columbia University Graduate School of Journalism, New York City, NY

Bachelor of Arts in English, Summa cum Laude
Hunter College, City University of New York, New York City, NY