

# Christopher Long

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## SENIOR CONSULTANT • COMMUNITY PROJECT MANAGEMENT Planning | Coordination| Funding | Implementation | Evaluation

Top-flight expert in project management and administration for non-profits, communities. Strong national and local background in entrepreneurial leadership, viable strategies, operations management, deadline-driven production environments, grant writing/fundraising, media & editorial, multiplatform communications and public relations, including social media. Able to work with organizational leadership, staff, boards, stakeholders, partners to achieve ambitious goals on time and on budget.

Always interested in helping growing organizations make great ideas reality.

### AREAS of EXPERTISE

- Focused leadership
- Strategy & implementation
- Operations & administration
- Non-profits, community organizations
- Fundraising/grant writing
- Media/editorial
- Communications/PR/marketing
- Computers/technology
- Board/stakeholder relations
- Organizational development

### PROFESSIONAL BACKGROUND

#### Village of Mazomanie, WI

2014 – Present

*Municipal government of rural community located in NW Dane County, WI.*

#### Lake Marion Trail Project Manager

2015 – 2016

Since 2015, CCL Consulting has been managing the Village of Mazomanie's Lake Marion Trail Project in partnership with the Wisconsin Department of Transportation, Wisconsin & Southern Railroad, and the Dane County Parks Department. This half-mile bicycle-pedestrian trail planned for construction during Summer 2016 will extend from Lake Marion to downtown Mazomanie, connecting the popular County Highway KP on-road bicycle trail from Lake Marion to the downtown historic business district.

#### Mazo 2020 Economic Positioning Project Consultant

2015 – 2016

Since 2015, a Village-appointed committee of local residents, school district and business leaders has teamed with Vandewalle & Associates and CCL Consulting to study current and future economic development opportunities and develop a "business plan" for the community. The final strategy document identifies and prioritizes a focused list of catalytic projects that can serve as community and economic development milestones, as well as an implementation framework, organizational and administrative roles, and partnerships and funding opportunities.

#### Community Outdoor Recreation Plan (CORP) Update Consultant

2014 – 2015

From 2014 to 2015, I managed a comprehensive update of the Village's Community Outdoor Recreation Plan, which is required by the Wisconsin Department of Natural Resources for municipalities to be eligible for grant programs, including the development of parks and trails. The plan consists of a detailed assessment of the planning region, an inventory of existing resources and facilities, a needs assessment, results of a community survey, and an action plan.

#### Lake Marion Restoration Project Manager

2014 – 2016

Beginning in 2014, I've managed the Lake Marion project for the Village of Mazomanie. Renovation of the 18-acre former millpond property for recreational use is part of a comprehensive community effort to improve Lake Marion, the lower Black Earth Creek, and build the Wolf Run Recreational Trail. Partners in the Lake Marion project also include the Dane County Parks Department and Wisconsin Department of Natural Resources.

**Wolf Run Association – Mazomanie, WI**

**2013 – 2014**

*Community-based 501(c)(3) non-profit established in 2012 as lead organization in comprehensive, \$1 million effort to improve Lake Marion, Lower Black Earth Creek, and build Wolf Run Trail.*

**Recreational Trail Project Manager**

Project coordinator for 2-mile multiuse recreational trail connecting Village of Mazomanie and Wisconsin Heights High School, the first constructed link of regional trail network envisioned to connect Mazomanie to both Middleton and Devil's Lake State Park. Project partners include the Wolf Family, Village and Town of Mazomanie, Wisconsin Heights School District, Dane County Parks Department, Wisconsin Department of Natural Resources (WDNR), Wisconsin Department of Transportation, Wisconsin & Southern Railroad, Natural Resource Conservation Service, Madison Community Foundation, and Natural Heritage Land Trust.

**WisconsinEye – Madison, WI**

**2006 – 2012**

*Statewide 501(c)(3) non-profit public affairs network delivering nonpartisan, unedited coverage of state government and Civic Wisconsin on cable and the Web since 2007.*

**President & CEO**

Full strategic, operational responsibility for 24/7 cable channel. Launched and successfully operated digital, multiplatform, multimedia broadcast television network for five years. Oversaw 50 percent annual increases in viewership, multiplatform PR and marketing program that won WisconsinEye local and national accolades for public service.

- Recruited from PhD program at UW-Madison School of Journalism and Mass Communication to launch within 12 months. Built all-digital production center, hired staff, secured state approvals for Capitol construction, negotiated cable agreements, created Web portal for live and archived video, began broadcasting on cable and Web—all in nine months.
- Led full-time operations team of 10, averaging 40 hours of new, award-winning programming weekly on annual operations budget of \$1 million, all contributed by private donors.
- Created effective partnerships with state government, cable companies, public affairs organizations, media, external technology partners.
- Led local and national government relations and public relations programs, including social media
- Conceived, developed and launched MyWisconsinEye, a leading-edge, personalized paid Web service for public policy professionals and new source of earned revenue for network.

**C-SPAN – Washington, DC**

**1999 – 2003**

*National 501(c)(3) non-profit public affairs network on cable, satellite TV, and the Web.*

**Director of New Media**

Recruited by national public affairs network to lead its strategic move to the Web to expand marketing, distribution and interaction with viewers; as part of senior management team reported directly to COO. Executive responsibility for network's online strategy and operations, including technology and business development.

- Hired 10-person operations team, created and maintained 11 Websites, fully integrated Web with operations of Programming and Marketing departments.
- Created and managed external technology partnerships including Real Networks and Akamai, developed pioneering video search project with Virage and content syndication business with AOL
- Led complete redesigns of network Web services; conceived and managed external technology partners in development of customized administrative database and content management system to drive network Web site and other online services.

**EARLIER EXPERIENCE**

Writer, reporter, and editor with national and local news organizations in Washington DC, New York, Hawaii, Ohio and Pennsylvania

**EDUCATION**

University of Wisconsin-Madison, School of Journalism & Mass Communication, PhD Program  
University of Maryland University College, Executive MBA  
Boston College, Massachusetts, Bachelor of Arts, English

## TESTIMONIALS

"Chris is knowledgeable, creative, looks outside the box, detailed and very sensitive to due dates and quality. Chris has integrity and reliability. If Chris is taking on an assignment, you can be sure that it will be done well. Top Qualities: Great Results, High Integrity, Creative." **Jim Riordan, President/CEO Retired, WPS Health Insurance, Madison WI**

"As a person who was close to WisconsinEye from its beginning, I watched Chris put the pieces together to get this start-up operation up and running. Chris had the vision for what WisconsinEye should be and then proceeded to put all the pieces together to get it operational. With no huge staff to assist, Chris gladly did a lot of the heavy lifting, including negotiating with members of the state legislature, working to raise funds, purchasing equipment and everything else that went into building this unique television and Internet operation. Once on-the-air, the leadership Chris showed allowed WisconsinEye to gain respect with varied constituencies from politicians, to business leaders to the everyday citizen viewers of WisconsinEye." **Tom Bier, VP/General Manager, WISC-TV, Madison WI**

"Chris is a strategic, insightful and well-balanced counselor, facilitator and implementation specialist. His experience and his temperament give him the ability to work through big picture projects without losing sight of the details. I highly recommend Chris." **Heather Clefisch, Division VP, Senior Corporate Counsel & Assistant Secretary at Spectrum Brands, Inc., Madison WI**

"Management of the WisconsinEye project was very complex and Chris was facing a short timeline to get operations up and running. He understood that in order to succeed, he had to trust in the partnership we were building in order to keep construction of the network's production space and data center on schedule. There were many opportunities to fail, but Chris did a fantastic job of building relationships, listening when others could provide expertise, and focusing on the tasks required for success without becoming overwhelmed by the size of the project as a whole. I would highly recommend Chris to manage any seemingly impossible project within the communications and media fields." **Janine Punzel, VP, Hovde Properties, Madison WI**

"Chris is an extremely talented leader, communicator and strategic thinker. Building the WisconsinEye state public affairs network required Chris to build political coalitions, negotiate funding and carriage agreements, raise money, hire and manage staff, coordinate with an independent board of directors -- and create programming that was engaging for viewers. His successful leadership created a solid foundation for that organization. I had the opportunity to work with Chris directly in leading the National Association of Public Affairs Networks (NAPAN) strategic efforts to work with the FCC. I was extremely impressed with Chris' ability to develop and communicate messages that were succinct and effective, and his leadership had a direct impact on NAPAN maximizing our opportunities." **Greg Lane, President & CEO, TVW—Washington Public Affairs Network, Olympia, WA**

"Among his many talents, Chris possesses the skill and insight necessary to bring people together to accomplish complex communication goals. From his award-winning journalism background to his exceptional leadership and team-building abilities, Chris offers a wealth of knowledge and experience." **Jennifer Sereno, Senior Editor, Wisconsin Alumni Research Foundation, Madison WI**

"I had the pleasure of working with Chris Long at WisconsinEye, and more specifically on an extremely important statewide project called "MyWisconsinEye". I find Chris to be thoughtful, filled with insights and respectful of the collaborative process. He's a good leader, wonderful communicator and a solid builder of brands, with WisconsinEye being a terrific example of his brand-building capabilities." **Tom Marks, President & Managing Partner, TMA+Peritus, Madison WI**