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## Scott Hays

### CAREER HIGHLIGHTS

- Thirteen years **part-time instructor** at University of California, Irvine (Ext.), Orange Coast College, and Saddleback College. Courses: Basic Skills, Composition, Critical Thinking, Feature Writing, Mass Media & Society, Newspaper Production, Digital Writing & e-Publishing, and Literary Journalism (face-to-face, **online**, and **hybrid**).
- More than 20 years **editor/writer** for general consumer publications (newspapers, magazines, and websites), involving a broad range of experiences in editorial, sales, and marketing; four years as editor/writer for several **business publications**, including *Workforce Magazine* and iMedia Communications.
- Executive Producer and co-host of the **cable TV show** “Radio Caravan” on Cox 3 TV, reaching a potential 250,000 Cox subscribers in Orange County and Palos Verdes.
- **Executive Producer** and **co-host** of two radio shows: “Radio Caravan” and “The Friendship Show” on KX 93.5 FM, reaching a potential 110,000 residents of Laguna Beach and the surrounding communities.
- Five years in the **digital media industry**, with an emphasis on publishing and conference development.
- Executive Producer of **short-documentaries** for several **non-profit organizations**, including Friendship Shelter and HomeAid.
- Three years part-time **Senate Representative** on the Academic Senate at Orange Coast College (2007-2008 and 2010-2012), member Basic Skills Committee and Senate Transparency Committee (2011-2012).
- **Author** and **co-author** of several non-fiction books for such publishing companies as Warner Books, Gotham, Rodale Press, and Barron’s.

### TEACHING EXPERIENCE

2001-present

**University of California, Irvine**

**Courses:** Entrepreneurial Journalism, Feature Writing, Digital Writing & e-Publishing, Literary Journalism, and Technical Writing

- Curriculum coordinator for a Specialized Studies Program in Digital Writing & e-Publishing at University of California, Irvine (Ext.), which offers a professional level of study designed to teach serious adult students the process of creating and managing a wide-range of digital media projects.
- Curriculum coordinator for creative nonfiction and literary journalism courses.

2001-present  
Mission Viejo, CA

**Saddleback College**

**Courses:** Composition, Critical Thinking, Mass Media & Society, Feature Writing

- Interim Faculty Advisor for student-run weekly newspaper, The Lariat.

2001-2012  
Costa Mesa, CA

**Orange Coast College**

**Courses:** Fundamentals of Composition, Critical Thinking, Feature Writing

- Faculty coordinator Supplemental Instruction (2008-2010).
- Three years part-time Senate Representative on the Academic Senate (2007-2008 and 2010-2012); member Basic Skills Committee and Senate Transparency Committee (2011-2012).
- Faculty coordinator of Study Abroad program for 30 students to Austria, Italy, and Germany (2007).

2001-2002  
Irvine, CA

**Irvine Valley College**

**Classes:** Feature Writing, News Writing, Newspaper Production

- Board of Directors, Orange County Scholastic Foundation; a non-profit organization that provides competitive opportunities for students to recognize academic achievements.

## **WORK HISTORY HIGHLIGHTS**

2012-present

**Radio Caravan – KX 93.5 / Cox 3 TV**

Executive Producer / Host

- Produce and co-host a radio/cable TV show on KX 93.5 and Cox 3 TV titled “Radio Caravan”, an eclectic mix of interviews, politics, music, and conversations about random stuff that we find interesting.
- Recent guests have included Tony Award-winning David Emmes, co-founder of South Coast Repertory; Orange County Sheriff Sandra Hutchens; singer-songwriter Jack Tempchin (“Peaceful Easy Feeling”); Marine-life artist Wyland; giant-screen director-producer Greg MacGillivray; Pulitzer Prize-winning journalist Rick Reiff; OC United Ways President/CEO Max Gardner; legendary guitarist Caleb Quaye (Elton John); and Dateline NBC Correspondent Keith Morrison. Visit: <http://www.scotthays.com/radio-caravan/>.

2012-present

**The Friendship Show – KX 93.5**

Executive Producer / Host

- Produce and co-host a radio show on KX 93.5 titled “The Friendship Show”, an hour-long discussion with thought-provoking individuals and musicians about issues that impact the community. “The Friendship Show” is sponsored in part by Friendship Shelter, Laguna’s oldest and most respected homeless shelter.

- Guests have included The Who’s Roger Daltrey on Teen Cancer America; jazz great Boney James; marine-life artist Wyland on his “Blues Planet” CD; singer-songwriter Henry Kaponon from the Island; and Jerry Price, vice-president of student services at Chapman College;
- Topics have included high school bullying, the prescription drug/heroin epidemic, cerebral palsy, breast cancer, arthritis, homelessness, and mental health treatments.

2001-present

**Editor/Writer**

- Contributed feature articles and cover stories to various national magazines and newspapers: *Men’s Health*, *TV Guide*, *The Los Angeles Times*, *The Miami Herald*, *Los Angeles Magazine*, *Christian Science Monitor*, *Vista*, and *AdAge*.
- Authored and co-authored the following non-fiction books: *Pure Hard Workout* (Gotham, 2008), *Action Hero System* (Rodale, 2006), *Spanish for Gringos* (Barron’s, 1995), *Lifelong Fitness* (Warner, 1994), and *Heart to Heart* (Santa Fe Publishing, 1991).

### **iMedia Communications, Inc.**

Editor

- Managed overall marketing strategy and positioning of company products and services.
- Coordinated material from other content coordinators/providers to flow into a variety of online and offline communication vehicles, rewriting for varying audiences as appropriate.
- Established and monitored all online sponsorships with advertisers, and also defined goals, creative guidance, audience definition, schedules, and performance metrics.
- Developed content for and moderated panel discussions at company-sponsored industry conferences.

### **Digitrends Magazine**

Editor

- Launched *Digitrends*, a quarterly magazine that served interactive marketers and their agencies with in-depth reviews of the trends, research, tactics, case studies, and techniques developed for and applied in the interactive marketing and advertising space. Recognized as “Best Quarterly Magazine” at the 43<sup>rd</sup> annual “Maggie” awards ceremony.

### **Language Services Institute**

Editor

- Developed a small company in the language acquisition industry.
- Published six projects with Barron’s Educational Series, Inc.: *Spanish for Gringos*, *Inglés Para Latinos*, *Spanish for Health Care Professionals*, *Household Spanish*, *Spanish for Law Enforcement*, and *Spanish for Gringos* (DVD).

**Workforce Magazine**

Features Editor

- Maintained ongoing relationships with columnists and freelance writers for monthly material. Wrote feature articles, researched and edited special projects. Worked with design and production departments for direct-to-plate printing process. Also contributed to content development for company's Web site at [www.workforce.com](http://www.workforce.com).

**Costa Mesa Daily Pilot**

Editor

- Designed, edited, and produced a start-up weekly entertainment section for this daily newspaper (circulation: 36,000). Assembled all editorial material, researched and wrote most of the feature articles. Coordinated all freelance work with writers and photographers.

**Fullerton News Tribune**

Editor

- Designed, edited and produced one of five start-up weekly newspapers for Scripps-Howard. Also worked as a reporter for the company's daily newspaper (circulation: 24,000).

**EDUCATION**

- **Master's Degree, English Literature**
  - University of California, Irvine (Irvine, California)
- **Master's Degree, Communications**
  - Cal State Fullerton (Fullerton, California)
- **Effective Interaction for Online Courses** (five 3-unit courses)
  - Saddleback College (Mission Viejo, California)

**PROFESSIONAL MEMBERSHIPS**

- American Society of Journalists and Authors (ASJA); member since 2001.
- Toastmasters, Club 615-A1, Founder's District Region II (past president).

**PUBLISHED WORK**

- *Wheelchair Training: A Complete Program for Men and Women with Spinal Cord Injuries*, w/Steve Ramsbottom, ©2011 Performance Institute, British Columbia, Canada.
- *Pure Hard Work* w/Tiki Barber, ©2007 Gotham Books.
- *Action Hero Training System* w/ Jrge de Mey, ©2005 Rodale Press.
- *Spanish for Gringos* w/William C. Harvey, ©1995 Barron's Educational Series, Inc.
- *Lifelong Fitness* w/Bob Delmonteque, ©1994 Warner Books.
- *Heart to Heart* w/Dr. Herb Budnick, ©1991 Health Press, Inc.

## **VOLUNTEER WORK**

- Executive Producer of 2013 25<sup>th</sup> Anniversary documentary for Friendship Shelter, a Laguna Beach housing complex for the homeless.
- Executive Producer of a 2010 music-documentary titled *Home Again*, for the national charity organization HomeAid, which builds transitional housing for current homeless families, single mothers and their babies, teenagers at risk, and victims of domestic abuse.
- Executive Producer of a 2009 benefit CD and documentary titled *Shelter Me*, which focuses on the issue of homelessness.

## **WEBSITES**

- Scott Hays: [www.ScottHays.com](http://www.ScottHays.com)
- Radio Caravan: <https://www.facebook.com/radiocaravan>
- The Friendship Show: <https://www.facebook.com/thefriendshipshow>