

SUMMARY OF PROFESSION

LINDA FRIEND
1624 Fordem Avenue, #309
Madison, Wisconsin 53704
608.232.516
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Thirty four years experience as television journalist and producer for arts,
public affairs programs and documentaries.

Experienced videographer, digital editor and still photographer

Over 40 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,
among others.

WISCONSIN PUBLIC TELEVISION, Madison, WI 1983-present

DIGITAL INNOVATIONS UNIT, 2005-present

Responsible for producing programs for emerging technologies, including
Digital multicast, datacast, web streaming and instructional applications.

EDUCATION AND CONTRACT PRODUCTIONS UNIT, 2002-2005

Responsible for producing a variety of educational programs for broadcast
And instructional use.

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 the Wisconsin business community is responding
to their new Latino workforce

Awards: Gabriel Award for Best Documentary, 2004

Merit Award from the Wisconsin Broadcasters Association, 2004

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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, 1985-2000

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 W,
HHS Secretary Tommy Thompson's acclaimed national model

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 stranded in Wisconsin when bad crops left few fields to harvest

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 distribution for documentary on
couple with cerebral palsy, 1977

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FREELANCE TELEVISION EXPERIENCE

PEOPLE PROGRAM, UW-Madison.

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

2020 VISION: 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, Television Criticism, 2004-present

INSTRUCTOR, WYOU Community Television, 2004-present
Instructor for video production classes

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 entries

PHOTOGRAPHY INSTRUCTOR, SNAPP, 1999-present
(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

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STILL PHOTOGRAPHY TRAINING AND EXHIBITS

PHOTOSHOP TRAINING WORKSHOPS, 2001-2003

CENTER FOR PHOTOGRAPHY IN MADISON

Photographs in annual exhibitions at the Madison Civic Center, 1998-2003
CPM member since 1999.

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

Graphic Design Award for photography in development brochure

PROFESSIONAL ACTIVITIES

DUPONT-COLUMBIA AWARDS COMMITTEE, Columbia University, NYC

Television screener for national and regional public affairs programs
for the duPont jury, 1994-present

NATIONAL ACADEMY OF TELEVISION ARTS AND SCIENCES, Washington, DC

Television screener for national and Capital Region EMMY awards, 2002

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

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

CASEY JOURNALISM FELLOWSHIP, Chicago, Illinois, 1999

Awarded fellowship to attend conference on Covering Welfare Reform

Association for Education in Journalism and Mass Communications member

EDUCATION

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

Currently a graduate student in the School of Journalism and Mass Communications at the
University of Wisconsin-Madison. Graduation date is spring 2006.

Photography instructor with UW-Madison's School of Journalism "NEW VOICES"
Community journalism project, 2005-present

Project Assistant on the Civic Ecology of Young People research project
for the Pew Foundation, 2003