

ROBERT BOHLE

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OBJECTIVE

To use my skill set in writing, editing and design, research, and the World Wide Web in a challenging team setting.

AREAS OF EXPERTISE

- ▶ Writing news and features
- ▶ Editing in AP style
- ▶ Online journalism
- ▶ Information design
- ▶ Internet, web technology
- ▶ Web research

PERFORMANCE HIGHLIGHTS

- 25 years experience as a writer or columnist for professional publications
- 5 years experience as newspaper reporter and copy editor
- Researched and organized audience-driven content changes in corporate publications
- 3+ years experience in a public relations agency
- Successful college-level educator and workshop leader
- Talented publication editor and designer
- Invited presenter on web site design to 5th International WWW Conference in Paris (1996)

RELEVANT EXPERIENCE

- ▶ *Writing and editing*: Award-winning and experienced news and feature writer. Noted by clients and colleagues for being able to write about or edit complex ideas in an easy-to-understand way. Organized and deadline oriented.
- ▶ *Web site work*: Capable of structuring writing specifically for presenting on the Web. Studied and taught web site design and site architecture since 1994, and I have consulted with companies since 1996.
- ▶ *Technological savvy*: I am comfortable with both PCs and Macs. I have been online and using the Internet since 1988. I am up-to-speed on emerging technologies and whether (and when) it makes sense to consider them. I am considered an expert in finding information on the web and in public records.
- ▶ *Personal traits*: I am an analytical thinker, but also creative. I hold firm when I believe I am right, but I am quick to take a different direction when presented with solid, new information. I have writing experience in both newspapers and public relations. I love working in a collaborative environment with colleagues who like to analyze and discuss new ideas and who share a sense of humor, along with a passion for excellence.

SELECT CLIENTS

T. Jacobsen & Associates (FL), AccessPower, Inc. (FL), Virginia Chamber of Commerce, Digital Equipment Corporation (MA), Contel of Virginia, Central Fidelity Bank (VA), Richfood (VA), Stuart Circle Center (VA), Pocatello (ID) State Journal, Times-Review Newspapers, Inc. (NY), The Peoples Mortgage Co. (VA), The Daily Rocket-Miner, Rock Springs (WY), Smithfield (VA) Times.

HONORS

Who's Who in America, Who's Who in the Media and Communications, Outstanding Young Man in America (U.S. Jaycees), National Teaching Award in Design and Graphics, writing (non-fiction) grant from The Freedom Forum, Washington, D.C., among others. Phi Kappa Phi, Kappa Tau Alpha honor societies.

EDUCATION

Ph.D., Communications, The University of Tennessee, Knoxville; M.A., B.A., English, Cal St. Long Beach
Project Management certificate, University of North Florida Continuing Education

SELECT RELEVANT PROFESSIONAL EXPERIENCE

- 2005**: Focus group script, mail survey questionnaires, redesign, Smithfield (VA) Times.
- 2004-5**: Publications design and writing consultant, Times-Review Newspapers, Mattituck, NY.
- 2003**: 2,000-word story accepted by *onearth* magazine, Natural Resources Defense Council. Story won a Top 100 Honorable Mention from Writer's Digest. Competition had 18,000 entries.

- 2002:** Redesign consultant, Shelter Island (NY) Reporter.
- 2000-01:** Corporate identity, design work, T.Jacobsen&Associates, Ponte Vedra Beach, FL; redesign and writing consultant, Tryon (NC) Daily Bulletin.
- 1999:** Redesign and writing consultant, Smithfield (VA) Times. Redesign and writing consultant, Rock Springs (WY) Daily Rocket-Miner.
- 1998:** Public relations and web site design consultation, Access Power, Inc., Ponte Vedra Beach, FL. Redesign consultant, Times-Review Newspapers (NY).
- 1996:** Newsletter design, Graduated Soccer Institute, Inc., Jacksonville; newsletter design, Top Flight Goalkeeping Academy, Columbia, Md.; redesign consultant, The Village Mill, Brandermill, VA.
- 1995:** World Wide Web page design, Digital Equipment Corporation, Boston. Redesign and writing consultant, The Idaho State Journal (Pocatello).
- 1994:** Corporate identity, The Peoples Mortgage Company, Richmond, VA; design consultation, Pottsville (PA) Republican; Longmont (CO) Times-Call; Cañon City (CO) News; computer systems consultations, Hanover County (VA) Herald-Progress; design consultation, Stuart Circle Center, Richmond.

SELECTED BIBLIOGRAPHY

Books

- Robert Bohle, *From News to Newsprint*. 2nd edition. Englewood Cliffs, NJ: Prentice-Hall, Inc., 1992, 1984.
- Robert Bohle, *Publication Design for Editors*, Englewood Cliffs, NJ: Prentice-Hall, Inc., 1990.

Professional Publications (selected – I have had more than 100 published)

- Robert Bohle, News Design School blog, pageshare.newsdesignschool.com
- Robert Bohle, “The effects of ocean toxins on marine mammals,” BlueVoice.org
- Robert Bohle, “Design Darwinism, Morphogenesis and Memes,” 8/06; Design, Unlike Art, Can Be Good or Bad,” 11/08, www.dvisible.com
- Robert Bohle, “How we read: why good typography is important,” *DESIGN*, Winter 1995 (54), 16-18. *DESIGN* is the quarterly journal of the international Society of News Design.
- Robert Bohle, “What research tells us about graphics,” *DESIGN*, Spring 1994 (51), 32-33.
- Robert Bohle, “Give readers your information the way they want it,” article in special symposium issue of *MASTHEAD*, Summer, 1990, 14-19.
- Robert Bohle, “Negative news in the Media,” *VCU Magazine*, Virginia Commonwealth University, Winter, 1987.
- Robert Bohle, “Forty years of design: most pages have resisted change,” *MASTHEAD*, Summer, 1986, 18-22.
- Robert Bohle, “Watch out for those pitfalls! Don’t get caught in the graphics junkyard,” *DESIGN*, Fall, 1986, 24.
- Robert Bohle, “Forum theory of the student press,” Society of Professional Journalists *Freedom of Information Report*, Fall, 1984.
- Robert Bohle, “It’s Not One Big Problem, It’s Lots of Little Ones,” *Baseball World*, September, 1981.
- Robert Bohle, “Readership surveys build confidence,” *Community College Journalist*, Summer, 1980.
- Robert Bohle, “The Public Gets The Business,” Los Angeles Times Op-Ed page, July 31, 1981.
- Robert Bohle, “Mike Wallace: 60 Minutes’ Grand Old Man,” *Community College Journalist*, Winter, 1980.

ACADEMIC WORK

- 1995- :** University of North Florida, Jacksonville, FL.
- 1983-95:** Virginia Commonwealth University, Richmond, VA.