

## **DANE HUFFMAN**

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### **SUMMARY**

Award-winning communicator with progressive career path in multimedia

- Managing Editor at the Triangle Business Journal since 2016.
- TBJ won its first national General Excellence award from SABEW in 2020 and has won 27 awards in five years.
  - TBJ subscriptions have nearly doubled in five years and leads American City Business Journals in growth.
  - Adjunct professor in journalism at UNC-Chapel Hill for fall 2021.
  - Former Executive Web Producer for WNCN television station. WNCN.com named top TV website for North Carolina in 2014 by Radio Television Digital News Association of the Carolinas.
    - WNCN.com grew from 500,000 page views per month in 2011 to 5 million per month in 2016.
    - Studied changes in news consumption in master's program at Duke University. Graduated May 2011.
    - Led WRAL Sports for online and television, and created two dominant websites.
    - Reporter and editor for 24 years at The News & Observer

in Raleigh.

## **PROFESSIONAL EXPERIENCE**

### **Triangle Business Journal, July 2016-present**

#### **Managing Editor**

Oversee newsroom for publication focusing on business news. Duties focus on planning and executing in-depth reports for weekly newspaper with a local focus.

- Plan and execute strategy for publication focused on local business.
- TBJ's subscription growth leads the 44 papers in American City Business Journals.
- TBJ has won 27 industry awards in past five years.
- Oversee hiring of new reporters and summer interns.
- Contribute to station's successful events, which drive revenue and engagement, and have hosted events.
- Often contribute to local radio partnership, calling in to discuss news events with hosts.
- Write and edit stories for website.
- Work directly with contributing columnists.
- Oversee newspaper's photographer.

### **WNCN, Raleigh, N.C., 2011-2016**

## **Executive Web Producer, WNCN.com**

Duties focused on news coverage and coaching reporters and editors on how to improve the site and integrate television and the web. Managed the station's social media efforts and served as a key player in the station's efforts to grow social media audience.

- WNCN.com grew from 500,000 page views a month to more than 5 million over five years.
- Worked regularly with Advertising to help monetize WNCN.com growth – overall, digital revenue more than tripled.
- WNCN.com was named the top broadcast website in the Carolinas in 2014 by the RTDNAC, the television and radio news directors association.
  - Facebook “likes” grew from 3,000 in 2011 to more than 100,000 in 2016.
- Created partnerships with other North Carolina stations to build content on WNCN.com.
- Created and led internship program at WNCN.
- Led communications effort as station moved from NBC to CBS affiliation. Helped sharpen the station's message on how the change served viewers.
- Developed internship program and recruits students from local universities.
- Reached out to local nonprofits to create marketing opportunities for the station.

## **WRAL, Raleigh, N.C., 2007-2010**

### **Sports Managing Editor**

Responsible for WRAL Sports coverage for television and online.

Wrote and edited content for WRAL website. Managed a department of up to nine people, and hired correspondents to improve content.

Also involved in Capitol Broadcasting's radio operations. Led the design of two new sites, WRALSportsFan.com and HighSchoolOT.com.

- Site traffic exploded from 874,000 page views in May 2007 to 3.4 million in January 2010.
- Sports sites exceeded 40 million page views in 2009.
- Innovations included creating popular "live blogs" off games, which was copied by competitors.
- Established breaking news alerts to reach target audience – especially mobile users.
- Responsibilities expanded in January 2009 to include oversight of radio content.
- Created and planned half-hour special, "The Miracle of the Cardiac Pack," which won first place for Sports special in statewide broadcasting competition in 2008.

## **University of North Carolina at Chapel Hill, 2011-2012**

### **Adjunct professor**

Fall 2021: Teaching J-153, one of the key introductory classes in journalism.

Fall 2012: Taught Broadcast Writing class to UNC undergraduates. Class focused on the critical value of great writing in broadcast and how to craft powerful stories for television and radio. The class used textbooks to cover the basic points, but the class focused on current events and engaging the students in conversations built around the

news.

Fall 2011: Taught News Editing class to undergraduates. Discussion-driven class focused on how the fundamentals of journalism relate to today's changing news environment. Class focuses on AP Style and balanced and accurate reports, but also includes intense conversations about how news is consumed in the current environment and how media organizations must reach people in new ways. For example, one lively class came when I had the students deliver plans to cover Sept. 11 if it had happened today.

## **The News & Observer, Raleigh, N.C., 1983 to 2007**

### **Assistant Sports Editor**

Guided a wide range of coverage including ACC sports, hockey, non-revenue sports and the CIAA.

- Created colorful approach to coverage of Hurricanes' run to the 2002 Stanley Cup finals that won an N.C. Press Association award
- Led coverage of Duke's 2001 NCAA title, which won company award.
- Adviser to young reporters as part of the newspaper's mentoring program.
- Often served as Front Page Editor.
- Chaired the Newsroom Training Committee in 2005 and created new approach that led to vast improvement of staff training.
- Co-chaired company-wide United Way Campaigns in 1999 and 2000.
- Served on The News & Observer's Charitable Grants Committee.

## **Sports reporter**

General assignment Sports Reporter, The News and Observer, June 1998 to December 1998: Handled many of the front page and investigative pieces for Sports.

Charlotte sports correspondent, The News & Observer, November 1994 to June 1998: Focused on the NFL's Carolina Panthers and NBA's Charlotte Hornets while based in Charlotte.

ACC reporter, The News & Observer, 1990-1994: Covered Duke's 1992 NCAA basketball title.

## **COMMUNITY ACTIVITIES**

Board president, Episcopal Campus Ministry at N.C. State University.

Past board president, Saint Saviour's Center in Raleigh. Nonprofit serves community by providing diapers for underprivileged families.

Chalice bearer and usher at Christ Episcopal Church.

Board of Visitors, Kanuga Conference Center in Hendersonville.

Captain of North Hills Club tennis team, 2006 to present. Team won 2017 state championship and has won six city of Raleigh titles, including 2017, 2018 and 2019.

Chair, Board of Directors, Artspace 2003-2004. Member of Artspace board for nine years.

Member, Art Society Board of Directors, the North Carolina Museum

of Art, 1994 to 2000.

## **EDUCATION**

M.A. in Graduate Liberal Studies, Duke University, 2011.

B.A. in Journalism, University of North Carolina at Chapel Hill, 1983.

## **REFERENCES**

Available upon request