**John Milton Wesley**

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**PROFILE**

Multi-media professional with experience in the public and private sector at the local, state and national level. Projects in media, public relations, marketing, and the arts with emphasis on: “new media”, transportation, housing, community and personal development, and public health. Skilled communicator via print, electronic and social media. Project management includes results-orientated client-specific projects combining marketing, social marketing, media, art, community outreach, budgeting, and staff management.

**PROFESSIONAL EXPERIENCE/2012-2014**

**John Milton Wesley & Associates**

**Marketing May 2012 – September 2012**

* National Center for Health Behavioral Change ([www.nchbc.org](http://www.nchbc.org)) funded by the Kellogg Foundation
  + Senior Fellow in Social Marketing. Planned and convene two day conference on “Health Disparities” held on the campus of Morgan State University School of Public Health.
* “Food Share” program for One God One Thought Center for Better Living Randallstown, MD
  + Designed community outreach print materials and participated in community outreach strategy that resulted in 50% increase in subscribers/participants. Campaign targeted “Caregivers”, seniors, and low income families.
* Mound Bayou, MS renaming a portion of Highway 61, (MS)
  + Developed and completed successful plan to honor the founder of the Regional Council of Negro Leadership, Dr. T.R.M. Howard, MD. Worked with mayor, city government, local community leaders, and Dr. David Beito, PhD., (University of Alabama) the author of Dr. Howard’s biography “Black Maverick”.
* Towson State University’s Graduate Program in Public Relations,
  + Advisor to graduate students in the design of five year marketing strategies for selected local public and private sector organizations and businesses to complete graduate requirements.

**Media October 2012 – May 2014**

* National Black Storytellers Conference
  + Designedmedia relations, and marketing strategy for National Black Storytellers annual conference held in Baltimore, MD in November 2012. The “sold out five day event resulted in daily print and electronic media coverage for each day.
* FOX-TV (45)
  + Featured performer on FOX-TV (45) weekend morning news magazine to promote the opening of ‘For Whom it Stands” exhibit at the Reginald F. Lewis Museum, in Baltimore, MD, and the opening of the 2014 “Jazz on the Avenue” series at the Avenue Bakery on Pennsylvania Avenue.
* Upton Planning Committee, Inc.
  + Provided media relations and technical assistance to Upton Planning Committee, Inc. Moderated 2014 candidates’ forum which included seventeen candidates running for state and local positions. The event was held at Zion AME church, Pennsylvania Avenue, Baltimore, MD.

**Publications \_May, 2014**

* + Completed work on new personal development “e-book” entitled “Life-Mapping”: How to Change Your Life Overnight” for use in ongoing personal development workshops.
  + Collaboration with Marc Steiner, the National Public Radio host on WEAA –FM (88.9) radio, and the Center for Emerging Media in Baltimore, MD. Completed a three part radio series on the life civil rights icon Fannie Lou Hamer, featuring her daughter, Vergia Hamer Faulkner for broadcast October 2014 on WEAA-FM (88.9) radio Baltimore.
  + Wrote script and original opening theme music for multi-media presentation “Oh Say Can You Feel” for opening of “For Whom it Stands” current exhibition at the Reginald F. Lewis Museum in Baltimore, MD. The exhibition focuses on the role of African Americans in the creation of the original American flag. Exhibition runs through February 15, 2015.
  + Wrote original music score “Things that Ought to be Can Be” and served as opening performer for the celebration of “100th Birthday” for James Rouse (founder and builder of Columbia, MD) at Merriweather Post Pavilion.

**Music August 2012 – June 2014**

* Opening performance for “Jazz on the Waterfront” 2013 series featuring legendary sax man Gary Bartz (Baltimore native) who returned after ten year hiatus. Event was fundraising collaboration between Associated Black Charities and Living Classrooms Foundation.
  + Opening performer for the 2012, 2013 and 2014 “Jazz on the Avenue” series at Pennsylvania Avenue’s new Avenue Bakery “sound garden”, in continued support of the revitalization of Baltimore’s Pennsylvania Ave.
  + Featured performer for 2013 “Inaugural Ball” at Atlas Theater in S.E. Washington, DC celebrating second inaugural for President Barack Obama.
  + Served as opening performer for 2012 new “Mid-week” Jazz Series at the “B” Spot Restaurant in South East, Washington, DC.
  + Featured artist for “100 Birthday Celebration of author, musician, producer, Gordon Parks”, at the “B” Spot Restaurant with photo journalist, Jason Micolo Johnson, author of “Soul Sanctuary” which featured “foreword” by Gordon Parks.

**Public Information Officer, Maryland Transit Administration (MTA) Baltimore, MD**

**2011-2012**

* Managed office and served as media spokesperson in the absence of the Chief of Media Relations. Responded to all mainstream media, and "new-media" requests, print and electronic.
* Wrote all press releases, articles for trade magazines, industry newsletters and speeches for the MTA Administrator. Researched new technological advances and innovative changes in policy, service, and equipment by the agency.
* Responsible for advance-work for public appearances by the administrator, mayor and federal transportation officials which included schedule, itinerary, scripted comments, speeches, correspondence with hosts, and all press related activities.
* Served as "stand-in" broadcaster (radio and television) for MTA Transit News Team during vacation breaks. Delivered hourly "up-to-the-minute live," and recorded reports on "morning and evening rush hour" regarding service on MARC Trains, Metro Subway, Light Rail, and Baltimore City Buses.

**EDUCATION**

* Bachelors of Arts, Political Science and English Literature, Tougaloo College
* Fellowship: Political Science and English Literature, Yale University
* Fellowship: Journalism, Columbia University Graduate School of Journalism

**PUBLICATIONS**

* “The Arab American Handbook”, edited by Nawar Shora, Cune Press, Seattle WA. 2007
* “The Brighter Side of Darkness: The 50th Anniversary of Brown vs. The Bd. of Ed.of Ed.”, Edited by Tulani Sallah-Hudin, published 2004
* “An Ear to the Ground: Writers from 2 Coasts”, Cune Press, Seattle , WA 1997
* “The Final Days of Emmett Till: The Legacy of a Lynching in our little Mississippi Town”, August 25th, 1995, The Washington Post.
* “How to Survive as a PIO when the story hits close to Home” PR Tactics Magazine, September 2012.
* My work has been published in nine (prose and poetry) anthologies.

**PROFESSIONAL ORGANZATIONS**

* American Public Transportation Association (APTA)
* The National Center for Health Behavioral Change [www.nchbc.org](http://www.nchbc.org)
* ReverbNation [www.ReverbNation.com](http://www.ReverbNation.com) **(Original Music)**
* WordPress [www.WordPress.com](http://www.WordPress.com) **(Blog)**
* Huffington Post [www.huffingtonpost.com](http://www.huffingtonpost.com)  **(Blog)**