

LeeAnn Dance

Video | Television | Producer | Journalist | Writer | Documentary | Non-Profit | Blogger | Research

Summary

Award-winning investigative and documentary television producer

Video production and broadcast journalism have been my passions for over 20 years, ever since receiving my MS in Journalism from Columbia University. I have produced everything from groundbreaking news stories for CNN to promotional videos for non-profit organizations, and I am currently hosting a blog radio show for parents relaunching their careers.

My journalism background gave me the ability to distill a large amount of material and hone in on what's true and important. I can pinpoint the real message that needs to be conveyed, creating a human story that moves and inspires an audience.

Promotional Videos for Non-Profit Organizations

As a freelance video producer, I specialize in creating high caliber, professional and creative promotional videos for non-profit and educational organizations. I understand the budgetary constraints of non-profit organizations and will work within a range of budgets and scope of work.

Funders respond to high quality video presentations that effectively convey your organization's message. I will take your message, target it, and transform it into a concise and meaningful array of pictures, words, and sounds. You will then have the power of an impactful video to present your organization's activities at fundraising events and through the web.

Back in Force

In addition to being a video producer, I was a stay-at-home mom for 13 years, and I am committed to providing resources to women who are returning to the workforce. The Back in Force blog chronicles my journey and shares information about the return-to-work process.

Blog topics include emotional roadblocks to relaunching, preparing your resume, updating your wardrobe, and preparing your family for re-entry.

Check out my weekly blog talk radio show on relaunching your career, with guests including authors, career counselors, therapists, and employers. (www.blogtalkradio.com/backinforce)

Specialties

Video Production, Television Production, Broadcast Media, Writer, Blogger, Researcher, Television, Radio

Experience

Blogger and Radio Host on Career Re-Entry Issues for Stay-at-Home Parents at backinforce.com and blogtalkradio.com/backinforce

July 2010 - Present (10 months)

Informational blog at backinforce.com and BlogTalk Radio program (www.blogtalkradio.com/backinforce) for women who took a career break to raise their children but are now interested in re-entering the work force.

Journalist | Writer | Video Producer | Documentaries | Television | Non-Profits at Perfect Bind Productions

January 2009 - Present (2 years 4 months)

Report, produce, shoot, write and edit. Range of budgets and subject material. Have completed two non-profit promotional videos from shooting to editing. Currently working on third.

2 recommendations available upon request

Adjunct Professor in Broadcast Journalism at George Mason University

August 2003 - December 2008 (5 years 5 months)

--Completely revised curriculum, focusing on broadly applicable writing and broadcasting fundamentals and incorporating hands-on independent projects.

--Instructed 3-credit course to approximately 30 students per semester, covering fundamentals of broadcast writing, reporting, and production.

--Mentored students who achieved success in attaining entry-level broadcast journalism jobs.

--Attained consistently superior student reviews.

4 recommendations available upon request

Facilitator for Non-Profit at Great Falls Kids Care Club

September 1999 - June 2003 (3 years 10 months)

Local charitable organization designed to foster charity in children through community service. Division of Points of Light Foundation.

--Grew chapter to one of largest and most active Kids Care Clubs in nation.

--Garnered national media attention and represented national organization in Washington, D.C.

--Identified local needs in community and developed service projects to meet those needs. Projects included sponsoring annual Fidos for Freedom fundraising event for dogs trained to assist people with disabilities and establishing a scholarship for children of a 9-11 victim.

Non-Profit Volunteer at Childhelp USA

September 1999 - March 2003 (3 years 7 months)

--Developed, scripted, and filmed professional promotional video, featuring Kathleen Turner. Video raised funds through educating the public about Childhelp's programs.

- Negotiated rates with top-tier photographers and editor to create video of the highest caliber.
- Organized program content, identified talent, and directed events for organization's annual spring gala.

1 recommendation available upon request

Producer at CNN

January 1990 - October 1997 (7 years 10 months)

Producer, Special Assignments (Investigative and Documentary Unit) (May 1992-1997)

- Conducted wide-ranging reporting requiring effective interactions with people from all walks of life, from skinheads to scientists and judges. Covered politics, science, consumer and social issues.
- Developed, reported, and produced magazine-length stories for investigative and documentary unit.
- Generated original story ideas, including “Hate Rock” which won four national awards.
- Only producer in unit hired from within CNN.

Newscast Producer/Writer (Jan 1991 - May 1992)

- Supervised all Washington-based aspects of Prime News with Bernard Shaw, CNN’s leading evening newscast, including writing, package production, live shots, timing, graphics and control room.

- Weekday Newswriter/Weekend Producer (Jan 1991 – Jan 1992)

Producer/Off-Air Reporter (Jan 1990 - Jan 1991)

- Produced daily background feature series on legislative issues.

1 recommendation available upon request

Freelance Radio Correspondent and Television Producer at Freelance

July 1986 - July 1989 (3 years 1 month)

- Reported on East Africa for ABC Radio News, Christian Science Monitor Radio, Radio Deutsche Welle, and Radio France International.
- Traveled to high-risk areas to cover stories such as the Sudanese civil war, Ethiopian famine and 1989 coup, human rights, AIDS, environmental and health issues.
- Field produced for visiting international news teams, including ABC, NBC, and Christian Science Monitor Television.

Skills

Final Cut Pro	(Intermediate, <1 year experience)
Investigative Journalism	(Advanced, 5 years experience)
Writer	(Expert, 20+ years experience)
Research	(Expert, 20+ years experience)
Television Production	(Expert, 8 years experience)
Broadcast Television	(Expert, 8 years experience)
Video Production	(Expert, 20+ years experience)

Video Editing	(Intermediate, 1 year experience)
Videography	(Intermediate, 1 year experience)
Broadcast Journalism	(Expert, 11 years experience)
Journalism	(Expert, 11 years experience)
Teaching	(Advanced, 5 years experience)
Public Speaking	(Advanced, 5 years experience)

Education

Social Media & Blogging at MediaBistro

2010 - 2011

Digital Media Bootcamp at Columbia University

2010 - 2010

Columbia University - Graduate School of Journalism

MS, Journalism, 1985 - 1986

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Columbia University - Graduate School of Journalism

MS, Journalism, 1985 - 1986

Columbia University - Graduate School of Journalism

MSq, Journalism, 1985 - 1986

Georgetown University

BSFS, International Politics, 1980 - 1984

Activities and Societies: Women's Swim Team, 1981-1984

--Team Captain

Lunds Universitet

Manchester High School

Honors and Awards

- “Hate Rock”: CableACE for Non-Fictional Short-Form Special or Series; CINE Golden Eagle; Unity Awards in Media – Public Affairs/Social Issues Reporting; Columbus International Film and Video Festival, Bronze Plaque Award.
 - “Citizens Need Not Apply”: Unity Awards in Media –Public Affairs/Social Issues Reporting.
 - “Edge of a Miracle”: Harrison L. Rogers, Jr., M.D. Award of Excellence in Medical Journalism; AAAS-Westinghouse Science Journalism Award.
 - “Guilt by Memory”: Columbus International Film and Video Festival, Bronze Plaque Award.
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8 people have recommended LeeAnn

"If you are looking for a fantastic videographer to feature your work -- one who goes above and beyond the call of duty to ensure successful results -- look no further than to LeeAnn Dance and Back In Force Productions! I had the honor of working with LeeAnn in 2010 when she produced a short video to highlight the programs of The Training Source, Inc. as we celebrated our 17th Anniversary. Check out the video for yourself -- go to YouTube and search on The Training Source or Back In Force Productions. With very little disruption to our programs, LeeAnn did a phenomenal job of telling our story with about 8 minutes of footage. If I were a rating agency, I'd give LeeAnn Dance and Back In Force Productions Five Stars! *****"

— **Kim R.**, was LeeAnn's client

"How do you write a thank you without gushing? Impossible! I made a request of LeeAnn via email and within 10 minutes she responded by phone. Having worked with her previously on our mutual charity, Childhelp, I knew that she was my go to person when I was searching for someone to work with my client The Training Source to create a promotional video. She stepped in literally 3 weeks before the event and created what was the highlight of the fundraising event. The work was flawless and the client loved her so much that they agreed to work together on creating a series of informational DVDs for the organization. When my choir asked if I knew someone who could do a video for us, LeeAnn was the first person I contacted without hesitation. Intuitive, smart, funny and the consummate professional, she makes you look like a genius when in fact she is one. She knows her craft and is absolutely one of the most creative and generous people that I am proud to know and would tell anyone who is thinking about hiring her - don't think, do - you won't regret it."

— **Kim M.**, was LeeAnn's client

"I had the genuine pleasure of being a student in LeeAnn Dance's broadcast journalism course in the fall of 2007. Professor Dance's enthusiasm for and knowledge in the video production and broadcast journalism fields instantly gained the respect of my peers and myself. Her sincere interest in and concern for her students' success was evident in her efficiency to return assignments with thoughtful criticism, engage students in active participation and discussion and provide clear expectations. Using her personal experiences in the field and in life, Prof. Dance motivated us to learn and do well. Furthermore, Prof. Dance was not only fair, personable and kind, but accommodating and accessible. She made time before and after class to help with assignments

and replied to e-mails promptly, even on nights and weekends. I enthusiastically recommend Leeann Dance and I hope future students and colleagues have the opportunity to be inspired by her."

— **Jana B.**, *Student, George Mason University*, reported to LeeAnn at George Mason University

"Prof Dance, Was a great professor during my time with her at George Mason University. She challenged her students and gave us assignments that prepared us for the real world. I enjoyed learning with her and all the challenges of working in the journalism/media field. I really appreciate her ability to create a news room environment where her students flourished. In addition to all the advice and help she gave me after graduation. I would definitely recommend anyone looking to go into the media/journalism field to link with her."

— **Aisha W.**, *Student, George Mason University*, reported to LeeAnn at George Mason University

"LeeAnn Dance was my broadcast professor during my senior year at George Mason University. Her class quickly became one of my favorites. There were many times during my college career when I had professors who apathetically lectured from a textbook or I was unsure about their outlined coursework, but within minutes of sitting in her class, I knew that this would not be the case with her or the class she had planned out for us. Prof. Dance incorporated and balanced various resources of learning from lectures to bookwork to clip analysis to hands on projects, sharing her personal experiences in the field along the way. Prof. Dance is extremely intelligent, savvy and fair--all qualities that were apparent from the beginning of the semester. She is also warm, genuine and personable but not in a way to win favor with her students--it's just ingrained in her personality. Prof. Dance motivated myself and my classmates to want to learn and pushed to get the best work from us because she knew that we were capable of it. I continue to have a great deal of respect for her. She continues to be a mentor to myself and classmates, though it's been years since we have graduated. I sincerely wish the best for her and hope that she continues teaching so others can have the same great experience I did."

— **Sally P.**, *Student, George Mason University*, reported to LeeAnn at George Mason University

"It was a privilege to be in Professor Dance's class. I was so thrilled to hear that I was learning the ropes of Broadcast Journalism from someone who actually had experience in that field. She was very knowledgeable in everything she spoke about and knew just how to engage the students into the topic. The best part about Professor Dance was that she was personable and was so willing to help me out when I was interested in getting an internship. I would take her class again any day!"

— **Jessica N.**, *Student, George Mason University*, worked directly with LeeAnn at George Mason University

"LeeAnn wrote, directed and produced an industrial video for our agency, ChildhelpUSA/ Virginia. Her work was superior in every regard. Her copy was crisp and compelling. Her shot selection was

nuanced and creative. Her direction was relaxed, clear and strong. The final product was a powerfully compelling description of our work. I recommend her highly and without reservation."

— **Michael C.**, was LeeAnn's client

"Before she went off to produce a blended family, and teach, Lee Ann Dance worked in our investigative group at CNN, doing extremely sensitive work, some of it in social journalism, dealing with family conflict, gender discrimination and other tinderboxes. She did a terrific job, finding clarity in stories filled with emotion. She is a supportive colleague in any endeavor."

— **Jim C.**, *senior producer, CNN*, worked directly with LeeAnn at CNN

[Contact LeeAnn on LinkedIn](#)