

# RICK JOHNSON

415-300-0390

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Mill Valley, CA

## **Producer & Director of documentary, corporate, promotional and inspirational moving pictures**

A producer/director of national and major market TV programming with Emmy, Telly, New York Festivals, and Scripps Howard Awards for broadcast and online video programming. Uses both newest and proven technologies to tell stories that change how people see themselves and the world. A Webcasting pioneer since 1995 who created high profile rich-media websites, one of which won a 2004 Webby Award.

- A hands-on TV person with experience as Writer, Shooter, Editor, Director, Producer, Executive Producer and Director of Production
- Broadcast TV, web, and corporate video in both established and start-up environments
- Early adopter of state of the art technology in online media production
- National show producer responsible for building ratings, program brand and identity, and viewer loyalty
- Webby Award winner who innovated online TV content and video portals with broadcast quality story telling and messaging

## **EMPLOYMENT HISTORY**

### **Producer/Director – Rick Johnson Media**

2007 to 2012

#### **Documentary, Promotional and Institutional Communications**

for Broadcast, Cable and Online Video Production

Freelance Production, New York City & San Francisco

Production of story telling content for traditional and new media. Creating online documentary and narrative films to provide clients with video content that informs, builds loyalty and community. Full equipment package includes HVX200A HD camera, LED, HMI, fluorescent & quartz lighting, single/double system sound package, grip gear, dolly, all equipment owned and ready to go.

### **Director of Television & New Media**

2005 to 2007

#### **Trinity Church Wall Street, New York City**

Reorganized and merged the TV and Web departments. Led creative development and production of live and on-demand telecasts of original programs. Supervised staff of fourteen.

- Led re-design of site User Interface creating intuitive navigation and prominent presentation of the institutional brands.
- Led creation of the on-demand TV portal and program guide, aggregating 10 years of programs.
- Supervised original production, hired and trained staff, negotiated talent, freelance crew, and distribution contracts; managed capital project implementation.

### **Executive Director, Lead Producer - GraceCom Media**

1995 to 2005

#### **Grace Cathedral, San Francisco**

Founder of innovative TV and Web-based media program using new media technologies to create programming to support spiritual diversity, and social issues, and to take the civic conversation on social and spiritual issues to TV and the Web. Supervised writers and production of all content.

- Won the 2004 Webby Award for Best Spirituality Website
- Produced and directed documentaries and musical specials that aired in prime time on San Francisco TV stations KQED (PBS) and KRON (NBC)
- In 1966 Pioneered webcasting and, later, added audio and video podcasting
- Raised over \$2.3M in funding to support program
- Focused on story-telling content that built visitor loyalty and continuously increased metrics

TV Experience Prior To The Web (partial)

**Independent Production, San Francisco** 1994 to 1995

**Producer & Director** - “*First Class Kids - Parents as School Partners*”

One-hour prime time special for KBHK UPN44 - EMMY for Direction

**Producer & Director** - “*Looking Out For Stranger Danger*”, -

One-hour prime time special for KBHK UPN44 - EMMY Nominee

**Producer & Director** - “*Inside The Twilight Zone*,” Interstitial segments for Sci-Fi Channel

**Vice President for Production & Executive Producer** 1992 to 1994

**21st Century Learning, San Francisco** - Led start-up company production of **SMART START For Parents**. 1993 Cine Golden Eagle Award. Directed all aspects of production.

**PM Magazine & Evening Magazine National Office– Group W Television** 1984 to 1992

**National Show Producer** – Line-produced and programmed national show

**Director Of Production** – Supervised field production, post production and satellite distribution

**Executive Producer - Cable & International Production, San Francisco**

*The Adventurers* - Discovery Channel 39 half-hour series

*Ticket To Paradise* - Travel Channel - 26 half-hours - 1993 ACE NOMINEE

*Those Incredible Animals*, starring Loretta Swit - 26 half-hours - Discovery Channel

**Field Producer & Videographer** – Produced, directed, wrote, shot and edited national features

**EDUCATION**

Bachelor of Science, Lewis and Clark College, Portland, Oregon

Continuing Professional Education in Team Management and HR Administration

Trained EMT2, MetroWest Ambulance, Portland, Oregon

**CONTINUING EDUCATION**

Workshop Series in Lighting, Digital Image Cameras, CMX, Final Cut Pro, Photoshop, DVD Studio Pro, Soundtrack Pro, Logic DAW, Digital Audio Recording for Film

Organizational Strategic Planning, Management Practices, Labor Law Compliance, Budget and Forecasting

**AFFILIATIONS**

Governor, National Television Academy (Emmys), Northern California Chapter  
SMPTE, AES, IFS

**COMMUNITY SERVICE**

Board of Directors, Shelter Ridge Condo Assn., Mill Valley, CA

Board of Directors, One Grace Court Co-op, Brooklyn Heights, NY

President, Board of Directors, Academy of Friends, Charitable 501(c)(3), San Francisco, CA

See the online reel and more information at [www.RickJohnson.us](http://www.RickJohnson.us).

Go directly to the screening room at [rickjohnson.us/screeningroom.html](http://rickjohnson.us/screeningroom.html)

## **Rick Johnson**

### **Awards for Producing & Directing**

#### Broadcast TV & Web

2005 Webby Award Nomination – Religion & Spirituality category  
2005 Webby People's Voice Nomination – Religion & Spirituality category  
**2005 Aurora Platinum - Best In Show** - "Songs of the Season" Christmas Special - Producer  
**2005 Aurora Platinum - Best In Show** - "Lighten Up" documentary - Director & Co-Producer  
**2005 Telly Bronze Award - 3 categories** – "Songs of the Season"  
**2005 Summit Creative Award** – "Songs of the Season" - Producer  
**2005 Summit Creative Award** – "LightWorks" series - Talent & Exec. Producer  
2005 Telly Bronze Award – LightWorks series - Talent & Exec. Producer  
**2004 Webby Award** - Best Religion & Spirituality Website - Producer  
**2004 Telly Bronze** – "Lighten Up!" documentary - Director & Co-Producer  
**2003 Emmy Nominee** – Director – Lighten Up! Documentary  
**2002 Aurora Platinum - Best in Show** – Rediscovering The Labyrinth - documentary - Producer & Director  
**2002 Aurora Gold Award** – Rediscovering The Labyrinth – documentary - Producer & Director  
2002 Webby Award Nominee – www.GraceCathedral.org - Exec. Producer  
**2001 Telly Platinum Award** – Episcopal Church TV ads – Producer & Director  
2001 Polly Bond Awards – Rediscovering The Labyrinth documentary  
**2001 Summit Award** – Episcopal TV Ad Campaign – Public Service Campaign  
**2001 Joey Award** – Rediscovering The Labyrinth - Documentary – Prod. & Dir.  
**2000 Aurora Gold Award** – Episcopal TV Ad Campaign – Producer & Director  
1999 USA Today Site of the Day – www.GraceCathedral.org - Exec. Producer  
1998 Best of the Web - Snap.com! – www.GraceCathedral.org - Exec. Producer  
**1997 Emmy Award - Director** - First Class Kids - Producer & Director  
**1996 Emmy Nominee** - Stranger Danger - Producer & Director  
**1996 New York Festivals** - Silver Medal - Stranger Danger – Producer & Director  
**1995 New York Festivals** - Gold Medal - LOOK PROJECT – Producer & Director  
**1994 CINE Golden Eagle** - SMART START for Parents - Producer  
1993 PARENTS' CHOICE AWARD - SMART START for Parents - Prod. & Dir.  
1991 ACE Nominee - Best Cable Series for Ticket To Paradise – Exec. Producer  
1987 Emmy Award - Individual Achievement - PM Magazine - Music & Animation - Producer  
1979 ADDIE - Best Public Service Spot - Just Ask - Producer, Cinematographer  
**1975 Scripps-Howard Award - Best Documentary** - "Time Of The First Moon" - Co-Producer, Cinematographer, Editor

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