

# CURRICULUM VITAE

**J. SCOTT IVERSON**

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## ACADEMIC BACKGROUND

- B.A. cum laude, English – University of Utah

## SKILLS

- Executive: Vice President, Director, General Manager, Executive Producer
- Writing, Copywriting, Scriptwriting, Speechwriting, Songwriting
- Home Video / Motion Picture Acquisitions, Development and Producing/Directing
- Spokesperson, Public Relations, Marketing
- News and Documentary Production
- Website Development and Management
- Entertainment / Events Management, Business Plans and Reports
- Negotiations, Deal Memos and Contracts
- Performance: Public Speaking, Guitar, Vocal, Piano, Dramatic

## LANGUAGES

- Russian – School Grades: 5-10; College: 5 quarters

## COMPUTER

- DreamWeaver MX, TeamFusion, HTML code, RSS Syndication, Movable Type, MS Office Suite, QuattroPro, WordPerfect, Photoshop, Movie Magic (Scriptwriter & Budgeting), Adobe Acrobat, Cakewalk Home Studio, Pinnacle Studio 9

## MANAGEMENT EXPERIENCE

Feb. 1999-Present – JSI CREATIVE COMMUNICATIONS – Bountiful, UT

### Owner

- Keynote speechwriting for corporate officers, celebrities and politicians.
- Copywriting, Press Releases, Articles, Publications.
- Video and film production.
- Website development and management.
- Entertainment and communications consulting.

Jun. 2005-Feb. 2006 – DAVIS CABLE 17 – Centerville, UT

### Station Manager

- Manage all aspects – including planning, operations, budgeting, sales development, marketing and PR, programming, production, technical, and web design – for Davis County Public, Education, and Government (PEG) Channel.
- Represent Station interests in negotiations with prospective underwriters and negotiate /execute agreements.
- Public speaking to civic, business and charitable groups.
- Supervise freelance, volunteer and internship personnel.
- Assist Davis Chamber of Commerce staff in Chamber operations and functions, as assigned.

Aug. 2002-Jan. 2005 – UTAH TRAVEL COUNCIL – Salt Lake City, UT

### Publications Manager

- Manage the design, layout, content and functions of the Council's trade, media and interagency web site, <http://travel.utah.gov>.
- Serve as Travel Council liaison with Utah.com website, a public/private partnership.

- Create and distribute weekly *Utah! Events Calendar* eNewsletter.
- Design and maintain *Utah! Travel Resources Database* in conjunction with .gov website.
- Research, write and edit content of the *Utah! Travel Guide* and other publications.
- Draft Requests for Proposal, coordinate with Departmental and State Purchasing and Legal departments. Negotiate and first draft contracts and agreements with publishing partners, vendors, et al.
- Manage concept, design, layout and production of other Council publications, including the annual *Utah! Scenic Calendar*, reader response brochures, *State Highway Map* (with UDOT).
- Make recommendations for the publications section of the annual budget, review costs of existing and new projects and seek more efficient, cost effective procedures.
- Check and approve final proofs of printed and electronic publications.
- Represent the Utah Travel Council as a speaker or participant in public forums.

May 2001-Aug. 2002 – UTAH TRAVEL COUNCIL – Salt Lake City, UT  
Utah Media Center Manager

- Manage and oversee all operations and personnel at the Utah Media Center: a working newsroom and broadcast technical facility for non-accredited media, before and during the 2002 Olympic Winter Games.
- Create and develop UMC websites and other sales, marketing and promotional materials.
- Serve as UMC Spokesperson to media, business, government and general public.
- Provide facilities, services, story ideas, contacts and referrals to the non-accredited media attending the Games, including CBS, ABC, ESPN, CNN, et al.
- Plan, budget and negotiate deal points with UMC vendors, sponsors and tenants and assist in creation of contracts.
- Manage build-out and operation of UMC facility at Expo Mart in downtown Salt Lake City.
- Collect results data and report to UMC Executive Director on objective and subjective success of UMC

Apr. 1996-Feb. 1999 – BONNEVILLE WORLDWIDE ENTERTAINMENT – Los Angeles, CA / Salt Lake City, UT

Vice President Acquisitions, Development & Productions - Home Media.

- Manage operation of Acquisitions, Development and Production departments and staff.
- Acquire finished films and documentaries for domestic cable and home video distribution.
- Represent BWE in all phases of negotiations with prospective rights grantors.
- Draft and execute deal memos and supervise drafting of distribution agreements.
  - Expand BWE Video library from 44 titles to over 200.
  - Acquire numerous award-winning films and documentaries, including 1997 Academy Award winning documentary *The Long Way Home*.
- Produce and/or Executive Produce films and documentaries for direct-to-video/cable market.
  - Develop stories /scripts for PBS dramatic series *WonderWorks Family Classics*.
  - Produce *Pony Tales*, award-winning special interest video.
- Prepare profit and loss analyses and strategic justifications for all titles to be acquired.
- Supervise research of rights availability and history of films under consideration.
- Summarize and report to Executive Vice President on all distribution contracts and acquisition/development/production activities for home media division.

Aug. 1994-Apr. 1996 – BONNEVILLE PRODUCERS GROUP – Los Angeles, CA / Salt Lake City, UT  
Director of Development & Productions

- Create and submit project plans and budgets for proposed BPG productions.
- Develop concepts and scripts.
- Produce, budget, track and supervise all aspects of green-lighted projects.

Apr. 1992-Aug. 1994 – VIDEO WEST – Salt Lake City, UT  
Account Executive

- Video Production and Tape Duplication Sales
- Top-selling Account Executive: accounts included Children's Miracle Network, NBA Entertainment, NBC Sports, MTV, Beckton-Dickinson, etc.

## PROFESSIONAL ACTIVITIES

Ongoing - INDEPENDENT WRITER/PRODUCER/DIRECTOR – Salt Lake City, UT / Los Angeles, CA  
Freelance Production (Highlights)

- Executive Producer - *Pony Tales* – Home Video (1998)
- Producer/Director - *ZiNj-TV* – IRIS and Emmy Award-winning science and discovery series for children (1994-1996)
- Director - *A Kurt Bestor Christmas* – TV/Video special (1994)
- Field Producer - *Interview Segments* – NBA Entertainment (1990-92)
- Field Producer - *Interview Segments* – Entertainment Tonight/Ron Hill Imagery (1991)
- Director - *The Farley Family Reunion* – Home Video (1990)
- Producer/A.D.- *An Easter Gift of Music* – PBS Special featuring Tabernacle Choir & Kiri TeKanawa (1990)
- Writer - *A Gift of Time* - Pediatric AIDS Foundation/Disney Educational (1989)
- Writer - *Inaugural Opening Ceremonies* and *George to George* - American Bicentennial Presidential Inaugural of George Herbert Walker Bush (1989)
- Director - *A Christmas Sampler* – KSL-TV/ Mormon Tabernacle Choir Home Video (1988)
- Director - *Native AND American* – Award-winning KUED Documentary (1988)
- Director - *Rich On Any Income* – Home Video/Infomercial (1987)
- Producer/Director- *Insight: Willam Christensen* – KUED Documentary (1986)
- Director - *Is There Life After Housework?* – Home Video (1986)
- Director - *Music and the Spoken Word* – KSL-TV/Bonneville (1979-1989)
- Director - *LDS General Conference* – KSL-TV/Bonneville (1979-1989)
- Head Writer - *Children's Miracle Network Telethon* (1983-1989)
- Director - *Gina Bachauer Piano Competition* – KUED Concert/Documentary (1986)
- Director - *A Tapestry of Judaism* – KUED Documentary (1985)
- Director - *Let Your Light So Shine* – KUED Gospel Music Concert/Documentary (1984)
- Writer/Producer - *KCBS Topical News Promotion* – KCBS-TV, Los Angeles (1983)
- Producer/Director - *AT&T System 85 Switch* – Interactive Training Video (1983)
- Producer/Director - *IBM Information Systems* – Interactive Training Video (1983)
- Associate Director - *Christmas with the Mormon Tabernacle Choir and Shirley Verrett* – PBS Special (1983)
- Director - *A People's History of Utah* – Five episodes of the comprehensive Dean May series on Utah history (1982-83)
- Story Credit - *Mr. Krueger's Christmas* – LDS Church short film starring Jimmy Stewart (1979)
- Director - *Telecommunications In Utah* – Video White Paper for University of Utah Instructional Media Services (1980)
- Director - *Eyewitness News* – KSL-TV Newscasts (1976-78, 1979-81)
- Writer - *Eyewitness News Promotion* – KSL-TV (1977-78)
- Director - *Romper Room* – KSL-TV (1973-76)

## SCREENPLAYS

- *Roadshow!*
- *Extra Pay*
- *C'est L'Amour*
- *Last Love*
- *The Millennium Plot*

- *Murphy's Menagerie*

#### **AWARDS**

- FAB Award - Film Advisory Board - 1998  
*Pony Tales* - Executive Producer
- IRIS AWARD - National Association of Television Program Executives  
*ZiNj-TV* - Best Children's Program
- U.S. Festivals Finalist - 1996  
*ZiNj-TV* - Children's Program
- EMMY AWARD - NATAS Rocky Mountain Region - 1995-96  
*ZiNj-TV* - Best Children's Program – 2 episodes awarded the Emmy
- EMMY AWARD - NATAS Rocky Mountain Region - 1994-95  
*ZiNj-TV* - Best Children's Program
- Utah Broadcasters Awards (UBEE) 1994-1997 – Numerous Awards  
*ZiNj-TV* - Best Children's Program
- Utah Endowment for the Humanities  
*Native AND American* - Merit Award
- Sigma Delta Chi - Society of Professional Journalists  
*The Trial of Bobby Ferguson* - General Excellence

#### **TEACHING EXPERIENCE**

- Guest Lecturer – BYU Film Classes of Sterling Van Wagenen – 1998-99
- Screenwriting – U of U Division of Continuing Education (Salt Lake Media Center) – 1988

#### **OTHER AFFILIATIONS**

- Pi Kappa Alpha Fraternity

#### **COMMENTS & KUDOS**

“My heartfelt thanks for pulling off such a successful effort during the Games.”

- Natalie Gochnour

Deputy Policy & Communications – Gov. Mike Leavitt Administration

“As we discussed personally, the planning, set-up and support for those of us in the media at the facility was extraordinary. I offer my highest compliments to you and your staff. So many of your workers helped us on all matters – big and small. It was that type of help that made many of us call your operation ‘the best ever.’”

- Michael A. Rizzo

Executive Producer / Sports Director - ABC Sports Radio

"It is difficult to find enough words to adequately express my appreciation for the many contributions you made to our efforts during the inaugural. You certainly went above and beyond the call of duty. Only a few people will be able to say they were a key part of the Bicentennial Presidential Inaugural, much less the one event that was to set the tone of the entire four days. You are one of those people."

- Robert M. Johnson

Executive Producer -- *American Bicentennial Presidential Inaugural*

"You did a superb job in a demanding, fast-paced position."

- Stephen M. Studdert

Assistant to the President for Special Activities and Initiatives

George Herbert Walker Bush Administration

"We truly achieved the impossible... we kept a Washington audience's attention for 15 minutes and moved them all beyond words. The video has such special meaning to all of us and we can never thank you enough for all your enthusiasm and sensitivity. The energy you infused into all of your efforts was and continues to be an inspiration to us."

- Susan DeLaurentis/Susie Zeegan  
Co-founders - Pediatric AIDS Foundation

"Your hard work and dedication to the project ... helped raise over one million dollars for PAF and the research needed to find a cure for pediatric AIDS!"

- Dan Evans  
Director - *A Gift of Time*

"As we strive to maintain and improve the tremendous service provided by our hospitals for children, we look forward to continuing our relationship with you."

- Marie Osmond / John R. Schneider  
Co-Founders, Co-chairmen, Hosts - *Children's Miracle Network Telethon*

"(We) have reviewed ... the disk and were very much impressed with your work. Additionally, the management people here have seen it and have been very excited, about its quality as well as its potential as a selling aid!"

- Thomas V. Bracken  
IBM Information Systems Group

"The consensus here is that your Choir spot is one of the great promos ever."

- Steve Sohmer  
CBS Television Network

"Your production shots proved critical to telling a complicated story. As usual, it's a pleasure to work with you."

- Fred Esplin  
KUED General Manager

"Thanks for contributing your talents so willingly and for going the extra effort to get such marvelous results!"

- Margaret Smoot  
Producer - *A Christmas Sampler*