

Resume



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SUMMARY OF EXPERIENCE

- More than twenty years cable television management in programming, marketing and administration of cable operations and network programming
- Video distribution/product acquisition in cable and home video arenas
- Six years managing editorial, production design and art direction in the newspaper and publications field
- Television/video producer

October 1997 to Date* *WALDORF-CRAWFORD* *Idyllwild, CA

Partner in Marketing Promotions Company, serving the telecommunications and direct response advertising industries. Full agency support specializing in new product launch initiatives including product branding & positioning.

- Provided client services to “ZDTV: Your Computer Channel”(1997-2000) (new 24-hour cable channel and companion web-site owned by Ziff-Davis, Inc.)-- including launch promotions, marketing and sales collateral (direct mail, brochures, videos). Advisory on Web promotions, national and local (western region) affiliate sales opportunities. Creation of strategic plan for modem marketing and channel positioning.

May 1996 to October 1997* *THE OUTDOOR CHANNEL* *Temecula, CA

Vice-President of Marketing and Sales for “The Outdoor Channel,” the first 24-hour network to serve the traditional outdoor market. Reported directly to the President and CEO, my responsibilities included:

- Senior affiliate sales and marketing at the MSO, Corporate and system level;
- Business-to-business and business-to-consumer marketing and advertising;
- Press and public relations, programming contract negotiation and financial analysis.

I successfully negotiated major MSO and Satellite agreements, resulting in a 333% increase in the channel’s cable carriage.

March 1995 to May 1996 **TIMES MIRROR PROGRAMMING** **Irvine, CA**
Director of Marketing and Sales for "Outdoor Life" (24-hour recreational sports cable channel) and "Speedvision" (24-hour network dedicated to the automotive enthusiast.)
Responsibilities included:

- Creation, development and execution of pre-launch and launch activities related to consumer and trade advertising;
- Initiation of national sales to cable systems/MSO management to secure channel carriage.

April 1991 to March 1995 **TIMES MIRROR CABLE TELEVISION** **San Diego, CA**
Director of Marketing and Sales for 145,000 subscriber cluster serving ten franchises in North San Diego County and Sun City, California. Responsibilities included:

- Creation and direction of localized sales programs;
- Management of multiple sales forces;
- Development and execution of strategic marketing promotions utilizing tactical media;
- Broad product management of Basic/Pay/Pay-Per-View/Cable Audio services.

May 1990 to April 1991 **SIMITAR ENTERTAINMENT, INC.** **Plymouth, MN**
Director of Special Markets for one of the largest distributors of special interest video in the U.S., Canada, Europe and Asia. Duties included:

- Product acquisition and product positioning beyond retail to cable and broadcast markets worldwide;
- Marketing video product as advertising/promotional premiums.

June 1986 to May 1990 **HAUSER COMMUNICATIONS, INC.** **St. Paul, MN**
Regional Director of Marketing and Programming for Minnesota's largest cable system.
Responsibilities included:

- Managing 120 employees in marketing, sales and customer service;
- Managing consumer promotions;
- Contract negotiations for Basic/Pay and Pay-Per-View programming.

March 1981 to June 1986 **ROGERS CABLESYSTEMS, INC.** **Minneapolis, MN**
Programming Manager, Marketing Manager and System Manager. Member of Senior Management team at system start-up. I was responsible for planning, programming and administering 54-channel system line-up of Basic, Premium and 28 locally generated channels, including a stand-alone movie service and one of the first full-time, stand-alone Pay-Per-View systems in the country.

November 1979 to March 1981 **MARKETING PUBLICATIONS, INC.** **Mpls, MN**

Art Director/Production Manager for twenty bi-monthly newspapers serving national banking, supermarket and beauty supply industries.

May 1977 to November 1979 **SUN NEWSPAPERS, INC.** **Mpls, MN**
Co-Editor of "Weekender," weekly entertainment newspaper with circulation of 100,000 in Mpls.-St. Paul

INDUSTRY AWARDS

Special marketing award for system effort 1990 CTAM
Co-chair Twin Cities Cable Consortium - Grand Award 1989 CTAM
Special marketing award for system effort 1989 CTAM
Special award for system effort 1985 "Cable Marketing" magazine
NCTA "ACE" Award for local programming 1983

EDUCATION

B.A./Humanities - University of Minnesota (1976)

PERSONAL

Leisure time pursuits include collecting rare recordings, writing music, playing drums, rollerblading and hiking.