

# Jock Hedblade

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## SKILLS

Producing - Directing - Media Training - Booking - Publicity - Voiceover -Writing  
Cool Edit, Adobe Audition and Powergold Software

## TELEVISION

### **FIELD PRODUCER/WRITER/DIRECTOR – "Steve Harvey"**

NBC/Endemol-Shine/Deep Dish Productions - Chicago, IL (2012- 2017)

- Wrote, produced and directed field segments for this Emmy Award-winning, daytime talk show
- Produced, wrote and directed field shoots with Steve Harvey and numerous celebrities
- Outlined and scripted each shoot, scouted and booked locations and oversaw to creative elements
- Coordinated, produced and directed live remote segments, hidden camera and reality shoots

### **PRODUCER/DIRECTOR – "The Rosie Show"**

Harpo Studios - Chicago, IL (2011-2012)

- Produced and directed field segments for special, big-budget remote episodes, featuring Tony Bennett and the cast of "iCarley,"
- Produced full episodes including Rosie's 50th birthday bash, and in-depth interviews with the leaders of the Westboro Baptist Church
- Produced "Up & Down with Caesar," a segment featuring one of the show's P.A.s conducting ambush interviews in the studio elevator with celebrities on their way to the Rosie set

### **COORDINATING PRODUCER – "Fox Thing In The Morning"/"Fox News In The Morning"**

WFLD FOX TV - Chicago, IL (1999-2005)

- Produced, booked and wrote daily live segments
- Produced and booked guest interviews and segments
- Produced and directed remote field segments
- Produced live performances of national musical acts including The Black-Eyed Peas, Wilco, Jessica Simpson, The Flaming Lips, Andrew Bird, Alisha Keys, Shikira, Marianne Faithful, and Billy Corgan
- Produced, directed and wrote 100+ special comedy roll-ins
- Co-created and produced "Hallway Celebrity Ambush" with guests Jamie Lee Curtis, George Carlin, Jeremy Piven, Jackie Chan, Duane` Johnson, David Duchovny, Graham Nash and many more

### **HOST/PRODUCER**

Image Mind Television - Chicago, IL/Seattle, WA/Boston, MA (1994-1998)

- Hosted this award-winning, music-intensive, local-access music television show

- Interviewed and produced performances by artists such as Ryan Adams & Whiskeytown, Oasis, Dave Matthews Band, Ween, Neko Case, Edwin Collins, Chris Whitley, The Brian Jonestown Massacre and others

## **FILM**

### **EXECUTIVE PRODUCER, WRITER/DIRECTOR**

*Flibberty Jib: The Life & Times of Ken Nordine* (2010-Present)

- Conducted 35+ interviews with celebrities for this documentary on the life and art of then-94-year-old voiceover and Word Jazz legend Ken Nordine, including Lou Reed, Mike Wallace, Laurie Anderson, Tom Waits, Tim Kazurinsky, Studs Terkel, Harry Shearer, and members of The Grateful Dead

### **ASSOCIATE PRODUCER**

*Floored* – Chicago, IL(2006 - 2007)

- Responsible for booking interview subjects for this feature-length documentary profiling the men and women who trade in "the pits" of Chicago's Board of Trade and Mercantile Exchange

## **RADIO**

### **EXECUTIVE PRODUCER – “The Roe Conn & Richard Roeper Show”**

WLS-AM 890 - Chicago, IL (2008-2011)

- Produced Chicago's top-rated, daily, four-hour radio program
- Booked all guests, which included local and national politicians (e.g. Mike Pence, Jesse Jackson, Al Gore, Newt Gingrich, Rahm Emanuel), newsmakers (e.g. Arianna Huffington, Bill Kristol, Dick Morris) and celebrities (e.g. Elton John, Edward Norton, Carrie Fisher, Jon Legend)
- Generated, prioritized and edited daily fact sheets and news items
- Populated daily digital content for the show's blog and podcast
- Wrote and recorded daily promos

### **PRODUCER – “Bob Sirott's Sunday Night Radio Special”**

WGN-AM 720 - Chicago, IL (2007-2008)

- Produced and booked guests for 25 one-hour talk shows, featuring diverse guests such as Deepak Chopra, Stevie Wonder, Jeff Garlin, Harold Ramis, among others
- Recorded and edited program for broadcast using Cool Edit and Adobe Audition

### **MIDDAY HOST - [www.RadioMilwaukee.org](http://www.RadioMilwaukee.org)**

WYMS-FM 88-Nine - Milwaukee, WI (2007-2008)

- Hosted this midday, weekend music show, playing a unique blend of Triple A, Progressive and Urban formats
- Music Consultant to station, Music Director and Acting Program Director

### **PRODUCER – "Mancow's Morning Madhouse"**

WKQX-FM Q101 - Chicago, IL (2005-2006)

- Produced this popular morning talk show, which included booking guests such as: Elliott Gould, Ed McMahon, Dan Aykroyd, Brian Wilson, Cheech & Chong and many other notables
- Wrote, produced and performed daily comedic segments such as daily prank call-ins
- Produced live, on-air performances of national music artists including Common, Dinosaur Jr., Fountains of Wayne, The Beach Boys' Mike Love, Thomas Dolby, ZZ Top, B-52's Fred Schneider, Suzanne Vega, and Pink

### **MIDDAY HOST/PROGRAM DIRECTOR/MUSIC DIRECTOR**

WEBX-FM - Champaign, IL (1995-1997)

- Achieved Arbitron ratings for the first time in the frequency's 25-year history within the first six months
- Developed and executed plan to flip station's music format from Country to Triple A/Progressive
- Provided senior management and control of all content for 24/7 webcast, making WEBX one of the nation's first real-time Internet radio stations
- Booked and produced over 100 on-air live performances, concerts, and in-store appearances by artists such as Barenaked Ladies, They Might Be Giants, Cake, Old 97's and many others
- Developed imaging, promotional tools and campaigns including Internet promotions and special events
- Supported sales and production departments with digital and analog editing, copywriting, and voiceover of commercial ads

### **PROGRAM DIRECTOR/MUSIC DIRECTOR/HOST – "Super Thriller Radio"**

WCBR-FM Chicago, IL / WEBX-FM Champaign, IL (1994-1997), Podcast (2010-Present)

- Conceptualized, produced and hosted this weekly, two-hour, specialty radio/Internet show
- Procured corporate sponsorship from Tower Music and Rhino Records
- Developed in-store promotion kiosk for Rhino at all Chicago-area Tower Records stores
- Negotiated voiceover arrangements with celebrities such as Johnny Cash, T.J. Miller, Michael Cera, Adam West, Carrie Fisher, John C. Reilly, Penn & Teller, Juliette Lewis and Ed Helms
- Secured exclusive weekly feature by *Spin* magazine Editor-In-Chief Bob Guccione, Jr.

### **INTERNET**

#### **SENIOR PRODUCER/WRITER/DIRECTOR**

Answers Media, Inc. - Chicago, IL (2006-2008)

Responsible for conceptualizing, scripting, booking, field-producing, directing and producing the following big-budget, video productions exclusively for the Web ([www.answerstv.com](http://www.answerstv.com))

- **"The Vegas Show"** - Produced several 3-5 minute mini-documentaries on the sights and sounds of Las Vegas e.g. behind-the-scenes tour of the workings at Cirque du Soleil's aquatic extravaganza "O"; a Klingon guided tour of "Star Trek: The Experience"; an exclusive guided tour of The Neon

Museum's "Boneyard"; designed and oversaw creation of the show's 3-D virtual set for The Las Vegas Tourism Bureau and the Las Vegas Review Press newspaper

- **"Behind the Magic"** - Produced a series of two 4-minute mini-biographies and magic lessons with some of the magic world's finest including, Penn & Teller, Hans Klok, Marshall Brodien and Lance Burton

## **MEDIA TRAINING**

### **MEDIA TRAINER (2008-present)**

Trained Roe Conn, Dr. John Duffy, Attorney/Author/ Mayoral Candidate Jotham Stein, "Battle of the Hospital Chefs" for Consorta Corp., Payroll Management Inc. (Fort Walton Beach, FL), and other individuals and groups on the techniques of personal media appearances

- Teach such tricks of the trade as how to effectively deliver your message, knowing what to say and what not say; how to stand, walk, talk, use a prompter; when to look or not look into the camera; making the producer your friend; how and why to pitch yourself as a guest, etc.

## **LIVE EVENTS**

### **LIVE EVENT PRODUCER (1990-2012)**

Responsible for booking and prepping guests, scheduling rehearsals, overseeing booking venues, directing and stage-managing events, overseeing creative for advertising and marketing.

- Steve Harvey "The World's Largest Blind Date" NBC – The Aon Ballroom, Navy Pier, Chicago, IL (Oct. 2013)
- The Rosie Show "Rosie's 50<sup>th</sup> Birthday Bash" OWN – The Paris Club, Chicago, IL (Mar. 2012)
- Roe Conn & Richard Roeper Show "Toys for Tots Holiday Radio Party" WLS - The Venue at Horseshoe Casino, Gary, IN (Dec. 2010)
- Roe Conn Show "Newsapalooza I" (Dec. 2008); "Newsapalooza II" featuring Richard Marx (Oct. 2009) WLS - Park West, Chicago, IL

## **AWARDS**

- 2015 NATAS Emmy Award for Outstanding Talk Show – Informative - Producer - "Steve Harvey"
- 2014 NATAS Emmy Award for Outstanding Talk Show - Informative - Producer - "Steve Harvey"
- 2001 NATAS Emmy Award for Outstanding Achievement for Documentary Programs of Cultural Significance - Producer - "How Chicago Rocked The 60's"
- 2000 NATAS Emmy Award for Outstanding Achievement for an Entertainment Program - Producer - "Smashing Pumpkins: Full Circle"

## **EDUCATION**

Bachelor of Arts in Communications, Theatre Emphasis  
Western Illinois University, Macomb, IL