

Timothy M. Looney
The University of Iowa
Department of Communication Studies
147 Becker Communication Studies Building
Iowa City, IA 52242
319-335-0582
timothy-looney@uiowa.edu

PERSONAL BACKGROUND

After more than a quarter-century as an international award-winning video producer, writer, editor, and videographer, in 2012 Tim Looney joined the University of Iowa College of Liberal Arts & Sciences Production Unit, where in addition to his position as Equipment Checkout Manager, he advised the technical staff during daily live newscasts at Daily Iowan Television.

In early 2017, Tim was appointed as an Adjunct Instructor for the Department of Communication Studies to teach Television Studio Production. In 2019, he was appointed to a full-time Lecturer position, increasing the offerings of media production courses, such as Introduction to Media Production, Writing and Producing Television, and Short Form Media Production.

Tim also continues to operate Looney Productions, his self-owned company that produced numerous top-selling long-form DVDs, award-winning weekly cable television shows, and numerous multi-media projects, as well as published press releases, newspaper and magazine articles, and blogs.

CORE SKILLS

- Instruction
- Course Design
- Technical Training
- Video Production
- Script Writing
- Journalistic Writing
- Video Editing
- Videography
- Audio Production
- Graphic Production
- Management

EDUCATION

2020 Bachelor of Applied Studies, University of Iowa
1988 Associate of Arts, Communications Media & Technology, Kirkwood Community College

INSTRUCTIONAL EXPERIENCE

LECTURER

2019 – present University of Iowa College of Liberal Arts and Sciences
Department of Communication Studies, Iowa City, IA

Instruct undergraduate students in all aspects of media production.

- Spearheaded the development of the Digital Media Production Certificate, in conjunction with the School of Journalism and the Department of Theatre Arts, anticipated for Fall 2021.
- Advise students seeking media production employment, with the majority being successfully placed.
- Facilitated the purchase of over \$100K worth of departmental equipment.

ADJUNCT INSTRUCTOR

2017 – 2019 University of Iowa College of Liberal Arts and Sciences
Department of Communication Studies, Iowa City, IA

Instruct undergraduate students in all aspects of media production.

- Designed Television Studio Production, with enrollment doubling after the initial offering, and tripling by Spring 2019.
- Created Short Form Media Production, which offers students real-world, hands-on experience creating professional videos.
- Initiated negotiations with the Athletics Department regarding inter-departmental collaborations.
- Collaborated on the creation of a year-long, two-course initiative with the Department of Theatre Arts.

Courses taught:

Fall	2020	COMM:1840 Introduction to Media Production
Fall	2020	COMM:1845 Short Form Video Production
Spring	2020	COMM:1840 Introduction to Media Production
Spring	2020	COMM:2077 Writing and Producing Television
Fall	2019	COMM:1840 Introduction to Media Production
Fall	2019	COMM:1845 Short Form Video Production
Spring	2019	COMM:1840 Television Studio Production
Fall	2018	COMM:1845 Short Form Video Production
Spring	2018	COMM:1840 Television Studio Production
Fall	2017	COMM:1840 Television Studio Production
Spring	2017	COMM:1840 Television Studio Production

INSTRUCTIONAL SUPPORT SERVICES SPECIALIST

2012 - 2019 University of Iowa College of Liberal Arts and Sciences,
Production Unit, Iowa City, IA

Manage Equipment Checkout serving the departments of Communication Studies, Cinematic Arts, and the School of Journalism and Mass Communication.

- Successfully guide over 300 students, faculty, and staff through the checkout process of nearly 2,000 pieces of video, audio, and film equipment.
- Utilized as the “Closer” during prospective student tours by the Department of Cinematic Arts, due to ability to promote the department to prospective students and their parents.
- At the request of the Dean’s Office, rescued and restored the inventory of over 2,200 DVD/Blu Ray films in the Cinematic Arts Teaching Collection.
- Increased the number of student equipment access hours by creating an online reservation system with the University of Iowa IT Department.
- Introduced inventory controls that reduced losses to under 5%.
- Minimized contract errors via thorough training and supervision of student employees.
- Maintain one-hundred percent compliance with University and State regulations.

VOLUNTEER COACH

8/2012 - present Daily Iowan Television, Iowa City, IA

Advise technical staff of one of the nation’s only live, daily student-run newscasts.

- Maintain high standards through thorough training of students in the use of professional video and audio production equipment.
- Increase student awards via feedback and advice on operations, format, and content.
- Ensure principles and procedures being taught are in synch with School of Journalism and Mass Communication.

INSTRUCTOR ASSISTANT

1985 – 1986 Kirkwood Community College, Cedar Rapids, IA

Instructed undergraduate students in television and radio equipment operation and procedures.

- Taught television studio production sections of Media Lab.
- Elevated student technical abilities by advising them during course field, pre- and post-productions.
- Increased production values on highly-successful live remote broadcasts.

OTHER EDUCATIONAL EXPERIENCE

SPEECH JUDGE

2007 – present Iowa High School Speech Association, Iowa

Evaluate, critique, and score high school student speech performances in approximately twenty-five speaking, acting, and musical categories.

- Rated Superior multiple years for quality critiques of student performers.
- Recognized by coaches for excellent feedback.
- Successfully manage contest centers.

GUEST SPEAKER

2011 University of Iowa School of Journalism and Mass Communications

Presented lecture on Advanced Video Editing Techniques.

FREELANCE TRAINER

2011 University of Iowa CLAS Production Unit
Trained Daily Iowan Television students and Production Unit staff on the use of Tricaster Broadcast Video Production Switcher.

PRESENTER

2000 - 2003 KGAN-TV/KFXA-TV, Cedar Rapids, IA
Multiple Job Fair presentations – various high schools.

- Selected by General Manager to represent station to discuss employment opportunities, educational requirements, and technical skills necessary for a career in television, radio, and video production with high school students.

PROFESSIONAL EXPERIENCE

OWNER, PRODUCER, WRITER, EDITOR

2004 - present Looney Productions, Washington, IA
Perform contract and free-lance video productions, public relations, and reporting.

- Co-produced, wrote, and edited numerous annual number-one selling outdoor DVDs.
- Earned a top-five rating on the Outdoor Channel for production of a weekly series.
- Awarded the network's highest honor for two episodes of *Hunter's Specialties Outdoors*.
- Published news articles and press releases on websites including *The Alaskan Dispatch*.
- Developed graphics for NCAA basketball broadcasts.

PRODUCTION MANAGER/SENIOR PRODUCER

2008 – 2011 Twisted Pair Post, Anamosa, IA
Trained and supervised Producer/Editors in the production of long-form videos and television series.

- Recruited by client to come in-house to train employees.
- Guided the production of national top-selling DVDs.
- Produced a highly-rated weekly cable/satellite television series.
- Successfully trained non-professionals in the use of video production equipment.

PROMOTION MANAGER

2002 – 2003 KGAN-TV/KFXA-TV, Cedar Rapids, IA
1999 – 2002 KFXA-TV, Cedar Rapids, IA
1997 – 1999 KGAN-TV, Cedar Rapids, IA

- Showed increased ratings each measurement period over the course of three years through station marketing campaigns.
- Successfully mentored staff, allowing a majority to be promoted to management positions.
- Trained employees in the use of video and audio equipment for studio or location productions.
- Produced and directed live remote and studio broadcasts.

DIRECTOR OF BROADCAST PARK VIDEO

1994 – 1997 KGAN-TV, Cedar Rapids, IA

Managed in-house video production company.

- Wrote, produced and edited award-winning commercials, promotional spots and long-form videos.
- Hired and trained staff in all media production functions.
- Won several advertising awards for ad agency productions

SENIOR COMMERCIAL DIRECTOR/ PRODUCTION MANAGER

1988 – 1994 KCRG-TV, Cedar Rapids, IA

Managed twenty-five member Production Department, supervised all commercial production.

- Emmy-nominated for videography and editing.
- Emmy-nominated for live multi-camera production.
- International Promax Gold Medallion for videography and editing.
- Trained and supervised award-winning commercial production staff.

ASSOCIATE WRITER-PRODUCER/PRODUCTION ASSISTANT/CAMERA OPERATOR/AUDIO OPERATOR/DIRECTOR

1985 – 1988 KCRG-TV, Cedar Rapids, IA

- Only employee hired to write and produce commercials, as opposed to being promoted.
- Excelled at every studio position, advancing to newscast director in less than 2 years.

PRE-PRESS SUPERVISOR/PRESSMAN

1981 – 1985 Penny Saver, Marion, IA

- Supervised layout, camera, darkroom and plate burning for printing presses.
- Trained employees in the operation of equipment.
- Operated and maintained offset printing press.

PROFESSIONAL AWARDS

2018	Superior Judge Rating - Iowa High School Speech Association
2016	Superior Judge Rating - Iowa High School Speech Association
2013	Superior Judge Rating - Iowa High School Speech Association
2012	Superior Judge Rating - Iowa High School Speech Association
2010	Golden Moose Award - Outdoor Channel
2004	Golden Moose Award - Outdoor Channel
1994	Employee of the Month – KCRG-TV
1993	Gold Medallion - PROMAX
1993	Employee of the Month – KCRG-TV

1992 Silver Medallion - BPME
1992 Emmy Nomination - Upper Midwest Chapter, National Academy of Television Arts & Sciences
1992 Emmy Nomination - Upper Midwest Chapter, National Academy of Television Arts & Sciences
1992 Employee of the Month – KCRG-TV
1988 Employee of the Month – KCRG-TV
1986 Communications Media Student of the Year Nomination - Kirkwood C.C.
1987-2002 Numerous local and regional Advertising Federation Merit and Addy awards.

PUBLISHED ARTICLES

“Recapping A Yukon Quest That Will Be Long Remembered,” *Alaskan Dispatch Online*, February 24, 2012.

“Jodi Bailey First Rookie Musher To Complete Yukon Quest and Iditarod, Back to Back,” *Tanka Bar website*, March 2011.

“First Rookie To Attempt Both Thousand-Mile Sled Dog Races In Same Year,” *Mushing Magazine website*, February 2011.

PROFESSIONAL ORGANIZATION MEMBERSHIPS

2018 – present Broadcast Education Association
2018 – present National Association of Broadcasters
2016 – present Iowa Broadcast News Association

TECHNICAL CERTIFICATIONS

Train and Orient Employees
How to Handle Difficult People
Chyron 4200 Basic Operation
Chyron 4200 Advanced Operation

OTHER ACTIVITIES

1973 – present Semi-professional drummer

- Received statewide airplay on Iowa Public Radio of all original tracks from both CDs of current band, *The 100s*.
- Opened for *Little Big Town, Bo Ramsey, Bob Dorr and the Blue Band*.
- Performed on Iowa Public Radio’s *Java Blend* multiple times.
- Performed on Iowa Public Radio’s *Live from Studio One*.
- Traveled the Midwest and South in *Voyager* in the early 1980s.