



PROFILE

Experienced Consultant with decades of leadership achievements in broadcast, digital media, and educational technologies.

Accomplished leader skilled in strategic change, team building, producing high-quality results, strategically managing human, financial, and information resources; and building coalitions with education, governments, nonprofit and private sector organizations.

CONTACT

301-675-9817
jay@hollowaymedia.com

TRAINING/CERTIFICATIONS

- **Broadcast Leadership Training Program**
National Association of Broadcasters
 - **Certified Virtual Session Producer**
T3 Group
- **Credentialed Christian Nonprofit Leader**
Christian Leadership Alliance
 - **Certified Program Planner**
The Learning Resources Network
 - **Certified Radio Sales Manager**
Radio Advertising Bureau
- **Certified Radio Marketing Consultant**
Radio Advertising Bureau

FURTHER STUDY

- **Northwestern University**
Kellogg School of Management
Finance and Accounting
- **University of Pennsylvania**
Wharton School
Sales Management program
- **University of North Carolina, Chapel Hill**
School of Journalism and Media
Management, Organizational Communications

JAY HOLLOWAY

Consultant



Media Group LLC
HollowayMedia.com

CAREER HIGHLIGHTS

Chief Media Strategist, HOLLOWAY MEDIA GROUP, Lanham, MD
2006–Present

- Consulting Firm providing an 8-Step media solution process that is strategic, outcome and solution based, flexible, and measurable!
- Decades of successful, comprehensive, results-driven solutions for higher education, faith-based clients, nonprofits, and small businesses.

Production Director, FIRST BAPTIST CHURCH OF GLENARDEN, Landover, MD
2017–Present

- Lead 23 full-time professionals, plus contractors and volunteers in producing world-class live audio and video content, annually reaching 28 million live viewers, and 1 million subscribers and followers.
- Designed and managed 98 hybrid classrooms, annually hosted over 16,372 classes and meetings, reached nearly 205,000 participants.

Director/Assistant Professor, HOWARD UNIVERSITY, Washington, DC
2012–2016

- Founding Director of HBCU SiriusXM Ch. 142, responsible for overall content development, management, and partner recruitment.
- Directed NABEF Media Sales Institute, averaged approximately 72% successful job placement rate in broadcast/digital media industry.
- Taught management and production in School of Communications, Advisor to #1 student-run radio station in nation, WHBC-96.3 HD3.

Director/Executive, UNIVERSITY OF NORTH CAROLINA SYSTEM, Chapel Hill, NC
1994–2009

- Chief Education Strategist for statewide PBS-NC network with 4 million viewers weekly; served as liaison to System's 17 constituent institutions.
- Led award-winning outreach/technology services for preschool, K-12, and higher education; wrote proposals and raised \$15.77 million.
- Directed assessment, contractual education, and partnership development of noncredit continuing education, extension, and professional development programs at NC State University.

Asst. VP/General Manager, SAINT AUGUSTINE'S UNIVERSITY, Raleigh, NC
1987–1994

- Founding general manager of WAUG-AM 750 and WAUG-TV 68, first HBCU in the nation to own/operate both commercial radio/television stations; and founding director of Communications Department.
- Oversaw profitable day-to-day management, sales, programming, technical operations, and integration with academic programs.
- Led efforts to leverage large grants and local partnerships to fund programs totaling \$3.4 million from various sources.

EDUCATION

North Carolina Central University, Durham, NC
School of Education
Master of Arts, Educational Media Technology

Howard University, Washington, DC
School of Communications
Bachelor of Arts, Broadcast Management