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Top Skills

Online Journalism

Web Content

Editing

Honors-Awards

BRONZE - Digital Health Media/
Publications: Article

Jeff Meade

Writer, Editor, Blogger and Editorial Consultant
Philadelphia, Pennsylvania, United States

Summary

I'm a communications professional with a wealth of experience in web and print.

I spent 13 years on the Robert Wood Johnson Foundation web team, working with communications officers and firms to implement their web projects, and I wrote and edited posts for the foundation's blog. For much of my tenure there, I served as web liaison to the childhood obesity, nursing and public health teams. I also managed the Foundation's hugely successful weekly email.

I was news editor and features editor at the Webby Award-winning consumer health website, intelihealth.com. While at intelihealth.com, I managed relationships with Harvard Medical School and The Johns Hopkins University School of Medicine, which reviewed and approved our content. I also managed the website's editorial relationship with Discovery Health, then a new website. We created original consumer health content for that website on a daily basis.

My print experience includes a stint as senior editor for Teacher Magazine (a brilliant start-up for teachers K-12 that, sadly, didn't last), and Children magazine, a Rodale Press child health start-up, which also went the way of most magazine start-ups. I freelanced for other Rodale magazines, including Men's Health.

Earlier at Rodale, I was a senior editor at Prevention, the nation's largest consumer health magazine.

I began my career in newspapers, steadily moving up through the ranks from reporter to features editor and editorial page editor, winning several writing awards. Also briefly served (before I moved on to magazines) as a board member of the Pennsylvania Women's Press Association.

Experience

Self-Employed

Writing, Editing, Blogging, Social Media and General Web Consulting

April 2015 - Present (8 years)

Greater Philadelphia Area

Created and managed a blog for a major health care network, writing, assigning, editing, occasional photography, scheduling, and mapping strategy. There was a lull of a few years, but I've recently returned to blogging.

Additionally, I managed a website redesign for a rehabilitation research institute. Another project: managing redesign of a West Coast foundation dedicated to Chinese academic fellowships.

Robert Wood Johnson Foundation

Senior Writer/Producer

January 2002 - March 2015 (13 years 3 months)

Princeton, NJ

Worked with program team communications officers to develop web content reflecting their needs for RWJF.org--the website of the nation's largest health care philanthropy--focusing for several years on nursing, childhood obesity and public health.

Maintained the site home page, including home page banners, which required occasional changes, graphic selection and tightly worded promotional text.

Oversaw development of research article repository of the website.

Started and managed the foundation blog, occasionally writing for it. Also wrote and edited the foundation's weekly email newsletter.

intelihealth.com

Managing Editor/Features Editor

February 1999 - December 2001 (2 years 11 months)

Blue Bell, PA

Initially hired to manage the home page of this Webby Award-winning consumer health website, along with creating new and original web content and online tools, such as a nationwide flu tracker--a tool so successful that traffic overwhelmed the website, crashing it.

Managed relationships with Johns Hopkins School of Medicine and later Harvard School of Medicine, which reviewed and approved all web content.

Also managed relationships with several web partners, including AOL's health channel.

Later moved on to features editor, where I was principally responsible for development of most online content, tools, apps, and the site's email.

Managed staff and freelance writers.

Oversaw project to develop original consumer health content for Discovery Channel health website.

Part of a team hastily pulled together to develop health content relative to the terror attacks of 9/11 and subsequent anthrax attacks.

NewsChannel

Editor

July 1995 - November 1998 (3 years 5 months)

United States

Night news editor for startup cable news channel serving 10 of Suburban Cable's 10 service areas.

Self-Employed

Freelance Health and Education Writer/Editor

July 1993 - June 1995 (2 years)

Principally focused on writing feature articles for national magazines, including Prevention, Heart & Soul, and Teacher.

American Society for Engineering Education

Senior Editor

May 1991 - June 1993 (2 years 2 months)

United States

Senior editor of ASEE's monthly membership magazine. PRISM, writing about key issues in higher education, plus profiles and general features.

Editorial Projects in Education/Teacher Magazine

Senior Editor

June 1989 - April 1991 (1 year 11 months)

One of the first senior editors hired for this innovative startup newsmagazine for teachers K-12--a magazine that gave teachers credit for brains and attempted to empower them as full partners in education reform.

Managed staff and freelance writers to develop original content for magazine's teaching & learning section--the largest and most practice-oriented section of the magazine.

Only senior editor to write frequently for my section. Acquired rights to publish findings from pioneering survey of children's morals.

Rodale Press

Senior Editor

June 1986 - June 1989 (3 years 1 month)

Emmaus, PA

Researched and wrote feature articles for Prevention, the nation's largest consumer health magazine, and startup, Children Magazine.

Various Newspapers

News Manager

May 1974 - May 1986 (12 years 1 month)

Greater Philadelphia

Award-winning writer, reporter, columnist, feature writer, night news editor, editorial page editor for a variety of newspapers, from The Times Chronicle of Jenkintown, Today's Spirit of Hatboro and the Bucks County Courier Times.

Education

Temple University

Bachelor's Degree, Journalism · (1972 - 1974)

Montgomery County Community College

Associate's Degree, Secondary Education and Teaching · (1969 - 1971)