



JEFF WIGLE

communications . content creator . journalist . storyteller

✉ jeffwigle@rogers.com

☎ 416.993.5433

bio: <https://www.surgemedia.ca/about>

Linkedin: <https://www.linkedin.com/in/jeff-wigle-4b5b33b/>

PROFILE

Network news veteran, broadcast executive and communications pro with more than 20 years of experience and a wide range of skills

HIGHLIGHTS

- Director of Communications for Ontario Cabinet Minister
- Helped design, launch and manage national cable news network
- Producer for Vancouver 2010 Olympic coverage
- Senior writer for #1 national newscast, and "Canada's Most Trusted News Anchor" Lloyd Robertson
- Journalism professor at Humber College
- Independent video production

SKILLS

- In communications: directing staff, writing press releases, speeches, op-eds, organizing media events, media relations, creating video content for social media
- In television news: producing, writing, reporting, managing newsrooms, mentoring talent and leadership roles

TECHNICAL SKILLS

- proficient in video editing software Final Cut Pro X
- shoot video / Panasonic P2HD camera kits
- produce social media videos
- WIX website design
- Canva graphic design

EXPERIENCE

DIRECTOR OF COMMUNICATIONS



Ontario Government | Minister of Agriculture | 2018 - 2019

- Directed staff, wrote news releases, speeches & op-eds
- Organized media events & managed media relations and communications
- Oversaw social media channels including shooting and producing video content

LINK: <https://www.surgemedia.ca/communications>

NEWS WRITER / ASSIGNMENT EDITOR



CTV National News | 2015 - 2018

- Canada's #1 network newscast, with over a million viewers nightly
- Shaped coverage: wrote intros and voiceovers, vetted reporter scripts, packaged reports and assisted with news specials
- On assignment desk: liaised with CTV local newsrooms, co-ordinated syndication feeds & special requests for int'l partners including CNN, ABC, NBC, Reuters

LINK: <https://www.surgemedia.ca/news-production>

SURGE MEDIA



My video production & consulting company | Current

- Specializes in creating premium corporate video solutions designed to promote brand awareness
- YouTube channel now with more than 200,000 views
- Produced corporate videos and documentaries
- Developed news writing & presentation workshops for clients including CTV News Channel, Canada AM, CFCF Montreal

LINK: <https://www.surgemedia.ca/>

JOURNALISM PROFESSOR



Humber College | 2018

- Taught several courses in Broadcast Journalism at Humber's main campus

NEWS DIRECTOR



Sun News Network (Sun Media) | 2010 - 2014

- As founding News Director played leading role in creation of new cable news and talk network
- Involved in recruitment, hiring, training, budgeting, as well as overseeing design of main studio and news bureaus across Canada
- Planned and developed news programming
- Directed and managed editorial staff in day to day operations
- Oversaw news specials and big event coverage

LINK: <https://www.surgemedia.ca/leadership>

PRODUCER



Olympic Broadcast Consortium | 2010

- Wrote and produced multiple Olympic feature series, including "Road to Vancouver", "Olympic Snapshots", and "Power of Community" that aired during Olympic coverage on CTV, TSN, Sportsnet
- Also, producer/writer for Olympic broadcasts on site in Vancouver

LINK: <https://www.surgemedia.ca/olympics-videos>



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EDUCATION



University of Western Ontario
Bachelor of Arts (Int'l Politics)
1982-85

COMMUNITY

#MyOakwood: a social media video I shot & produced in support of local high school 

Out of the Cold: every year my family co-ordinates and cooks dinner for 150 homeless people at a community church 

HOBBIES

As a side business I create and sell antique artworks. Website: www.barnboarddesign.com



REFERENCES

Available upon request

EXPERIENCE

NEWSROOM MANAGER

 City TV | 2007

- Managed writing desk for CITY TV noon and supper hour newscasts

SENIOR WRITER / PRODUCER / ONLINE WRITER



CTV National News | 1995 - 2007

- Wrote lead story intros and voiceovers for "Canada's Most Trusted News Anchor" CTV Chief News Anchor Lloyd Robertson
- Supervised and shaped reporters scripts on top national news stories
- Assisted with special coverage including lead writer for 2004 and 2006 federal election campaigns
- Filled in as Senior Producer for weekend CTV National newscasts
- Wrote daily online news and feature stories for CTV.CA

LINK: <https://www.surgemedia.ca/news-production>

LINEUP EDITOR / WRITER



CTV Canada AM | 1993 - 1995

- Early morning lineup editor for Canada AM news segments

RESEARCHER / TAPE PRODUCER / E.A.



CBC Newsmagazine | 1992 | CBC National News

- Researched feature stories for national newsmagazine program
- Oversaw video edits

FREELANCE JOURNALIST (1991 GULF WAR)



- Travelled to Middle East and reported on 1991 Gulf War from Jerusalem
- Live telephone TV interviews for CBC Newsworld
- Wrote, produced and filed radio reports for US radio network

LINK: <https://www.surgemedia.ca/1991-gulf-war-videos>