



Messod Bendayan

messody14@gmail.com

386-225-6870

www.MessodBendayan.com

CURRENT EMPLOYMENT

Communications Strategist II

June 2023 – Present

PCI Productions, LLC (Kennedy Space Center, FL)

- Support the NASA News Center at Kennedy Space Center (KSC) under the NASA Communications Services (NCS) contract assumed by PCI after the expiration of Apache-Logical's KISS IV contract
- Write assigned press releases and web features in coordination with Public Affairs leadership
- Supported media covering launches and other newsworthy or public-facing events at KSC
- Public Affairs Office representative for KSC's Spaceport Integration & Services (SI) Directorate, which includes the center's Protective Services (police) and Fire Protection offices
- Public Affairs Office representative for KSC's Center for Planning & Development (CPD)
- Responsible for all media inquiries related to any aspect of SI & CPD, including anything related to the center's economic development and environmental protection initiatives
- Assist SI & CPD with internal initiatives targeting KSC workforce, including the development of SI's workforce newsletter and their respective sections in KSC's yearly annual report
- Help train/coach personnel in proper on-camera media interview techniques

Sports Broadcaster / Public Address Announcer

February 2018 – Present

Stetson Broadcast Productions / Stetson University Athletics (DeLand, FL)

- Describe action / offer game analysis on-air for assigned Stetson Hatters sports contests broadcast via the ESPN+ phone application/website or HatterVision (Stetson Athletics' YouTube channel)
- Stetson University is part of the National Collegiate Athletic Association's (NCAA) top competition level (Division I), competing as a member of the Atlantic Sun Conference
- Primarily assigned as a broadcaster for Hatters baseball, but have broadcast other sports as assigned by Stetson Broadcast Productions or the university's Athletics Department
 - Those sports include basketball, football, lacrosse, soccer and softball
- Fill-in as the stadium announcer at Hatters home games as assigned by the university's Athletics Department, assuming no conflict with other broadcast duties
 - Those sports include basketball, baseball, lacrosse, soccer, softball and tennis

PRIOR WORK HISTORY

Program Project Coordinator III

February 2023 – May 2023

Apache-Logical JV (Kennedy Space Center, FL)

- Supported the NASA News Center at Kennedy Space Center (KSC) under the KISS IV contract
- Wrote assigned press releases and web features in coordination with Public Affairs leadership
- Supported media covering launches and other newsworthy or public-facing events at KSC
- Public Affairs Office representative for KSC's Safety & Mission Assurance (SMA) Directorate
- Public Affairs Office representative for KSC's Office of Diversity & Equal Opportunity (ODEO)
- Responsible for all media inquiries related to any aspect of SMA and ODEO, including the center's workplace safety and diversity programs
- Assisted SMA & ODEO with safety & diversity-related initiatives targeting KSC workforce
- Help train/coach personnel in proper on-camera media interview techniques

Public Affairs Officer

August 2022 – January 2023

Flagler County Sheriff's Office (Bunnell, FL)

- Responsible for content creation and maintenance of various aspects of the law enforcement agency's public-facing community presence, including the following:
 - Phone Application
 - Social Media (Facebook, Instagram, TikTok, Twitter)
 - Oversaw large growth in TikTok followers (from 6,000+ to 15,000+)
 - Website
- Handled media-related public records requests, including the release of reports, video and other such applicable records, with appropriate redactions made in accordance with Florida state statutes
- Crafted press releases and features in coordination with the Sheriff and other agency leaders, including the release of related reports, video and other such applicable records, with appropriate redactions made in accordance with Florida state statutes
- Arranged and supported media interview requests with agency personnel as requested with leadership approval
- Arranged media conferences with agency personnel as requested with leadership approval
- Covered breaking news events as requested with leadership approval, including the public release of relevant information via phone application, social media, website or media releases
- Help train/coach personnel in proper on-camera media interview techniques

Public Information Officer

April 2019 – July 2022

Daytona Beach Police Department (Daytona Beach, FL)

- Responsible for content creation and creation/maintenance of various aspects of the law enforcement agency's public-facing community presence, including the following:
 - Phone Application
 - Social Media (Facebook, Instagram, Nextdoor, Twitter)
 - Oversaw large growth in followers across all platforms (100,000+ combined)
 - Website

- Handled media-related public records requests, including the release of reports, video and other such applicable records, with appropriate redactions made in accordance with Florida state statutes
- Crafted press releases and features in coordination with the Police Chief and other agency leaders, including the release of related reports, video and other such applicable records, with appropriate redactions made in accordance with Florida state statutes
- Arranged and supported media interview requests with agency personnel as requested with leadership approval
- Arranged media conferences with agency personnel as requested with leadership approval
- Covered breaking news events as requested with leadership approval, including the public release of relevant information via phone application, social media, website or media releases
- Help train/coach personnel in proper on-camera media interview techniques

News Director

May 2018 – April 2019

Southern Stone Communications (Daytona Beach, FL)

- Planned and oversaw all news content creation for all of Southern Stone's Daytona Beach-area radio stations, including the following:
 - WNDP FM 93.5 / AM 1150 – primary
 - WKRO 93.1 FM (Coast Country)
 - Hot 94.1 (Hip Hop & R&B)
 - WHOG 95.7 (Classic Rock)
 - WLOV 99.5 FM (Daytona's Greatest Hits)
 - WVYB (103.3 FM The Vibe)
- Responsible for hiring and quality control of all staff responsible for news content creation
- Wrote and recorded daily morning news reports and appropriate teasers for all of the above radio stations
- Delivered live news reports 2x an hour daily on WNDP's live & local morning show
- Created WNDP news-related content and station-related content for the station's phone application, social media accounts and website (NewsDaytonaBeach.com)
 - Oversaw large growth in followers across all social media platforms (50,000+), including Facebook, Instagram and Twitter
 - Oversaw the highest volume website traffic across all Southern Stone stations in all markets
- Maintained regular contact with local political leaders and other "newsworthy" members of the Daytona Beach community as well as Volusia and Flagler counties.
- Responsible for news department compliance with all applicable Federal Communications Commission regulations
- Covered breaking news events as requested with station leadership approval, including the public release of relevant information via phone application, social media and website

Morning News Reporter/Anchor

March 2016 – May 2017

Cox Media Group (Jacksonville, FL)

- Main street reporter for Jacksonville's Morning News on News 104.5 WOKV
- Provide locally sourced social media content and news articles as assigned by News Director
- Cover breaking news and anchor shifts on-air as assigned by News Director
- Part of news team that won various Associated Press awards for local news coverage

- Maintained regular contact with local political leaders and other “newsworthy” members of the Jacksonville community as well as local counties (Baker, Clay, Duval, Nassau and St. Johns)
- Responsible for compliance with all applicable Federal Communications Commission regulations

News Reporter/Anchor

November 2012 – March 2016

Southern Stone Communications (Daytona Beach, FL)

- Main street reporter for WNDB, Daytona Beach’s heritage news station (FM 93.5 / AM 1150)
- Provide locally sourced social media content and news articles as assigned by News Director
- Captured interviews with newsworthy people and edited sound bites from them for use on WNDB’s morning show newscasts
- Created WNDB news-related content and station-related content for the station’s phone application, social media accounts and website (NewsDaytonaBeach.com)
- Maintained regular contact with local political leaders and other “newsworthy” members of the Daytona Beach community as well as Volusia and Flagler counties.
- Cover breaking news and anchor news/traffic shifts on-air as assigned by News Director
- Main fill-in news anchor on morning drive when News Director was on vacation or unavailable
- Responsible for compliance with all applicable Federal Communications Commission regulations

Sports Talk Show Producer

January 2012 – November 2012

SiriusXM College Sports Nation (Washington, DC)

- Main show producer for the weeknight “College Sports Coast To Coast” program
- Responsible for interview bookings, production of audio elements, show format & content creation for the channel’s social media platforms as it related to the program
- Filled in as a show producer for other College Sports Nation programs as assigned
- Worked as a board operator for other College Sports Nation programs as assigned
- Traveled to produce live shows as assigned

National Football League Game Broadcast Producer (Spanish)

August 2010 – January 2012

Carolina Panthers (Charlotte, NC)

- Helped create and execute the broadcast format for every assigned broadcast
 - Pre-game, in-game and post-game
- Assisted on-air talent with gathering accurate game information during the broadcast
- Produced and voiced commercials and promotional spots as assigned for use on the network portion of the broadcasts
- Cut audio of in-game highlights for use in promotional spots or other areas the team saw fit

College Sports Broadcast Producer/Anchor

August 2009 – January 2012

IMG College (Winston-Salem, NC)

- Helped create and execute the broadcast format for every assigned school sports broadcast
 - Pre-game, in-game and post-game
- Wrote & voiced sports news updates live while running board for various college networks
- Cut audio of in-game highlights for use in promotional spots or other IMG networks

- Began with the University of Akron and was subsequently promoted to other schools:
 - University of Akron (football/basketball/soccer)
 - Vanderbilt University (football/basketball)
 - University of Arkansas (football/ baseball)
 - University of Oregon (basketball)
- Fill-in work for broadcasts from other universities as assigned
- Produced coaches' talk shows as assigned
- Produced and voiced commercials and promotional spots as assigned

News & Sports Reporter/Anchor

June 2007 – January 2009

Curtis Media Group (Winston-Salem, NC)

- Wrote & voiced news updates live on WSJS (600/1200 AM) while simultaneously running station programming
- Wrote & voiced pre-packaged news stories for air on station's morning show
- Wrote news articles and published them on WSJS' website
- Live news reporting on-scene, show hosting and breaking news updates as assigned
- Sideline reporter and studio host for high school football broadcasts
- Filled-in for sports and traffic reporters as assigned

OTHER WORK HISTORY

Sports Talk Show Producer

March 2006 – June 2007

Beasley Broadcast Group (Miami, FL)

News, Sports & Traffic Reporter/Anchor

June 2006 – April 2007

Metro Networks (Miami, FL)

Public Address Announcer

September 2006 – March 2007

Florida International University (FIU) Athletics

News & Sports Reporter/Anchor

June 2005 – January 2006

James Crystal Radio Group (Fort Lauderdale, FL)

General Manager/Sports Director/News Director

January 2000 – June 2005

WRGP-FM FIU Student Radio (Miami, FL)

SKILLS

Audio & Video Editing Software

Adobe Premiere/Audition/Acrobat, ACID/Vegas, Audio Vault, Audacity, Scott Studios & Sound Forge

Languages

English (native proficiency) & Spanish (native proficiency)

Microsoft Office

Access, Excel, PowerPoint, Publisher, Outlook & Word

News Wire Software

Associated Press, MetroSource, NewsBoss & RCS

Social Media Management

Facebook, Twitter, Instagram, Nextdoor, TikTok & Phone Applications

Website Management Software

CivicPlus, Joomla, Medley, WordPress & Zeeblio

PUBLIC AFFAIRS WORK SAMPLES

<u>VIDEOS</u>	<u>RELEASES & FEATURES</u>	<u>SOCIALS & GRAPHICS</u>
<u>Fugitive Friday Bingo</u> <u>Active Shooter Training</u> <u>Surprising Traffic Stop</u> <u>Police Officer's Prayer</u> <u>General Recruiting Video</u>	<u>Roberts Road Expansion</u> <u>Sea Turtle Nest Record</u> <u>Culinary Jail Course</u> <u>ERAU Threat Arrest</u> <u>Officer Scholarship</u>	<u>Boating Safety</u> <u>Raynor Anniversary</u> <u>Vehicle Break-In</u> <u>Memorial Day</u> <u>Scam Alert</u>

EDUCATION

Bachelor of Science in Communications (Business Minor)

Florida International University (Miami, FL)

Graduation: May 2005

REFERENCES

Ricky Hazel

Former Associate Athletics Director, Stetson University

(334) 372 – 7032 | ricky.hazel@gmail.com

Susan Cerbone

Communications Manager, City of Daytona Beach

(386) 671 – 8014 | CerboneSusan@cobd.us

Jakari Young

Police Chief, Daytona Beach Police Department

(386) 671-5101 | YoungJakari@dbpd.us

Mark McKinney

Program Director, WNDB-AM (Southern Stone Communications)

(423) 782 – 7870 | mmckinney@daytonaradio.com

Rich Jones

News Director/Morning Show Host, WOKV-FM (Cox Media Group Jacksonville)

(904) 718-7503 | rich.jones@coxinc.com