

RHONDA ROWLAND

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Professional Experience

President, R2 Communications, LLC (2003 – present)

- Provide talent, video production, content development and communications services in health and medical field for professional and lay audiences.
- Clients include:
 - WebMD: research, produce, write and voice-over videos on topics ranging from COPD and eye health to lactose intolerance and anatomy of a moisturizer.
 - Biosector 2: on-camera hosting and interviewing experts, patients, advocates and panel discussions for YouTube video series on coping with advanced breast cancer.
 - MediVista Media: research, produce, write and voice-over programs on stroke recovery and bypass surgery for The Wellness Network's Heart Care Channel. Research, write and produce 40-minute show for The Newborn Channel.
 - EverwellTV: research, produce, write and voice-over video segments for physician office programming on topics ranging from PFO complications and heart disease during pregnancy to coping with a spouse who suffers a stroke and living with advanced cancer.
 - Emory University Health Sciences: consult, script edit and voice-over videos; develop and provide media training course for physicians.
 - Centers for Disease Control and Prevention (CDC): host/moderate satellite broadcast educational seminars for Arthritis Program; script edit and voice-over for Office on Smoking and Health videos; moderate town hall meeting for disease prevention specialists.
 - American College of Cardiology: co-host live video broadcasts highlighting daily research announcements and conduct expert interviews at annual meeting.
 - Wilson Disease Association: research and write content for website's liver transplant page.
 - Novartis, Sanofi-Synthelabo and GlaxoSmithKline Pharmaceuticals: consult; media train experts; moderate press briefings, panels and town hall meetings.
 - Guarisco Group: develop and implement individualized media training for one-on-one sessions with expert.
 - SplendidVid: voice-over videos for environmental health client.
 - Sol Design: research and write content for Emory Eye Clinic website.
 - Emory Journalism Program and Georgia State University Journalism: guest lecturer on health and medical reporting.

Co-Founder and Executive Producer, Medical Mommas Media Group, LLC (2008 – 2009)

- Created health information and social networking website targeting women. Produced and wrote direct-to-web videos profiling health professionals and patients.

CNN (1986 - 2002)

Medical Correspondent (1992 - 2002)

- On-air reporter covering breaking news and feature stories, new technology and research, treatment and surgical advances, consumer health trends and coping with health issues. Beats include cardiovascular disease, neurology, cancer, women's health, infertility, pediatrics, mental health, arthritis and more. Reports aired on CNN, CNN International, HLN, Newsource and Accent Health.

- Cover conferences including American Heart Association, American College of Cardiology, Alzheimer's Association, American Medical Association; FDA Advisory Committee Hearings, NIH and CDC Consensus Development Conferences.
- Host weekly half-hour show, "Your Health."
- Write blogs for CNN.com.

Senior Producer (1989 - 1991)

- Review and recommend coverage of breaking medical news for network editorial team; assign stories to medical and bureau correspondents and producers; script review and approval.

Field Producer (1987 - 1988)

- Research and produce long-format medical reports and series. Produce for International AIDS Conferences and American Heart Association Conferences.

Associate Producer (1986 – 1987)

- Research, story set-up and support for medical correspondents; produce weekly health show.

Communication Specialist, University of Wisconsin Clinical Cancer Center, Cancer Prevention Program (1984 – 1986)

- Create and write promotional and educational materials for print and television.
- Co-write grant seeking federal funds to support toll-free cancer information hotline.
- Co-author study *Breast Cancer Related Inquiries to a Telephone Information Service* published in journal, "Cancer" 1986.

Honors and Awards

Lifetime Achievement Award, American Heart Assn. Award for Excellence in Reporting, CDC. Media Award, American Society of Anesthesiologists. Basic and Clinical Sciences Freddie Award, TIME, Inc. for "A Baby by Design." Finalist, Freddie Award for "Profile on Medical Pioneer Elisabeth Kubler-Ross." CINE Golden Eagle Award and Gold Apple Award by the National Educational Media Network and the Columbia International Film & Video Festival for "CNN Presents: Thieves of Childhood." Pew Health Professions Commission Primary Care Journalism Award and American Academy of Nursing Award for "Nurse Practitioners' Delivery of Care in Rural U.S." SIDS Alliances Chairman Award. Awards and recognition from other organizations include the American College of Emergency Physicians, Easter Seals, the American College of Radiology, the American College of Ob/Gyn, the American Psychiatric Association, National Alliance for the Mentally Ill and National Association of Science Writers.

Education

Bachelor of Arts, Communication Arts, University of Wisconsin-Madison, 1984

Fellow, Fellowship for Medical Journalists, Case Western Reserve Medical School, Cleveland, Ohio, 1992

Participant in course, "Cancer Prevention," **University of Wisconsin Medical School, 1985**

Participant in training, "Hospice Volunteer," **Hospice, Madison, Wisconsin, 1985**

Participant in training, "Telephone Counseling for Cancer," toll-free hotline funded by NIH, **Cancer Information Service, 1984**