

# Peter Stewart McCully

#8 386 Craig Street, Parksville, BC, V8K 2V9

250-927-6246 [peter@petermccully.com](mailto:peter@petermccully.com)

<https://www.linkedin.com/in/peter-mccully-a508864/>

## Personal Attributes

- Proven track record
- Challenged by a changing work environment
- Analytical and managerial skills
- Work well under pressure, able to meet deadlines

## Summary of Experience

- Multimedia Management, Production and Sales, Advertising and Marketing
- Community affairs including, Municipal Council, Health Boards, Economic Development and Chambers of Commerce
- Management experience in the private sector includes: owner/operator of a multi-media advertising / marketing company, News and Program Director of radio stations, and Advertising Manager of a major building supply dealer
- Seasoned public speaker, proficient in communications, both written and oral

## Relevant Skills

- Newspaper & Magazine layout
- Social media postings
- Digital photography, Video Production and Editing
- Podcasting, hosting and production

## Podcasting

*Podcast Producer, Black Press Media*

**Today in B.C. / PQBeat**

Parksville, BC

- Host and produce topical weekly podcasts for 75 newspapers in British Columbia
- Create podcast questions, social media postings and news stories for websites
- Promote the show via social media postings
- Research, contact and schedule guests
- Manage each episode's editing, recording and distribution
- Monitor each episode's analytics and metrics

## Publishing

*Group Publisher, Black Press Media*

**PQB News, Alberni Valley News, Westerly News, VI Daily**

Parksville, BC

- Best Overall Newspaper (PQB News) - BCYCNA 2014
- Supervise and evaluate staff, financial budgeting and forecasting
- Responsible for sales campaigns, features and editorial direction

*Publisher / Associate Publisher / Sales Manager*

**Gulf Islands Driftwood**

Salt Spring Island, BC

- Best Overall Newspaper - CCNA 1999 & 2008/9/10
- Best Overall Newspaper - BCYCNA 2005
- Develop newspaper promotions, sales campaigns & supplements
- Supervise and evaluate staff, financial budgeting and forecasting

*Publisher / Owner*

**The Guysborough Gazette**

Guysborough, NS

- Responsible for sales campaigns, features and editorial direction

## Broadcasting

*Account Executive*

**am1500 CKAY**

Duncan, BC

- Establish new accounts, create advertising strategies for clients
- Write copy, voice and produce broadcast commercials

*Program Director / News Director*

**am58CJFX**

Antigonish, NS

- Morning Show host.
- Supervisor of on-air and news staff, copy and traffic departments
- Formulated and implemented programming concepts and promotions
- Maintained Public Relations with 12 Municipal units in coverage area

*News Director*

**950 CHER**

Sydney, NS

- Developed news programming, anchored morning news shift
- Acted as Broadcast News National reporter for region

## Media Related

*Owner / Webmaster*

**Salt Spring Photo.com**

Salt Spring Island, BC

- Marketing digital images, prints, watercolor and canvas reproductions

*Co-Owner / Webmaster*

**Salt Spring Internet .com**

Salt Spring Island, BC

- Internet Service Provider for Salt Spring Island
- Updated client websites

*President / Owner*

**McMedia Advertising**

Antigonish & Guysborough, NS

- Owner / operator of McMedia Advertising, an audio-video-print production company. Specialties included: retail radio and video.
- Specialty brochures for the Health and Tourism, and Educational Industry

*Advertising Manager*

**S & D Smith Central Supplies**

Antigonish, NS

- The largest independent building supply dealer in Nova Scotia.
- Responsible for co-op budget, flyer, newspaper, radio and tv advertising.
- Created in-store radio POS program, and brochure distribution system

## AWARDS

**Gulf Islands Driftwood**, Best Overall Newspaper - CCNA 2008/9/10 - BCYCNA 2005

**Gulf Islands Driftwood**, Best Newspaper Promotion, CCNA 2008 - 'Survivor'

**Gulf Islands Driftwood**, Best Photo Essay, BCYNA, 2008 - 'A Day in the Life'

**Parkville Qualicum Beach News**, Best Overall Newspaper - BCYCNA 2014

**Parkville Qualicum Beach News**, Best Tourism Publication, CCNA, 2016

## Education

Foundations of Marketing  
St Francis Xavier University  
Antigonish, NS

Small Business Management  
Hume Business College  
Halifax, NS

Television Production  
Nova Scotia Institute of Technology  
Halifax, NS

Radio Broadcasting  
Nova Scotia Institute of Technology  
Halifax, NS

Radio and Television Broadcasting  
Kings Community Campus  
Kentville, NS

Certified Digital Marketing Associate  
META

## Community Experience

*Chairman*

**BC Legion Highland Gathering**

British Columbia

- Co-ordinated / recruited 100 volunteers for Salt Spring Highland Games
- Chaired bi-annual provincial meeting, liason with Royal Canadian Legion

*Vice-President*

**Chamber of Commerce**

Salt Spring Island Chamber of Commerce

- VP of Business, developed the “Residents Card”, a shop local program

*Municipal Councilor*

**Municipality of the County of Antigonish**

Antigonish, NS

- Representation for both the Province (UNSM) and Federal level (FCM)
- Chaired Finance and Economic Development Committees

*Chairman*

**Atlantic Expressway Committee**

Antigonish Chamber of Commerce

- Chairman of the Atlantic Expressway Committee, formed to seek the economic impact of twinning the Trans-Canada Highway

*President*

**Antigonish Chamber of Commerce**

Antigonish, NS

*Member*

**Community Economic Development Steering Committee**

Antigonish, NS

- This committee was formed to set the terms of reference for conducting a Community Economic Development Plan to create the Regional Development Authority

*Director*

**Continuum of Health Care**

Antigonish, NS

- Health Care Professionals and volunteers who established Antigonish as a health care model in Nova Scotia, for long term, tertiary and homecare

*Member of the Board*

**St. Martha’s Regional Hospital**

Antigonish, NS

- Chair of the Public Relations Committee, responsible for internal and external communications policy and plans

*Member of the Board*

**R.K. MacDonald Nursing Home**

Antigonish, NS