

Form Name:  
Submission Time:

Citizens Commission  
March 12, 2019 10:53 pm

|                         |   |
|-------------------------|---|
| Name                    | Robert "Bob" Datz   |
| Address                 | [REDACTED]<br>[REDACTED]<br>[REDACTED]                                  |
| Phone                   | [REDACTED]  |
| Email                   | [REDACTED]  |
| Citizenship Affirmation | I am a U.S. Citizen   |
| Residency Affirmation   | I am a resident of the Commonwealth of Massachusetts                    |
| Statement of Intent     | I intend to comply with and advance the policy established by this Act. |

**Statement of Interest**

I am delighted to see wide interest in serving on the Citizens Commission and I am optimistic that it will produce excellent information on the need to constrain nonhuman entities in our political process. A key accomplishment will be imparting the degree of control that currently exists, going well beyond cliches to cite examples in Massachusetts and beyond and their impact on everyday life..

This is a core issue because the impact of corporate control and influence spills into so many issues that are quite often matters of life and death, from health care to environmental policy. Corporate and special interest influence fuels the disengagement of our younger generations from a belief in the efficacy of democracy itself. Beyond civic cynicism, this is a self-destructive attitude.

My 35-plus years as a news reporter and editor in Massachusetts and as former statehouse reporter in Maine before moving to Central Mass 32 years ago, can serve the commission well. Since leaving full-time journalism over the past 18 years I have worked in marketing communications and was a part of the small-business community. So reaching audiences, and addressing those reasonable enough to listen, will be strong points. I know government from the local level up and how people can make it work or be excluded from it.

Finally, I always address the need for a "people, not money" amendment as a nonpartisan issue, a point confirmed the the reaction of those I met campaigning for Question 2.

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| <b>Résumé or Summary of Qualifications Upload</b> | <a href="https://s3.amazonaws.com/files.formstack.com/uploads/3282862/71887710/485425985/71887710_resume-datz.pdf">https://s3.amazonaws.com/files.formstack.com/uploads/3282862/71887710/485425985/71887710_resume-datz.pdf</a> |
|---|---|

|  |            |
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| <b>Political Party Affiliation, if any, over the previous five years</b> | Democratic |
|--|------------|

|   |   |
|---|---|
| <b>If multiple or other, please explain</b> | Unenrolled voter until registering Democratic two years ago |
|---|---|

|                                      |                 |
|--------------------------------------|-----------------|
| <b>City or Town where you reside</b> | WEST BROOKFIELD |
|--------------------------------------|-----------------|

|                          |          |
|--------------------------|----------|
| <b>Employment Status</b> | Employed |
|--------------------------|----------|

|                   |   |
|-------------------|---|
| <b>Occupation</b> | semi retired, marketing communications / part-time student, environmental science |
|-------------------|---|

|                 |                     |
|-----------------|---------------------|
| <b>Employer</b> | Self, dba datzmedia |
|-----------------|---------------------|

# Bob Datz

## QUICK PROFILE

- Marketing communications and public relations consultant
- Journalist and editor for top Central / Western Mass. newspapers
- Web and graphic design, web content writing
- Research skills, including internet and databases
- Motivating and enabling colleagues while coordinating multiple projects
- 32-year Massachusetts resident
- Part-time student, environmental science, Holyoke Community College
- Semi-retired, self-employed

## SKILLS

- Administration
- Fundraising
- Graphic Design
- Web Design
- Public Relations
- Marketing/research
- Copywriting
- Editing
- Databases
- Still photography
- Video
- Campaigns

## CAREER

**Marketing Communications & Public Relations Consultant, d/b/a datzmedia;** 2002-present

PR/marketing, print and web design & content management for nonprofits and small business, including campaigns. Client list available on request.

**Assistant City Editor, Worcester (Mass.) Telegram & Gazette;** 1987-2001

Significant role on management team shaping content and coverage and leading reporting staffs of 100,000-150,000-circulation newspaper.

**Statehouse Reporter, Kennebec Journal; Augusta, Maine**

Statehouse beat for state capital AM daily after covering environment and City Hall.

**Coordinating Editor, CRC Press Inc., Boca Raton, Fla.**

Supervisory role, including author liaison, for scientific and medical publisher.

## EDUCATION

**Clark University,** Computer Career Institute, Framingham, Mass.: Web Multimedia Designer Certificate. 487-hour classroom/lab curriculum. Principals of effective design for print and web, typography, creating illustrations and editing photos and images. Built dynamic, interactive web sites and studied usability.

**Kent State University,** Kent, Ohio: Bachelor of Arts, cum laude, School of Journalism.

## COMMUNITY BACKGROUND INCLUDES:

**Town Cable TV Studio Coordinator; Literacy Volunteer; former Chamber board member**