

JON SPAYDE

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Summary

I'm a seasoned professional communicator online and in print, specializing in making complex things easy for editors, producers, clients, readers and writers: complex topics like academic work, psychology, medical research, spirituality, art, and cultural history; complex tasks like getting a publication out or finishing a book. I've done everything you can do in the word world, from policing commas to managing staff to rethinking publication and marketing strategy, and my wide general knowledge and polished style mean that there's hardly a topic I can't tackle with clarity and energy.

My Writing has appeared in:

Alumni publications: *Scan, University of St. Catherine alumni magazine (Minnesota Magazine Award); the Carleton Voice; the University of Minnesota alumni magazine; the University of Minnesota Law School alumni magazine*
Art publications: *ID; Whitney Museum catalog; ArtNews; American Craft; Public Art Review*

Politics and culture publications: *Utne Reader; In These Times; Rain Taxi; City Pages*

Lifestyle and personal growth publications: *Travel and Leisure; Parents; Modern Maturity; AARP; Experience Life; Minnesota Monthly; Twin Cities Sidewalk*

Travel publications: *Travel and Leisure; Expedia Travel; Frommer's Budget Travel; Diversion; Departures; Sun Country; Northwest Portfolio; TWA Ambassador*

Agency Work

Bolster Creative, Minneapolis, MN

Content Writer

2017-present

Write e-books and supporting blog posts for Bolster clients, including physician-health consultancy, industrial-safety consultancy, and major solar-power company.

Jhana Education/Franklin Covey, San Francisco, CA

Content Writer

2013-present

Write blog posts monthly on management and career development issues for young managers in tech and other industries. Ongoing fictional feature “New Manager Diary” received many positive reviews and helped in acquiring major clients.

ieNetwork, Minneapolis, MN

Producer

2016-2019

Wrote a variety of promotional and support materials for ieNetwork’s clients, including United Health Group and United Health Care: blog posts, LinkedIn profiles of executives, PowerPoint presentations, website teaser copy, etc.

PresentNation, Minneapolis, MN

News Producer

2014- 2016

Curated and wrote health/medical news items (brain science beat) for this startup online news service, which offered content to clients, including United Health Care. The project ended in 2016.

Periodical Work

Experience Life Magazine, Saint Paul, MN

Contributing Editor

2008-2020

Wrote monthly column on stress reduction, health, and exercise, interviewing psychologists, physicians, holistic therapists, and other professionals. Also wrote major features.

Forecast Public Art, Saint Paul, MN

Public Art Review: Contributing Editor, Senior Editor, Online Editor

2006-2021

Major responsibility for planning, writing and editing print articles for the only magazine in the US solely devoted to public art.

Forecast Forward: Freelance Editor

2021-

Edit all copy for Forecast’s online publication familiarizing civic officials and community-development leaders with the value of public art for communities.

Center for Local Self-Reliance Community Broadband Project,
Minneapolis, MN

Writing Consultant

2015

Coached staff members on making blog posts and other communications materials more reader-friendly, impactful, and better organized, balancing credibility-enhancing technical content with clear and engaging exposition.

Issue Media Group/The Line online magazine, Twin Cities, MN

Editor-in-Chief

2010-2013

Responsible for assigning all features, supervising news reporting and writing, setting editorial policy, liaison with local sponsors, and networking and promotion of this online magazine, covering innovative entrepreneurship, the arts, design, and community development in the Twin Cities. Supervised staff of two news reporters and one photographer,

AARP Web Site / Blue Zones Vitality Project

Content Writer

2009

Wrote all content for AARP's online coverage of the Vitality Project, a six-week citywide health initiative in Albert Lea, MN spearheaded by Dan Buettner, author of *Blue Zones*.

Utne Reader, Minneapolis, MN

Senior Editor

1995-2004

Major responsibility for planning, assigning, editing, excerpting, and writing cover sections and other major pieces. Co-edited back-of-the-book cultural/ media coverage. Major planning contributions toward repositioning magazine in the marketplace. Extensive reprinting of my work in, e.g., Philadelphia *Enquirer*, Ottawa *Citizen*, and several alternative weeklies via AlterNet. Work translated for periodicals in Spain, Hungary, Japan, and the Netherlands.

Editor, Special Arts Issues (2003, 2004)

Editor-in-chief for two special issues of Utne Reader covering the arts and cultural trends; both named Best Special Issue of the year by MMPA at Minnesota Magazine Awards.

Online Arts and Culture Editor

1995

Edited Arts and Culture pages of pioneering Utne Reader online magazine, *Utne Lens*, writing all copy. Covered television, radio, films, art, design, architecture, music, theatre, literature, and cultural resources on the Web. Original-content project ended fall of 1995, when website was reconfigured.

Text Editor

1992--1995

Supervised copy-editing by three-person staff; assigned and edited front-of-the-book In Brief section; extensive writing and line-editing work in all parts of the magazine.

Departures Magazine, New York, NY

Managing Editor

1990-1991

As part of three-person staff, produced bimonthly luxury-travel magazine for American Express Platinum Card holders. Extensive assigning, editing, writing, copy editing, trafficking of copy, production-editor work with art department.

Travel and Leisure Magazine, New York, NY

Associate Editor

1988-1990

Assigned and edited extensively in front- and back-of-the-book sections. Edited East Coast regional travel section.

Books

ArtPlace America: 10 Years (ArtPlace, 2021)

Wrote the majority of this history (print and digital) of an innovative federal government/private philanthropy funding entity that supported arts-based initiatives to improve the quality of life in mainly BIPOC communities between 2010 and 2020.

<https://forecast-public-art.foleon.com/artplace/10years/home/>

How to Believe: Teachers and Seekers Show the Way to a Modern, Life-Giving Faith (Random House, 2008)

Book of interview-based essays profiling 35 contemporary Christian believers and thinkers.

http://www.randomhouse.com/catalog/display.pperl?isbn=9781400064021&view=email_prep

Visionaries: People and Ideas to Change Your Life (New Society, 2001)

Co-authored with Jay Walljasper. Portraits of a variety of thought leaders in environmentalism, progressive politics, art, culture, and

Salons: The Art of Conversation (New Society, 2001)

Co-authored with Jaida and Sandra. History and how-to of conversational salons.

Other Freelance Work

Copy Editing

1985--2004

Utne Reader; New Woman; Conde Nast Traveler; Allure; Travel and Leisure

Manuscript Consulting and Book Development

Ongoing

Writer's consultant with major responsibility for shaping, rewriting, and editing books, including *Love's Way* by Brenda Schaeffer (Hazelden, 2001), *The Garden of Eating* by Jeremy Iggers (Basic Books, 1996) and *Good News, Bad News: Journalism Ethics and the Public Interest* by Jeremy Iggers (Westview, 1998). Ongoing private work with writers on plotting, style, and issues of writing discipline and professional development.

Teaching Experience

Introduction to Creative Writing, University of Minnesota, Fall and Spring quarters, 1992; Fall quarter 1998

Magazine Writing, Journalism Department, University of Saint Thomas, St. Paul, Fall semester 1998

Other Experience

Curator, Strange Attractors Music and Performance Festival, Metro State University, St. Paul, Spring 2001; curating an evening of spoken-word and word-art performance at Metro State's Nobles Experimental Intermedia Center

Solo and Group Performances at Paralelni Polis (Prague), Minnesota Fringe Festival, Bryant Lake Bowl, People's Center Theater, Patrick's Cabaret, Balls, Acadia Cafe, Nobles Experimental Intermedia Center, U of M West Bank Art Gallery. 1995-present

Honors and Awards

Edelstein-Keller Fellowship in Creative Writing, U of Minnesota, 1992

Loft Mentorship Creative Writing Award, Minneapolis, MN, 1995

McKnight Grant, shared with Laurie Phillips, to create Electronic Literature Generator installation, Open Book Center, Minneapolis, MN, 2000

Speaker/Teacher, University of Wisconsin Writers' Institute, Madison, WI, Summer 2001

Residency, Colorado Art Ranch, Arvada CO, May 2007.

Education

Harvard University, BA (cum laude) in East Asian Languages and Civilizations,
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