

Barbara Bruce

My Career Path in Arizona

5 years Navajo County Government

Worked as Superior Court Clerk and in 1998 transferred to the Health Department as Coordinator for the Navajo County Tobacco Education & Prevention Program; conducted stop smoking classes and started the first radio talk show in the world regarding stopping smoking; also created a local TV show called "Public Health Unmasked"; World Tobacco Conference panelist.

15 years White Mountain Radio – Talk Show Host, Director of Community Relations, and General Manager of KSNX

PR for 6 radio station group, Basic GM Duties and produced, directed and hosted 6 Weekly Talk Shows, operated board and did my own editing and production; during time at WMR, I covered the two major wildfires in Ariz.

5 years Show Low Chamber of Commerce – Executive Director

Grew membership to 554 members; created and hosted a weekly Radio/TV show regarding local businesses; served on Gov. Janet Napolitano's Council on Small Business and created many tourism events and programs to help strengthen their businesses, and launched an annual event which is on-going and has grown as a vital revenue source.

18 months General Manager, KVSL, Music, Talk, News & Sports and Talk Show Host

Launched a newly purchased station from the ground up and hosted and directed five talk shows

2014 – Present White Mountain Independent Newspaper – Reporter and Video News Anchor.

Began as a reporter with a special bi-monthly column which led to reporting and Video News Anchor for WMITV News, preparing print news for video broadcast on our newspaper website (wmicentral.com); 2016 won third place as Investigative Reporter in the Ariz. Newspaper Assn. annual awards.

Current Boards and Memberships

U.S.F.S. Regional Advisory Committee; Arts Alliance of the White Mountains Board Member, Town of Taylor Special Events Committee Member; Media Advisor for Snowflake High School Media Group; Advisory Board of We-Tip National Hot Line, Arizona Town Hall Alumni, and Member of the White Mountain Woman's Club.

Past Boards and Memberships

Summit Healthcare Foundation Board Member for nine years, 3 years as President; Hospice Compassus, Salvation Army, Humane Society of the White Mountains, Governor's Council on Small Business, Summit Healthcare Institutional Review Board, Arizona Town Hall Board Member, World Global Partnership of Tobacco Control, Navajo County Drug Project Board Member, and President of Friends of NCDP Coalition.

Radio Shows – produced/directed and hosted

Tobacco Talk/Smoke Break – weekly talk show -15 years

The Cutting Edge – Weekly half hour Community Affairs Show – 15 years

Business Matters – half hour weekly radio show on local business – 11 years*

DrugNet – Weekly one hour show on drugs/alcohol & recovery - 7 years

Believe – 2 hour weekly empowerment show – 7 years

Job Post – Half Hour Help Wanted/Help Available show during recession – 1 year

From the Front Porch – 2 hour weekly variety show – 1 year

Complete Fire Coverage of Two largest Arizona Wildfires - 2002 and 2011

TV Shows

Public Health Unmasked – created for local TV – 2 years

Business Matters – radio show that also became a local TV Show – 10 years