

# HAL GOODTREE

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## EDUCATION

1987-1989 Cinema Studies, The New School, Willam K. Everson lecturer  
1985 Music Composition & Theory, The New School  
1984 Graphic Design for Television, The New School  
1980 B.A. History, College Prize in English, Rutgers University  
1976 Graduate, National Merit Scholar Letter, Montclair Kimberley Academy

## UNIVERSITY TEACHING EXPERIENCE

2017-present Instructor, Filmmaking (online), Center for Documentary Studies, Duke University  
2015-2018 Instructor, Night Photography, Center for Documentary Studies, Duke University

## LECTURES

2012 Lecturer, WordCamp New York, Baruch College  
2011 Lecturer, WordCamp RDU, North Carolina Central University  
2010 Lecturer, WordCamp Richmond VA  
2009 Lecturer, WordCamp Richmond VA

## TELEVISION DOCUMENTARIES

2020 Writer/Producer, *Shaw Rising: The Story of the Oldest HBCU in the South*, PBS  
<https://www.pbs.org/video/shaw-rising-rzj8en/>  
2014 Writer/Producer, *American Tobacco and the Durham Renaissance*, WRAL  
#1 Rating in Prime Time, winner Longleaf Film Festival  
<https://www.imdb.com/title/tt5127410/>

## SMARTPHONE FILMMAKING

2019-2020 Director/Editor, Town of Morrisville, short documentary series  
2019 Director/Editor, Migun USA, short documentary  
2019 Director/Editor, Once in a Blue Moon, short documentary, official selection Clean Shorts

## CURRENT PRODUCTION

2020 Director/Editor, Town of Cary, feature documentary, slated for 2021

## FILM AWARDS

2020 Official Selection, Clean Shorts Film Festival, *Once in a Blue Moon*  
2015 Best Short Documentary, Longleaf Film Festival, *American Tobacco Movie*  
2015 Official Selection, Fargo Film Festival, *American Tobacco Movie*  
2015 Official Selection, Tupelo Film Festival, *American Tobacco Movie*  
2002 Cannes Advertising Lion, *Department of Babies*

- 1998 Caples Award, work with James Earl Jones  
1995 Emmy (national), Best Promotional Announcement Sports, New York Mets

#### NATIONAL PRESS

- Nov 2014 *Living & Dying in Google's World*, The New York Times, Business Section  
<https://www.nytimes.com/2012/11/04/technology/google-casts-a-big-shadow-on-smaller-web-sites>
- Mar 2011 News Startups, Columbia Journalism Review  
[https://www.cjr.org/news\\_startups\\_guide/2011/03/carycitizen.php/](https://www.cjr.org/news_startups_guide/2011/03/carycitizen.php/)

#### PUBLISHED CORRESPONDENCE

- 1984-1999 *On Language*, William Safire, The New York Times Magazine  
<https://www.nytimes.com/1984/06/17/magazine/on-language-my-name-ain-t-mac-buddy.html>
- 1986 *Take My Word For It*, William Safire, Crown Publishing  
<https://www.amazon.com/Take-My-Word-More-Language/dp/081291323X/>

#### COLLECTED PAPERS

- 2018 Hartman Collection, Rubenstein Library, Duke University  
<https://library.duke.edu/rubenstein/findingaids/goodtreehal/>

#### ORGANIZATIONS & BOARDS

- 2016-present The Cary Theater, Program Advisory Board  
2012 Town of Cary, Technology Task Force  
2007-2008 News & Observer Community Panel  
2005-present Directors Guild of America (East), First Assistant Director  
1998-2001 Association of Independent Commercial Producers, AICP/MoMA Show NC  
1997-1999 American Association of Advertising Agencies, broadcast department adjudicator  
1996-1998 Chairman, Producers Network, New York  
1984-1987 Society of Motion Picture & Television Engineers, Associate

#### TELEVISION COMMERCIALS

- 2003-2006 Executive Producer, This Is TV, New York  
2005 Producer, General Motors Buick, director Lalli Jonsson  
2004 Producer, The New York Times, director Tony Garcia, Los Angeles  
2003 Producer, The New York Times, Digitas New York  
2002 Producer, Anti-Smoking PSA, director Chistina Hodnet, Cannes Lion winner  
2002 Producer, Cheerwine, directed by Charlie Watson, Raleigh  
2001 Producer, Healthtex, directed by Chase Strickland, Los Angeles  
2001 Producer, Bell Atlantic featuring James Earl Jones, director Nomad New York  
2001 Producer, Blue Cross Blue Shield, Backyard Productions, Los Angeles  
2000 Senior Producer for Advertising, National Football League, New York

- Production of all television advertising in U.S., weekly audience 50MM
  - Production of launch commercials for NFL.com
  - Production of NFL Charities PSAs
  - Super Bowl XXXV Global PSA, audience 500MM
- 2000 Producer, Leukemia & Lymphoma Society featuring Cindy Crawford, New York
- 2000 Producer, MCI, Admerasia (Chinese), director Mark Benjamin
- 2000 Radio Producer, Bell Atlantic featuring James Earl Jones
- 1999 Producer, PSINet featuring Stacey Keach Sr., Rhythm & Hues, Los Angeles
- 1999 Animation Producer, Winstar Ants, Duck Soup, Los Angeles
- 1999 Radio Producer, Bell Atlantic featuring Barbara Feldon
- 1998 Animation Producer, MCI, Admerasia (Chinese), director Bob Blechman, Ink Tank NY
- 1998 Producer, Woolrich, director Neil Tardio, Los Angeles
- 1997 Producer, Imitrex, Saatchi & Saatchi New York
- 1997 Producer, Bell Atlantic featuring James Earl Jones, director Kevin Godley, London
- 1997 Animation Producer, HBO, Draft New York, director Chel White
- 1996 Editorial Producer, Bell Atlantic featuring James Earl Jones, director Frank Budgen, NY
- 1996 Producer, Cablevision, director Vince Misiano
- 1996 Producer, CBS Detroit, director Bill Miller
- 1995 Producer, Bell Atlantic Visa featuring James Earl Jones, director Bill Mason
- 1995 Producer, New York Mets, director Daniel Wolfe, Emmy for Best Promo Sports
- 1995 Producer/Programmer, Directors Database, J. Walter Thompson, New York
- 1994 Producer, Whirlpool, DMB&B NY, directed by Leslie Libman & Larry Williams, LA
- 1994 Special Effects Producer, Nyquil LiquiCaps, director John Dykstra
- 1994 Animation Producer, Burger King, J.J. Sedelmaier Productions, New York
- 1993 Animation Producer, P&G White Cloud, director Ginger Gibbons, London
- 1992-1993 Animation Producer, P&G Charmin, various directors, Duck Soup, Los Angeles
- 1991-1992 Animation Producer, P&G Charmin, directed by George Evelyn, Colossal Pictures, SF
- 1991 Producer, P&G Scope, NFL Super Bowl XXV Commercial
- 1990 Producer, Icy Hot, director Snorri Thorisson, Saga Film, Reykjavik
- 1990 Producer, P&G Crest, director Albert Maysles, editor Bruce Sinofsky, New York
- 1989 Producer, Vicks 44, director Albert Maysles, New York
- 1989 Producer, Dayquil, Southwest Films, Albuquerque
- 1988 Producer, Clearasil, director Steve Procko, Miami
- 1987-1988 Producer, Aleve product launch, Southwest Films, Albuquerque
- 1985-1987 Producer, A&P Supermarkets, weekly television advertising, DMB&B New York
- 1985-1987 Assistant Producer, DMB&B, New York
- 1983-1985 Assistant Editor, Benton & Bowles, New York

## TECHNOLOGY

- 2012-2014 Co-founder, Triangle Open Data Day, NC State University
- 2012-2014 Co-founder, Technology Tank
- 2012 Town of Cary, Technology Task Force
- 2007-2009 World Wide Web Consortium, Quality Assurance Panel, London

PUBLISHING

2009-present [CaryCitizen.News](#), hyperlocal news source, Knight Foundation Fellowship

2016-present [FoodCary.com](#), hyperlocal food magazine

updated: May 2020