

Linda Boonyuen Owens

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- Communications Director, Lindabowens.com** 2022-Present Long Beach, CA
Lead creative teams, executives and students on how to humanize their work into compelling stories.
Film a documentary about how child genocide survivors heal and become leaders in Cambodia Town.
- Public Information Officer, LA County Office of Education** 2021-2022 Los Angeles, CA
Led communications for the COVID-19 testing team serving 80 school districts and two million students.
Produced a video series featuring student leaders and teachers who helped keep schools safe and open.
- Communications & Multimedia Strategist, Common Cause** 2019-2021 Los Angeles, CA
Fielded media requests for elections, census, redistricting and campaign finance reform.
Led media briefings, wrote press releases, produced videos and created social media content.
- Media Trainer, UCLA Luskin School of Public Affairs** 2019 Los Angeles, CA
Led media training on how to humanize data and research into compelling stories.
Coached faculty on how to respond to tough interviews and build rapport with reporters.
- Vice President, Content Development, Cohn & Wolfe** 2016 San Francisco, CA
Hired as the public relations agency's first head of content to humanize client stories through text and videos.
Strategized with account teams to write and edit client white papers, reports, case studies, blogs and scripts.
- Communications Expert, United Nations Headquarters** 2015 New York, NY
Developed, wrote, and produced sustainable development stories for the UN Headquarters.
Hired and led crews to deliver content in five UN languages for over 190 member nations.
- Communications Expert, United Nations ESCAP** 2012-2015 Bangkok, Thailand
Led communications strategy for conferences attended by 62 member countries in the Asia-Pacific region.
Created global health press kits, website content, videos, exhibitions, and managed events.
- Writer, Producer/Director, Vice News** 2015 New York & Bangkok
Reported and wrote a Vice Fightland story following Israel's top Muay Thai kickboxing striker.
Produced and directed a Vice Daily documentary about the transgender equal rights movement in Thailand.
- Media Trainer, UN Women** 2012 Bangkok, Thailand
Designed the media workshop, "How to Think Like a Journalist," sharing my network television expertise.
Trained 11 country managers and their communications staff how to live pitch their stories to the media.
- Adjunct Journalism Professor**
University of La Verne 2019 La Verne, CA
USC Annenberg School for Communication & Journalism 2017 Los Angeles, CA
Chulalongkorn University 2012 Bangkok, Thailand
- Producer, ABC News Good Morning America** 2005-2010 New York, NY
Produced and wrote breaking news stories for GMA anchors and ABC News correspondents.
Most prolific producer during five-year tenure at the top morning show in America. Filed over 1,000 stories.
- EDUCATION**
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| Columbia University Graduate School of Journalism M.S. Journalism | New York, NY |
| University of Florida B.A. Political Science & Japanese | Gainesville, FL |
| Kansai University of Foreign Studies | Osaka, Japan |
- AWARDS** 3 Emmy Awards, Outstanding Morning Program, Good Morning America, 2007, 2008, 2009

Linda Boonyuen Owens

Biography

Linda Boonyuen Owens is an Emmy Award-winning television news producer turned communications expert. Battle-tested in breaking news, global health and voting rights, today she leads organizations on how to tell stories. Linda has crashed breaking news for ABC News Good Morning America, led global health campaigns at the United Nations, and served as a media strategist during Election 2020.

Shaped by twelve years at ABC News Good Morning America, BBC, TLC, Discovery and PBS in New York City, Linda's versatile approach to content creation comes from her roots in high-volume daily television where a story is multiplied into video, print and audio versions for digital platforms.

Most recently the [Los Angeles County Office of Education](#) selected Linda as the public information officer for the COVID-19 testing team serving 80 school districts and two million students. To help schools fight misinformation, she produced a video series spotlighting student athletes, band students and school nurses who integrated testing and vaccinations in their routines to keep schools safe and open.

In 2019, [Common Cause](#), a national democracy watchdog group, tapped Linda as a communications strategist for eight states in the west region. During Election 2020, she led media strategy on voting rights stories including the push for mandatory mail ballots to protect public health during a global pandemic; redistricting legislation that takes the power to draw voting maps from state politicians and gives it to the people; and how being counted in the census affects the allocation of federal funds to communities for the next decade.

In 2017, the [University of Southern California Annenberg School for Communication and Journalism](#) hired Linda to train the next generation of digital journalists in their master's program covering text, digital and audio video storytelling.

From 2012, Linda served as a communications expert at the [United Nations Headquarters](#) in New York City and the [United Nations in Asia Pacific](#) (UN ESCAP). She created intimate, on-the-ground content to inform, inspire and persuade delegates and heads of states to reach a consensus on global health campaigns. Her teams created content for more than 190 countries in five UN languages. The UN has commissioned Linda to produce stories in Bangkok, Jakarta, Delhi, Kuala Lumpur, and Beijing.

In 2012, [UN Women](#) hired Linda, as an American producer living in Thailand, to share her network television experience with their offices in the Asia-Pacific region. She developed a one-day workshop to train 11 UN Women country managers and their communications staff on how to think like a journalist and pitch stories to media organizations.

Before returning to the U.S. in 2015, Linda elevated Vice News coverage in Thailand. For [Vice Fightland](#), she profiled Israel's top kickboxing striker blow by blow at the historic first Muay Thai University World Cup in Bangkok. She also developed and produced a [Vice documentary series](#) chronicling the transgender movement for equal rights in post-coup Thailand, a nation known for its fluid gender identity.

In 2005, [ABC News Good Morning America](#) selected Linda as a one-woman band to shoot and produce post-Hurricane Katrina stories of recovery along the Mississippi Gulf Coast. After Katrina, she began crashing breaking news stories for correspondents and GMA anchors Diane Sawyer, Robin Roberts and Chris Cuomo.

During her five years at the top-rated morning show in America, Linda produced over 1,000 stories making her the most prolific producer during her tenure. She covered the Virginia Tech shootings, climate change in the Arctic, U.S. troop homecomings from Iraq, male breast cancer, and avalanche survivors. Linda was honored as part of the GMA team that won an Emmy Award for Outstanding Morning Program in 2007, 2008 and 2009.

In 1998, Linda moved to New York City to attend the [Columbia University Graduate School of Journalism](#). She wrote her masters thesis on the passing of a hate crimes law in New York State. For the next twelve years, she remained in Manhattan finessing her craft as a storyteller in news and entertainment, before her transition to communications brought her to Bangkok, San Francisco and now Los Angeles.

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