



## Joe Lizura

167 connections

Executive Director at The Solar Alliance Foundation

San Diego, California | Entertainment

- Current** The Solar Alliance Foundation, Allowance Media Group
- Previous** The Latin American Multimedia Corporation, KUSI Television, NBC 7/39 KNSD-TV
- Education** Rutgers University-New Brunswick
- Websites** Company Website, Joe lizura wikipedia, Personal Website

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#### Summary

Joe Lizura is proud to be helping our Injured and Disabled Veterans as the Executive Director of The Solar Alliance Foundation. This foundation is a non profit foundation created to provide financial assistance to disabled veterans by giving those who qualify, a completely free solar electric system in order to eliminate or substantially reduce their electric bill for the next several decades.

Joe Lizura has also spent more than 27 years serving the Television Industry as both an "On-Air" weatherman (AMS Certified Meteorologist) and the CEO of two television production companies which have put children's programming on the air both in the U.S. and in Latin America. Joe's first television job was at WANE-TV in Fort Wayne, Indiana, followed by WLOX-TV in Biloxi, Mississippi, followed by KCRA in Sacramento, California, WLWT in Cincinnati, Ohio, and finally in San Diego, California at NBC 7/39 for 17 years, and KUSI-TV for 4 years until 2011.

Joe has also been the Founding CEO of three startup companies, The Jumpitz Corporation, The Latin American Multimedia Corporation and most recently The Allowance Media Group. The television shows I have enjoyed creating are award winning shows that can be seen on Networks both in the United States and on networks, in Puerto Rico, Bolivia, Peru, and soon Ecuador.

"Starting up The "Allowance Media Group" promises to be a fantastic endeavor, as I will have the opportunity to work with some of the best people and organizations in the entertainment industry."

Specialties: Licensing and "Brand" Development, Children's Programming, Television Weathercasting, music development, Overseeing Corporate Development from in the "Start-Up" stage.

As author of "Television Promotion: How To Get Yourself, Your Business, or Your Organization Promoted on TELEVISION!", Joe Lizura is available as a public speaker. His book is published and available at [www.promotionontv.com](http://www.promotionontv.com).

#### Experience

##### Executive Director

The Solar Alliance Foundation  
November 2012 – Present (2 years 7 months) | San Diego, CA

The Solar Alliance Foundation is a non-profit organization created to help Injured and Disabled Veterans who are in need of financial assistance, by providing that Disabled Veteran a completely Free Solar Electric System in order to eliminate or substantially reduce their electric bill each and every month for decades. To learn more, visit the website at [www.SolarAllianceFoundation.org](http://www.SolarAllianceFoundation.org).

##### President and CEO

Allowance Media Group  
March 2011 – Present (4 years 3 months)

The Allowance Media Group is a television production company which specializes in the creation of television shows, taking ideas from concept to creation. Allowance Media is currently bringing two television shows to air. We are always interested in the next great idea! Investors, and show creators are welcome with us.

##### Chief Executive Officer and Executive Producer

The Latin American Multimedia Corporation  
August 2008 – March 2011 (2 years 8 months)

Creator of "Dos y Dos" the world's only bilingual Spanish/English television series for Preschool Children. "Dos y Dos" airs on Telemundo in Puerto Rico, "Sorpresa!" in the United States, LATV in the United States, KJLA in Los Angeles, ATB in Bolivia, Panamericana TV in Peru, and in 2011 debuting on Ecuavisa in Ecuador.

##### Television Meteorologist

KUSI Television  
July 2007 – February 2011 (3 years 8 months)



"Good Morning San Diego's" morning Meteorologist, providing weather forecasts for San Diego both in the studio and out "Live" throughout the county of San Diego. I've had the pleasure of doing my weathercasts live with celebrities, politicians, and fun San Diegans. Left KUSI-TV in February of 2011 to pursue my other passion of making television shows. If you would like to see a few of my weathercasts, then visit [www.youtube.com/Joelizura](http://www.youtube.com/Joelizura).

##### Television Meteorologist

NBC 7/39 KNSD-TV  
September 1990 – May 2006 (15 years 9 months)

Television Weathercaster for San Diego's NBC owned and operated television station for 17 years. Provided weathercasts every night on the 4pm, 5pm, 6pm, and 11pm newscasts. Hosted dozens of special programs including live auto-shows, holiday shows, behind the scenes specials, air shows, and more! Actively involved in community relations throughout San Diego, helping to raise Millions of Dollars for local charities. Founder of the Joe Lizura Golf Classic which brought nearly \$1 million dollars to Childrens Hospital.

#### Skills

- Video Production
- Broadcast
- Producing
- Start-ups
- Brand Development
- Multimedia
- Video Editing
- New Media
- Video
- Television
- Voice Over
- Published Author
- Radio
- Broadcast Television
- Avid

#### Education

##### Rutgers University-New Brunswick

BS/BA/BA, Atmospheric and Oceanic Science/Communication and Human Rltns/Advertising  
1979 – 1984



Activities and Societies: National Academy of Television Arts and Sciences

#### Interests

- Television
- Weathercasting
- Television show creation as well as overs... especially those in the entertainment ind...

#### Honors & Awards

##### Additional Honors & Awards

Joe Lizura is an award winning Executive Producer whose productions have won 7 Communicator Awards, a Hugo Award, multiple Parent's Choice Awards, a Dove Family Approved Seal, and is the recipient of Creative Child Magazine's 2010 DVD of the year and 2010 CD of the year.

#### Groups



KIDS TV People



Kids Entertainment ...

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Example: Joe Lizura



**Joe Lizura**  
--  
United States

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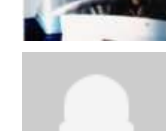
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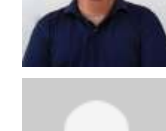
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