

Gerald Lee



Experience

Management

May, 2010 -October, 2018: Executive Director of Fresno/Clovis Community Media Authority (CMAC)

- Responsible for every phase of the creation and operation of CMAC, from hiring staff to purchasing equipment to leasing facilities and building studios.

2006 -April, 2010: Vice President of Programming and Partnerships, Valley Public Television

- Working with a national programming consultant, plan and implement monthly and long-range programming schedules and strategies
- Working with a national programming advisor, determine future programming needs and aligning those needs with budgeting constraints
- Developing and maintaining strategic partnerships to facilitate production projects
- Writing contracts, memorandums of understanding and grants
- Creating on-air content from concept through final production
- Monitor Nielsen ratings and research viewing trends to position program content for maximum effectiveness
- Develop and administer programming budget with constant analysis of year-to-date versus actual
- Daily monitoring of program logs and discrepancy reports to assure content accuracy
- Developing new programming content for station and PBS use
- Work with independent producers to develop content
- Assure compliance with all FCC and PBS regulations in on-air content
- Maintain close working relationships with all cable and satellite delivery companies distributing KVPT content
- Work closely with other department managers to assure smooth day-to-day station operations
- Handle all station programming questions and complaints via telephone, email, or in person
- Work with other members of the executive team to develop and implement overall station policy

- **Upper Management**
- **Executive Director**
- **Production**
- **Programming**
- **Engineering**
- **Promotion**
- **Marketing**
- **Fund Raising**
- **Public Relations**
- **Partnerships**
- **Research**
- **Network Liaison**
- **Content Developer**
- **Spokesperson**
- **Community Involvement**
- **Content Distribution**
- **Writer**
- **Editor**
- **Event Organizer**

- Manage and advise KVPT Community Ambassador Board
- Stay abreast of changing broadcast environment and recommending positioning adjustment to maintain best practices
- Submit KVPT production to PBS and other content distributors, following strict guidelines for content and production standards
- Stay connected to other California public television station's programmers, sharing ideas, concepts and content

2004 - 2006: Vice President Programming and Production, Valley Public Television

- Programming responsibilities listed above
- Oversee master control operations
- Oversee daily operation of production department
- Advise engineering department as to production needs for various projects

2002 - 2004: Director of Programming, Valley Public Television

- Responsible for developing and maintaining daily, weekly and monthly program schedules
- Strategize with national programming consultant on future programming purchases
- Reporting program schedules to various listing services for publication
- Creating monthly program guide for distribution to KVPT members
- Monitor Nielsen ratings and report results to other department heads

1999 - 2004: Marketing Director, Valley Public Television

- Publish monthly viewers guide
- Create and maintain KVPT.org website
- Create and disseminate press releases to all regional media
- Create and publish KVPT annual report
- Create station print ads and purchase space in event guides and area newspapers
- Manage media trades

Radio & Television

On-Air

- 40 years of overall broadcast experience

- On-air talent in radio and television in Omaha, San Francisco, San Diego and Fresno
- Nation's first tennis play-by-play announcer on KNBR in San Francisco
- Women's Virginia Slims TV announcer on Ted Turner's satellite network
- On-air host, Valley Public Television

Fund Raising

- In a four year span, raised over \$750,000 in production funding, through partnerships, for KVPT
- During radio years raised over \$50,000 for Children's Hospital Education Center

Creative

- Created and co-produced the award winning children's cooking and nutrition television series, *Hey Kids, Let's Cook!* now in its fifth season and airing on PBS stations in Fresno, Bakersfield, San Bernardino, San Francisco Bay Area, Sonoma County, Sacramento, Reno and Redding.
- Created the award winning children's art education television series, *Art Is...* which is beginning its third season and is being used in schools in Merced, Madera, Fresno, Kings and Kern counties.
- Created the television series, *My Twist*, which just completed its second season on KVPT
- Created and developed the concept for KVPT's award winning documentary *Saroyan*
- Wrote and produced dozens of "long form" and "multi part" series and specials for radio, including the *Ghost of Arthur; America, a 200th Anniversary Tribute; Stockton, the Mini Series; Fresno, the Mini Series; Séance, a night at the Winchester Mystery House; Séance II, a night at the Hanford Bastille*
- Wrote and produced hundreds of successful radio and television ads and campaigns

Business of Broadcasting

- Familiar with and updated on current FCC rules and regulations governing broadcast and cable
- Strong working knowledge of rating services and how to use that information to maximize programming effectiveness

- Understanding of budgets and have abundant experience in monitoring cash flow and budget to actual finances
- Working knowledge of television engineering needs and practices
- Knowledge of IT as it pertains to the business of broadcasting, especially in the digital age
- Up-to date on legal issues pertaining to broadcast, music and creative rights
- Familiar with broadcast logging and traffic software
- Fluent in Microsoft Word, Excel and Publisher; Adobe Photoshop, Acrobat, Illustrator, In Design and Light Room as well as associated graphics software, Nik, on-One, Auto FX and Corel Painter
- Knowledge of Final Cut Pro, After Effects and similar video editing software
- Many years experience with broadcast audio and video hardware including servers, switchers, squeeze max, audio consoles, microphones, cameras, edit booths, fiber optics transmitters and receivers, microwave and related transmission equipment
- Working knowledge of green screen and virtual set technology as well as lighting hardware and usage
- Understanding of broadcast business best practices
- Solid understanding of the Fresno/Clovis market, its needs and expectations

Partnerships

- Have established, long term, partnerships with numerous organizations: City of Fresno; City of Clovis; Save Mart Supermarkets; Fresno County Office of Education; Merced County Office of Education; Kern County Office of Education; Hanford Elementary School District; Great Valley Center; William Saroyan Foundation; Bonner Family Foundation; Presort; California Dairy Association; Water Education Association; Pop Laval Foundation; Saroyan Museum, to name a few

Community Involvement

- Twelve-year member and past President of the Rotary Club of Fresno Airport
- Vice Chair, CMAC (Community Access Collaborative) Board of Directors
- Founding member and Impresario, Fresno Grand Opera Team 200 advisory board
- Twelve-year member of the Fresno Grand Opera Chorus
- Member FCASH (Fresno Coalition for Arts, Science and History)

Education

- B.A. degree in education, University of Nebraska, Kearney, 1971

References

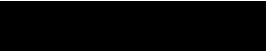
Michelle Roman,

Current Mayor of Kingsburg, CA.



Jeff Dippel

Bottom Line Marketing



Fresno, CA. 93710



Additional references available if required.