

MASTER VISION PRODUCTIONS, INC., San Diego, California

1991 – 1995

*Television Syndication*

**Owner**

Firm created, produced and marketed television programs focused on social issues and problems effecting the youth of America. Topics included substance abuse, sex, teen pregnancy, AIDS and suicide. Activities encompassed selling, writing, editing, directing, producing, syndicating and marketing a national program, Power Play. Undertook nationwide public relations campaign to draw audience attention.

Also wrote, produced and directed a variety of commercials, fund-raising videos, public service announcements, sales and marketing projects, and training videos.

- Produced 240 episodes broadcast in 40 markets and reaching more than 20 million households.
- Negotiated syndication and advertising contracts on a national basis.
- Contracted and maintained major advertiser support for 18 months.

WORLD VIDEO PRODUCTIONS, San Diego, California

1987 – 1991

**General Manager**

Recruited to manage video & film production and post production facility in San Diego. Successfully directed facility to become the dominant commercial television production facility in San Diego. Redirected bidding procedures, resulting in more competitive bids. Developed marketing plan to attract and retain key corporate clients.

- Negotiated and supervised construction of the largest sound stage in San Diego.
- Managed 4 Producer/Director teams and 5 edit suites
- Coordinated the efforts of three Account Managers and established new bidding procedures
- Led the company to top ranking among video production facilities in San Diego.

McCAW CABLEVISION, Tucson, Arizona

1985 – 1987

**Local Origination Manager**

Recruited to manage the company's local production facilities in Tucson, AZ. Spearheaded internal & external marketing and public relations. Renovated, repaired & refurbished the abandoned facility. Hired all production and sales personnel.

- Negotiated contracts with local colleges, the city's minor league baseball team and the professional hockey team to produce and carry their games on the system's Local Origination Channel.
- Hired and led a sports production team and edit suite staff
- Managed department into a profitable corporate contributor in 3 months.

KVOA-TV (NBC), Tucson, Arizona

1973 – 1985

**Producer/Director, Executive Producer**

Directed live newscasts and special live programs. Wrote, produced and directed commercial and promotional spot announcements. Promoted to Executive Producer, responsible to oversee the performance excellence of all staff, Producer and Directors. Assisted in the management of the production staff.

- Wrote and produced innumerable promos, commercials and programs.
- Directed live and commercial productions
- Served on a junior management team that took the station's newscasts from #3 in the ratings to a solid #1 across the board, in all time slots.

# VIC EVERETT

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## SUMMARY

Television, advertising, syndication and communication professional with diverse knowledge and experience in the creative, technical, and administrative aspects of television production. Skilled in client and departmental communications and creative input. Experience includes television, radio, print and web production, as well as a valuable mix of major-market creative leadership and independent production. Strength in production, direction, editing, web site design, and strategic planning.

## PROFESSIONAL EXPERIENCE

KLBC-TV2, Laughlin, Nevada

2006 – Present

### **Production Manager**

Manage all production and engineering operations. Manage all live – entertainment and news – as well as commercial production. You can view TV2's live shows on line, anytime, at [www.tv2klbc.com](http://www.tv2klbc.com).

- Supervise a group of highly creative videographers and editors.
- Supervise the satellite feed crew
- Edit commercials and news packages
- Maintain all equipment (studio, control and news) by either making repairs myself or sending out to repair services

VEVERETT.COM, Laughlin, Nevada

1995 – Present

*Marketing Consultation, Video Production & Web Design*

### **Owner**

Independent marketing consultation and web site design. Developed print campaign, brochures, articles and yellow page ads. Design, development and maintenance of following websites (all of the sites below can be accessed via links at [www.VEverett.com](http://www.VEverett.com)):

- California Council on Teacher Education (Cal State Bakersfield), CCTE.org.
- Soundview Aerial Photography, Arlington, WA, [Soundviewaerial.com](http://Soundviewaerial.com). Created digital brochure, including video welcome featuring the owner/president on CD for distribution to potential clients.
- Cal State Los Angeles' Satellite Teachers Association, [SatEd.org](http://SatEd.org).
- Esperance Baptist Church, [Esperance.org](http://Esperance.org). Several active pages, including development of an online directory.
- Dr. Curran Smith's web site, [CosmeticSurgeryAssoc.com](http://CosmeticSurgeryAssoc.com). Generated more than \$45,000 in new patient revenues over six months.