

Scott R. Zerbel

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Education

December 1985, Master of Arts in Education, Northern Michigan University

Major: Filmmaking (3.8 G.P.A.)

May 1983, Bachelors of Science, Northern Michigan University

Major: Broadcasting Minor: Filmmaking (3.6 G.P.A.)

Career Highlights

- Over thirty five years of professional broadcast television experience. Areas include Production, Programming, News, Marketing, Community Relations and Creative Services.
- Twenty years of teaching experience on a university level.

Professional Experience

2019-Present, Marketing and Creative Services Manager, WLUC-TV6/FOX UP

Oversee the development of successful marketing ideas for TV6 and station clients which includes on-air and web components. Supervise the day-to-day operations of the department, including staff assignments, creative output, coordination of work with other departments, and client relations. Produce/Direct/Shoot/Edit commercial and promotion productions for clients and the station. Estimate/recommend department annual budget plus capital expense. Oversee all marketing efforts for the station.

2006-2018, Creative Services Manager, WLUC-TV6/FOX UP

Oversee the development of successful marketing ideas for station clients which includes on-air and web components. Supervise the day-to-day operations of the department, including staff assignments, creative output, budget, coordination of work with other departments, and client relations. Produce/direct commercial production of commercials for clients. Estimate/recommend capital expense budgets for the department. Serve on the WLUC-TV6/FOX UP marketing and web committees.

1996-2006, Executive Producer/Director, WLUC-TV6 Marketing, Promotion, Programming & Six Productions

Oversee the development and execution of the stations marketing efforts. Writing and distributing TV6 Press Releases. Produce station promotions, special programs and Six Productions long-form video projects. This included cost estimation and budget management, scripting, interviewing, producing, directing, videography, sound recording, lighting, editing and capital expense budget estimation.

1987-2008, Adjunct Associate Professor, Northern Michigan University

Instructed various film classes in the School of Art & Design at Northern Michigan University. Duties included developing class structure, presenting pertinent information to students, overseeing and critiquing class assignments, and instructing students on various film and video production techniques including writing, interviewing, camera, lighting and editing.

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1995-1996, Newsroom Manager/Executive Producer, WLUC-TV6 News Department

Developed and implemented an additional newscast at WLUC-TV6. Managed and trained newsroom staff including producers, reporters and assignment editors. Executive produced all live newscasts, special series and programs. Estimated and managed budgets for the News Department.

1990-1995, Local Program Manager WLUC-TV6

Managed the day-to-day operations of the local program department encompassing budgets, personnel and locally produced programs. Executive produced five local programs that included coordinating the Local Program Department's production needs with various TV6 departments.

1985-1990, Associate Producer, WLUC-TV6 Local Program Department

Co-hosted a daily magazine television program and supervised all field production for program segments. Duties included writing script, conducting interviews, scheduling program guests, producing, directing, videography, lighting, sound recording, and editing.

Community Involvement

- Board Member Friends of the DeVos Art Museum (Lee Hall Gallery)
- Film Consultant U.S National Ski Hall of Fame
- Board Member U.S.O.E.C. Dream Club
- Member Marquette Golf Club Marketing Committee
- Trustee Marquette Regional History Center
- Co-Chair Michigan Association of Broadcasters Awards Committee

Computer Experience

Microsoft Windows, Microsoft Excel, Microsoft Word, Microsoft Outlook, Avid Symphony Non-Linear computer based videotape editing, Adobe After Effects & Adobe Photoshop, digital video compression formats & applications.

Awards

(7) National Telly Awards, (23) Michigan Association of Broadcasters Awards, (6) Michigan Associated Press Awards, (2) National Association of Broadcasters Iris Awards, (1) National Finalist Vision Award.