

Aaron Read

Rochester, NY 14424 (Finger Lakes region / Central New York state) (315) 521-0569 cell jobs@friedbagels.com

SUMMARY

I am a public radio manager, producer and engineer. I have a knack for being a "Jack of All Trades" in that I'm equally proficient in working with technical people, finance people, the general public, and college administrators and faculty. I pick up new concepts quickly and I maintain a wide network of professional colleagues.



WORK HISTORY (details below)

• Hobart & William Smith Colleges	General Manager (WEOS & WHWS)	2007 – present
• NPR's <i>The Infinite Mind</i>	Technical Director	2005 – 2007
• NPR's <i>Living on Earth</i>	Technical Director	2004 & 2007
• Broadcast Signal Lab	Staff Engineer	2002 – 2007
• ITworld / IDG Publishing	Associate Producer (Webcast)	1999 – 2001
• WBUR 90.9FM (NPR news)	Broadcast Recording Technician	1996 – 1999
• Fried Bagels Broadcast Consulting	Principal (self-employed)	1999 – present

EDUCATION, PUBLICATION, and OTHER INTERESTING TIDBITS

- Boston University, B.A. Psychology 1998. (Also WTBU radio 1994 – 1998)
- Regular contributor to College Broadcasters, Inc (college radio) and PUBtech (public radio engineers) online communities. Judge in annual CBI Student Media Awards, Regular presenter at CBI annual national conference.
- Published author: *Radio World (New Bay Media)* (see articles at blog web address below)
- Eagle Scout, Boy Scouts of America.

EXPERIENCE

Hobart and William Smith Colleges
Geneva, NY
(Ithaca)
2007 – present

General Manager : WEOS & WHWS Radio www.flpr.org www.whws.fm

- **WEOS** 89.7FM-HD, **WITH** 90.1FM-HD (*Finger Lakes Public Radio*) National Public Radio news/talk affiliate station for the Finger Lakes region. Est. 25,000 daily listenership. Numerous special events and broadcasts of speeches, concerts, symposiums, etc. **WITH** is operated in conjunction with WXXI Public Broadcasting Council (Rochester, NY) and is primarily a Triple-A music format.
- **WHWS-LP** 105.7FM (*Hobart & William Smith College Radio*) Student-run "college radio" station for the campus and Geneva area. Heavy sports coverage (100+ games per year).

Duties and Responsibilities

- Manage 4 FT and PT professional employees, plus 4 student managers and 30+ volunteers.
- Liaise with all HWS faculty, staff & administrators to enhance HWS presence both on-campus and in the local community, and to provide HWS athletics coverage.
- Responsible for annual budget of \$250,000+. Manage existing CPB and PTFP/US Dep't of Commerce grants; apply for new grants as needed.
- Responsible for all operations, long-term/short-term planning, FCC compliance, public relations, finances, web presence and on-air programming decisions.
- Manage WXXI relationship as representative of HWS.
- Perform engineering and repair duties at studios and transmitters as needed.
- Record voice tracks and related audio as needed. Maintain Enco Automation system.

Accomplishments

- Instituted regular on-air fundraiser system. Raised over \$55,000 in first year.
- Successfully implemented student management structure at WHWS, from scratch, while improving student morale and increasing student involvement by over 50%.
- Successfully installed first HD Radio-equipped FM Translator station in USA. (W212BA)
- Planned and successfully executed numerous live events, concerts and fundraisers at local venues. (several for national distribution) Including: Amy Goodman, NPR's *Science Friday*, NPR's *World Café*, David Sedaris, the HWS *President's Forum*, and the *Live From Geneva* concert series.



WEOS has two
repeater stations:
90.3-HD in Geneva
88.1FM in Ithaca



WHWS is an LPFM
station co-managed
with the local Smith
Center for the Arts

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**Broadcast
Signal Lab**
Medfield, MA
(Boston)
2002 – 2007
(both FT & PT)

Staff Engineer www.broadcastsignallab.com

- Advised broadcast radio and TV clients (esp. colleges) on all aspects of operating a radio station: engineering, operations, production, radio programming, talent issues, staff management, budget planning, grantwriting (CPB, PTFP, etc), fundraising, underwriting, FCC regulatory issues / public file, news, sports, website design, web media, etc.
- Client list included WZBC Boston College, WBRS Brandeis University, WZLY Wellesley College, WHRB Harvard University, WBUR Boston University, WERS Emerson College and WGBH Radio.
- Professional signal measurement engineering for radio, TV, wireless/cellphone facilities.
- Advised broadcast and municipality clients on tower siting, permitting and construction.
- Prepared successful bid for MitreTek (USAF) government contract to measure RadioFrequency Energy emissions from PAVE PAWS anti-ICBM radar installation on Cape Cod.
- Performed spectrum analysis for FM broadcast transmitter siting for numerous non-commercial FM clients' FCC applications for new and modified broadcast facilities. Provided consultation on application preparation and filing.
- Participated in NRSC-5 standard-setting committee for Digital Audio Broadcasting (HD Radio)
- Advised radio clients on HD Radio and HD Multicasting implementation and programming.
- Installed new 1000 watt transmitter and antenna system for WZBC (Boston College).
- Designed and constructed new studio facilities for WZLY (Wellesley College), including Axia Element (IP audio) mix board system.
- Advised WBRS (Brandeis) on facilities/studios move, assisted in construction and wiring.

**The Infinite Mind
(Lichtenstein
Creative Media)**
Cambridge, MA
(Boston)
2005 – 2007

Technical Director www.lcmedia.com

- Weekly, national public radio program about mental health, psychology, psychopharmacology, neuroscience and related political issues. Hosted by Dr. Fred Goodwin and Dr. Peter Kramer.
- Engineered and recorded all interviews, via ISDN, telephone and in-studio.
- Assisted in production and reporting of various news segments. Performed interviews.
- Assembled interviews into coherent program using Protools. Encoded and distributed nationally via PRSS satellite (ContentDepot) and other methods.
- Liaised with NPR affiliate stations for distribution, audio quality, and booking guests.
- Designed, constructed, and maintained in-house audio studio; saving over \$15,000 annually.

**Living on Earth
(World Media
Foundation)**
Somerville, MA
(Boston)
2004 & 2007

Technical Director www.loe.org

- Weekly, national public radio program about environment news and issues. Hosted by Steve Curwood and Bruce Gellerman. (*Note: employment was two separate three-month contracts*)
- Responsible for all audio quality and technical aspects of the program.
- Engineered and recorded all interviews, via ISDN, telephone and in-studio.
- Used Protools to assemble edited interviews into coherent program. Encoded and distributed nationally via PRSS satellite (ContentDepot) and other methods.

**ITworld.com
(IDG Publishing)**
Southborough, MA
1999 – 2001

Audio Engineer / Associate Producer (Webcast) www.itworld.com

- Produced live/on-demand multimedia webcasts for editorial and corporate clients.
- Performed audio editing with Sound Forge/Vegas, and video editing with Avid XpressDV.
- Designed, constructed and maintained in-house studio facility, saving \$250,000 annually.

**WBUR 90.9FM
(Boston University)**
Boston, MA
1996 – 1999

Broadcast Recording Technician (also Assistant Technical Director : *Here & Now*) www.wbur.org

- NPR news/talk station; Top-5 ranked in metro Boston (Arbitron market #10 in USA)
- Live board operator for local Boston broadcast, including during broadcast of *Here & Now*.
- Used Protools for various audio projects. (especially *H&N* and *Morning Edition* local inserts)
- Operated AudioVault audio recording/playback system for automation and live-assist.