

Aaron Read

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SUMMARY

I am a multimedia producer with a dual career path in both broadcast media and web-based media (streaming media, webcasting, podcasting, etc). I have a "jack of all trades" knowledge base with my abilities in overall producing, web/graphic design, and engineering.

PERTINENT SKILLS & TALENTS

- Skilled in working on and maintaining Windows and Mac environments.
- Fluent in several audio editing & graphic editing software systems, including ProTools, Sound Forge, Vegas Pro, Cool Edit Pro / Adobe Audition, Audacity, Photoshop, Paint Shop Pro, Dreamweaver and, of course, Textpad/WYSIWYG.
- Knowledgeable in the theory and concepts behind digital audio codecs for live & on-demand broadcasting and webcasting.
- Adept at "critical listening" and able to tweak sound to achieve maximum fidelity.
- Good at technical writing and documentation/training for techies and non-techies alike.
- Audio talent – regularly moderate audio webcasts & hosted several shows at various stations.

SUMMARY of EXPERIENCE

LICHTENSTEIN CREATIVE MEDIA www.lcmedia.com

January 2005 – present

Technical Director, "The Infinite Mind"

- National, weekly public radio program that focuses on all aspects of mental health, neuroscience, access to care, treatment advances and the mind/body connection.
- Use ProTools to edit individual interviews & assemble them into a coherent, hour-long show.
- Update show on various web presences of the show (Yahoo! Store, Earthlink-hosted site, Realaudio files, etc).
- Engineer all interviews over telephone, ISDN and in-studio.
- Take any steps needed to ensure all affiliates receive show for broadcast via PRSS, internet, and mailed CD's.
- Researched, designed, constructed and maintain studio facility in-house; projected savings of over \$15000 annually, plus revenues from rental to outside parties.
- Assist in production of various news segments & perform interviews.

TECHONLINE, INC. www.techonline.com (aka CMP Media)

March 2004 – December 2004

Webcast Technician

- Produce multiple, simultaneous webcast presentations for corporate clients. Includes preparation of PPT slides & various web pages, operating a proprietary web-seminar system, training and audio testing of corporate presenters, moderating live webcasts and archiving of on-demand webcasts.
- Demonstrated proficiency in HTML coding & graphic design for the web, as well as using in-house-designed content-management system to deploy host sites for webcasts.
- Maintain two live webcast studios with multiple encoders & servers, full audio mixing facility and video recording capability – saving the company a projected \$200,000 annually. Research & implement improved audio transmission systems.
- Provide phone & e-mail tech support for audience members.

BROADCAST SIGNAL LAB, LLP www.broadcastsignallab.com

2002 – March 2004 (full time) // 2004 – present (consultant)

Staff Consultant & Engineer

- Three month contract as **Technical Director** of NPR's *Living on Earth*.
- Work with broadcast radio & TV clients to provide advice in various aspects of engineering, operations, production, radio programming / talent issues, management, finance, FCC regulatory issues, news, sports, website design, streaming media, etc.
- Specialize in non-commercial radio (college, high school) clients & relations:
 - *Boston College, Brandeis University, Wellesley College, Northeastern University, Newbury College, Bentley College, Tufts University, Boston University, Harvard University, Emerson College, Curry College, UMass Boston, etc.*
- Perform regular studio & transmitter maintenance, install new transmitter systems, assist in drafting of policy and perform regular measurements of various stations' signal quality.

IDG Corporation www.itworld.com & www.computerworld.com

1998 – 2002

Associate Producer (ITwebcast Dep't @ ITworld.com aka Accela Communications)

- Produced, hosted and engineered webcasts (30- to 60-minute live/on-demand interactive seminars for various major IT clients broadcast over the web via streaming media).
 - Involves hosting the presentation, graphics design, de-bugging code, audio/video editing & engineering, and web coding (HTML, JavaScript)
 - Additional "editorial" webcasts produced for IDG business units, including *Live From the Ether with Bob Metcalfe*, *The Networked World with John Gallant*, and *IDC Live!*
- Designed, constructed & maintained two in-house studios, saving a projected \$200,000/yr.
- Administered, maintained and repaired the A/V studios' suite of media-editing computers under supervision of Chief SysAdmin.
- Liaise with webcast service providers at Network24, Akamai and Digital Lava.
 - Later helped bring the entire webcast system in-house and deploy it as *ITwebcast*
- Interact with technical & non-technical clients; helped prepare scripts & prep client interviews.

Audio Engineer (Online Publishing Division @ Computerworld)

- Installed ISDN audio system & trained staff on usage.
- Designed & maintained in-house audio production studio.
- Produced, Engineered & Edited *The Computerworld Minute*; a daily webcast news brief on technology issues.
- Served as fill-in voice talent & news writer. Performed RealServer admin duties.
- Produced and Engineered several webcast presentations in association with sister publications *Javaworld* and *Network World*.

The WBUR Group (Boston University) "Boston's NPR News Station" www.wbur.org

1996 – 1999

Broadcast Recording Technician

- Using ProTools - produced, voiced & edited audio for Morning Edition local inserts, including long-form pieces and shorter news cuts.
- **Assistant Technical Director** for *Here & Now*...daily hour long news-magazine.
- Mix board operator. Engineer live radio broadcasts on daily basis. Engineer quarterly fundraising airshifts for Boston and Rhode Island stations.
- Announcer/Operator: regularly filled in for overnight and weekend news shifts.
- Regularly organized & engineered two- three- and four-way interviews via ISDN/phones.

EDUCATION & PROFESSIONAL AFFILIATIONS

Boston University (Boston, MA 1994-1998) B.A. Psychology / College of Arts & Sciences, Cum Laude (focus on broadcast communications).

College Broadcasters, Inc: regular contributor to on-line community of college radio advisors.

PubTech: regular contributor to on-line community of public radio engineers.

Boy Scouts of America: Achieved Eagle Scout rank.

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