

# Donald Tate

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## EMPLOYMENT

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**Charlotte Mecklenburg Schools** – Charlotte, NC  
*Manager, Internal Media and Communications*

2011 – present

- Lead, operate and manage the creative services section of the communications department, producing multimedia content aligned with the vision and strategic goals of Charlotte-Mecklenburg Schools. Collaborate and consult with schools, departments, Superintendent, Executive Staff and Board of Education delivering an array of public relations support and skills to bring information to the community with transparency and accountability.
- Manage projects on district initiatives to broaden communications channels through key areas of emerging technologies including the design and launch of new mobile application, redesign of website functionality and installation of internet streaming services. The realization of these efforts, dramatically increases audience accessibility and continues to advance district messaging.
- Lead social media department to significant annual increases in viewer participation resulting in robust, interactive, award-winning services across all major social media platforms.
- Create and produce curriculum-based programs in support of extended-day educational opportunities for students.
- Contribute to the planning and implementation of school bond campaigns, Superintendent search, annual budget presentations, student assignment and crisis communications planning.

**Middle Gray Media Solutions, LLC** – Charlotte, NC  
*Creative Director*

2010 – present

- Serve as Producer, writer, editor and videographer for production unit specializing in education-themed multimedia productions

**Charlotte Mecklenburg Schools** – Charlotte, NC  
*Station Manager*

2001 – 2010

- Led the day-to-day operations, broadcast and internet content, and staff management of cable television station. Successfully provided leadership and direction to implement district public relations initiatives. Specific duties included:

***Creative Services Producer-Director***

- Producer, writer, editor, videographer and director of locally produced shows, special programming and departmental marketing videos and presentations, including public service announcements, image campaigns and promotional spots.

***Executive Producer***

- Content manager for entire lineup of local shows providing direction in accordance to company communications objectives.

***News Director***

- Supervised the production of news and information gathering for broadcast and webcast to provide transparency and accountability to core audience.

***Financial Manager***

- Prepared budget, oversaw station finances, purchase supplies and negotiated freelance contracts and vendor services.

***Operations***

- Coordinated the purchase, upgrade and overall maintenance of equipment, studio and office facilities.
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**WGNT-TV UPN 27-** Norfolk, VA

2000 – 2001

**Senior Promotions Producer**

- Contributed as Producer / Videographer / Editor for public affairs and commercial production
- Conceptualized, wrote and edited promotional spots for station programming and sales material

**WGBH-TV PBS-** Boston, MA

1997 – 1999

**Studio Director**

- Directed talent and studio production for Emmy award-winning public affairs series

**WABU-TV 68** – Boston, MA

1993 – 1999

**Creative Services Producer-Director**

- Created, wrote and edited promotional, marketing and commercial inventory. Coordinated radio, print and on-air advertisements as well as special events development, graphic design and voice-overs
- Directed multi-camera live broadcasts of NCAA hockey and basketball. Produced in-depth feature stories for professional broadcast of Boston Red Sox and Boston Celtics Basketball, including live pre-game show
- Field produced and videotaped interviews; and supervised staff for local productions and live remote telecasts

**WLFL-TV FOX 22** – Raleigh, NC

1989 – 1993

**Promotions and Production Producer / Director**

- Created, produced and directed local children's program
- Wrote and produced marketing campaigns, directed live remotes and coordinated special events
- Produced, shot and edited on-air news and sports promotions
- Wrote and produced local commercials. Directed, edited and shot public affairs program and national telethon

**WAU-14** – Reidsville, NC

1988 – 1989

**Production Manager**

- Directed live sports and news telecasts
- Produced commercial spots, documentary and talk show

## EDUCATION

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**NEW YORK UNIVERSITY, School of Continuing Education**, New York, NY

*Intensive Filmmaking Program Certification*

**UNIVERSITY OF NORTH CAROLINA**, Chapel Hill, NC

*Bachelor of Arts – Communications*

## PROFESSIONAL AND COMMUNITY ACCOMPLISHMENTS

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- 2016 Gold Award Winner, North Carolina School Public Relations Association
  - Board Member, **Autism Services of Mecklenburg County**
  - Program Advisory Committee Member, **Carolina School of Broadcasting**
  - 2008 Golden Medallion Award, National School Public Relations Association
  - Charlotte-Mecklenburg Public Broadcast Authority, Board Member (2011)
  - 1999 New England Emmy Award Winner – Outstanding Children and Youth Special
  - 5 New England regional Emmy nominations. (1997-1999)
  - 8 Mid-South regional Emmy nominations. (2002-2008)
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