



## E. Eugene Murray

Distance Learning Specialist  
Center for Transportation and the Environment  
Institute for Transportation Research and Education  
North Carolina State University  
Centennial Campus, Box 8601  
Raleigh, NC 27695-8601  
919/515-8037 Fax 919/515-8898  
Email: Eugene\_murray@ncsu.edu

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### EMPLOYMENT HISTORY

May 2006 – Present

#### **Distance Learning Specialist**

Center for Transportation and the Environment, NCSU, Raleigh, NC

Sept. 2002 – May 2006

#### **Production Manager**

Horizon Productions, Durham/RTP, NC

- Manager of video/multimedia projects and production workflow for a mid-size commercial media production company. Clients include RTP-based technology and life science corporations, universities and state government agencies, non-profit organizations and broadcast producers. Project types include sales/marketing, employee training, public information, PSAs, CD and Web interactive, PowerPoint presentations and print design.
- Analyze production needs of projects; develop cost estimates and manage budgets; coordinate and manage full-time and contract personnel, equipment resources and production logistics. Consult with clients and producers on creative concepts.
- Research and write proposals for procuring government and corporate production contracts. Consult with President and Sales Director on business development. Routinely monitor local market and media industry for trends in commercial rates and services, and recommend adjustments to President to remain competitive.
- Evaluate operations for efficiency and cost-effectiveness, and advise President and Vice President of areas for improvement. Research, specify and recommend operational solutions including new equipment and computer software. Recommend and implement improvements for best use of the company's 5000 sq ft of office, studios, and media library storage space.
- Manage the company's broadband Internet, web hosting and email service accounts, Microsoft Windows 2000 file server and Ethernet networking for Windows XP and Apple Macintosh workstations. Perform basic level system maintenance and troubleshooting, and manage contract service vendors for advanced maintenance, repairs and installation.
- Intake production requests from new and established clients. Perform talent casting, research and secure locations and props, and maintain a contact database of production resources. Negotiate fees and execute contracts for talent, writers, contract crew, and equipment rental services. Serve as

field producer and technical crew for projects as workload requires.

Dec. 1986 – Sept. 2002

Agency for Public Telecommunications  
North Carolina Department of Administration, Raleigh, NC

#### **Media Services Manager**

- Section supervisor and manager of broadcast video/multimedia production for a receipts-based state media communications agency. Responsible for generating more than 50% (\$350,000+) of annual agency revenues. Plan and direct activities of the Media Services section. Supervise two full-time Producers, one part-time Production Assistant, and 2-4 contract producers. Monitor employee performance and conduct annual performance appraisals.
- Consult with numerous and diverse government agencies to assess their media communications needs. Develop creative concepts, project proposals and budget estimates. Recommend creative and effective solutions, ensuring cost-efficient and appropriate use of public funds, best use of technology, and effective delivery of information and services to citizens.
- Executive producer for all Media Services' projects. Evaluate and assign full-time and contract personnel best suited to provide needed services. Schedule and track productions and budgets. Administer client and vendor contracts, and approve project expenditures. Review and approve all projects prior to delivery to client.
- Assign Media Services' staff as needed to provide technical production support for the Agency's Teleconferencing and OPEN/net programming sections during live broadcasts via satellite and over the NC Information Highway.
- Maintain significant knowledge of current media technologies, and advise Executive Director on trends that may affect the agency. Analyze facility and equipment needs. Research and recommend specific hardware and software purchases.
- Develop long range plans to improve quality of services. Prepare quarterly progress reports for the Executive Director and present to the governing Board of Telecommunications Commissioners. Represent the Executive Director on the NCSSM Education Futures Partners groups and at other public meetings as required.

#### **Post-Production Supervisor**

- Senior editor/director and supervisor for \$500,000 broadcast post-production facility, including Discreet and Scitex digital non-linear computer editing, Sony/Grass Valley Group multi-format videotape computer editing, and Chryon computer graphics systems. Perform and assign editing of projects, manage workflow and oversee technical quality of all Media Services productions.
- Consult with Media Services' clients and producers on creative development. Review project specifications for budget planning, creative design and equipment needs. Analyze project requirements, design production techniques, research and recommend resources to achieve project goals.
- Serve as Technical Director for live/taped multi-camera studio and remote productions for Media Services, Satellite

Teleconferencing and OPEN/net broadcast programs. Assist Chief Engineer and Teleconferencing Manager as needed in the technical coordination of satellite uplinks, downlinks and NC Information Highway telecasts.

- Manage the Media Services' section equipment use and planning needs. Provide operational training to Agency and contract staff. Develop operational procedures, and maintain Windows/Mac OS computer editing systems. Research and evaluate new equipment and technologies, develop technical specifications for equipment purchases and facility system design, determine space and personnel needs, and make recommendations for implementation.

#### **Producer/Director/Editor**

- Manage, produce, direct and edit projects for Media Services' clients. Responsible for project budgets up to \$50,000. Independently research, creatively develop and execute productions. Prepare and manage budgets, project timetables, and vendor contracts. Direct professional talent, public officials, and production crew. Evaluate and document client satisfaction to improved future performance.
- Provide operational supervision to Agency production assistants and contract crew. Supervise and evaluate performance of two permanent part-time assistants. Regularly assign projects; discuss performance, and complete interim and yearly performance appraisals. Develop and conduct training sessions on production operations and Agency procedures.

#### **Production Coordinator/Videographer/Editor**

- Coordinator for all media and on-air productions. Work with producers to develop production schedules for each project. Organize all production requests, schedule crew and facilities. Maintain up-to-date production file for all projects.
- Field videographer and editor for media productions. Production crew for studio and remote multi-camera productions, including technical director, floor director, camera operator, audio operator, videotape operator, and graphics operator. Manage video/audio duplication using two part time assistants. Assist Chief Engineer in facility maintenance.

Jan. 1985 – Dec. 1986

#### **TV Production Assistant for PM Magazine**

WRAL-TV, Raleigh, NC

- Provide production assistance and technical operations for daily, half-hour local television magazine show. Assist producers in developing story contacts, and coordinating production locations. Write, produce and edit daily, 30-second promotional spots for air.
- Schedule weekly satellite feeds and recording of syndicated stories from the PM Magazine National office. Organize final show elements for weekly on-line editing session, and assist with the on-line assembly of the show. Serve as audio technician and grip for location shoots.
- Hired for this position as a paid intern during senior year at UNC-CH, and joined the staff full time in December 1985.

**EDUCATION**

- 1982 – 1985 Bachelor of Arts in Radio, Television and Motion Pictures  
University of North Carolina at Chapel Hill  
121 Semester Credit Hours
- 1980 – 1982 The North Carolina School of Science and Mathematics  
Durham, North Carolina  
Public Residential High School for Academically Talented Juniors  
and Seniors  
First Graduating Class

**LEADERSHIP ACTIVITIES AND PROFESSIONAL ASSOCIATIONS**

- President, NCSSM Alumni Association, 2004 – 2006  
Board Member, NCSSM Alumni Association, 2001 – Present  
Member, International Television Association (ITVA) and Media  
Communications Association (MCA-I),  
1994 – Present  
President, MCA-I Raleigh/Durham/Chapel Hill chapter, 2003 – 2004  
President-Elect, MCA-I RDC chapter, 2001 – 2003  
Vice-President, ITVA RDC chapter, 1998 – 1999  
Treasurer, ITVA RDC chapter, 1996 – 1998  
President, New Bern Place Owners Association, 2005 – present  
President, Westridge at Weston Owners Association, 2002 – 2004  
Vice-President, Westridge at Weston Owners Association, 2000 –  
2002  
President, Washington Square Owners Association, 1998 – 2000  
Chief Judge for Cary Precinct 04-13, Wake County Board of  
Elections, 2003 – 2005  
Lifetime Member, UNC-CH General Alumni Association

**TECHNICAL SKILLS AND TRAINING**

Certified Training in:

- Employee Interaction Management and Performance Appraisal for  
Supervisors  
North Carolina Department of Administration

Operational Knowledge and Experience in:

- Microsoft Windows NT and XP OS  
Apple Macintosh OS 9 and OS X  
Microsoft Office Suite for XP – Word, Excel, PowerPoint,  
Internet Explorer and Outlook Express  
Adobe PhotoShop and QuarkXPress  
AVID, Discreet edit and ImMIX/Scitex Digital Video Editing  
Sony and Ikegami Broadcast Cameras  
Sony and Panasonic Broadcast VTRs and Edit Controllers  
Grass Valley Group Production Switchers  
Chyron MAX Character Generators

Familiar With:

- Media100 Digital Video Editing Systems  
Microsoft Windows 2000 Server OS  
Microsoft Access and Microsoft Publisher  
FileMaker Pro

Macromedia Dreamweaver  
 Macromedia Flash, Captivate and Authorware  
 Windows Media Player & QuickTime Web Streaming  
 Adobe Illustrator and Adobe Acrobat

## PROFESSIONAL ACHIEVEMENTS AND HONORS

### Employment Honors:

- Employee Award for Excellence, NC Department of Administration

### National Video Festival Awards

- Golden Reel of Excellence, ITVA International Festival Award  
*"Oregon Inlet: A Clear Passage to Prosperity" Documentary* – Editor
- Silver Reel of Merit, ITVA International Festival Award  
*"Putting Children First" Child Custody Mediation Video* – Editor
- First Place, Exhibit Category, National Agri Marketing Association Award  
*"Down on the Farm" Musical Live Performance Video* – Producer, Director and Editor

### Regional Video Festival Awards

- Awards of Excellence, MCA-I Carolinas Region Silver Reels Festival  
*"See Them Safe: Don't Drink and Drive" TV PSA* – Executive Producer and Editor  
*"Don't Get Stuck – Fix It!" Bicycle Repair Training Video* – Editor
- Awards of Excellence, ITVA Carolinas Region Silver Reels Festival  
*"Know Your No-Zone" Truck Driver Safety Training Video* – Editor  
*"Protecting the Voice of Democracy" Elections Officials Information Video* – Editor
- Award of Merit, MCA-I Carolinas Region Silver Reels Festival  
*"Nongame Wildlife Biologists Public Information TV Series"* – Editor
- Awards of Merit, ITVA Carolinas Region Silver Reels Festival  
*"Land Yourself a Ticket" Highway Safety TV PSA* – Editor  
*"Mountain Streams: Where Water and Life Begin" Museum Exhibit Video* – Editor  
*"The Road to Successful Interviewing" Caseworker Training Video* – Editor  
*"Future Ahead: The Road to Civil Engineering" Student Recruitment Video* – Producer and Editor  
*"First Aid: What You Can Do" School Bus Driver Training Video* – Editor
- Special Achievements in Editing, ITVA Carolinas Region Silver Reels Festival  
*"Arbitration Training" NC Attorneys CLE Video* – Editor  
*"Oregon Inlet: A Clear Passage to Prosperity" Documentary* – Editor  
*"Putting Children First" Child Custody Mediation Video* – Editor
- Special Achievement in Music and Sound Design, ITVA Carolinas Region Silver Reels Festival  
*"Tech Prep: Be Ready for Anything" Student Recruitment Video* – Editor
- Best in Category, Audio Visual Presentation, Sir Walter Raleigh Awards  
*"A Public Trust: NC Precinct Official Training" Video* – Editor
- American Association of Motor Vehicle Administrators PACE Region II Award  
*"The Bus Stops Here... And So Should You" Driver Safety TV PSA* – Editor