

Robert J Barrett

Glendale, AZ | (323) 270 *** | Rjbarre1@asu.edu | linkedin.com/in/robert-barrett-465bb843/

Technical Director | Automation Director | Newscast Director | Professor

Results-driven and Emmy-nominated Director with over a decade of comprehensive experience in broadcast media, specializing in newscast direction, technical direction, and operational management. Adept at leading high-performing teams and managing intricate production workflows for television stations, with a proven track record in launching and enhancing dynamic newscasts and broadcast content. Recognized for leveraging technical proficiency in ELC automation systems, Sony MVSG switchers, and Ignite Automated software to deliver exceptional on-air quality. Collaborative communicator with a passion for innovative storytelling and a commitment to excellence in broadcasting operations.

CORE COMPETENCIES

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| ▪ Broadcast Production Management | ▪ Live Directing | ▪ Inventory & Sales Strategy |
| ▪ ELC Newscast Automation System | ▪ Media Management | ▪ Staff Scheduling |
| ▪ Sony MVSG Switchers | ▪ Studio & Master Control Operations | ▪ Quality Control |
| ▪ Collaborative Team Leadership | ▪ Broadcasting Tool Operation | ▪ Technical Troubleshooting |
| ▪ Strategic Content Planning | ▪ Cross-Department Coordination | ▪ Editorial Oversight |

RELEVANT EXPERIENCE

ASU, Walter Cronkite School of Journalism | PHOENIX, AZ | May 2026- Present

Instructional Professional in Studio Production

- **Newscast Direction:** Lead a student production team in the execution and production of a daily newscast
- **Studio Management:** Responsible for upkeep and scheduling of both studios on the 6th floor of the Cronkite School
- **Student Progression:** Teach both an intro into studio production and be a part of the cap stone newscasts. Help students progress from learning the foundations of manual switching all the way to the use of automation for daily newscasts.

KSAZ-TV/ FOX 10 | PHOENIX, AZ | SEP 2014 - 2026

ELC Newscast Director / Technical Director / Graphics Coordinator (2024-2026)

- **Live Newscast Direction:** Direct over 3,000 fast-paced live newscasts, with durations from 30 minutes to an hour, ensuring precise execution and audience engagement.
- **Technical Supervision:** Oversee operations and maintenance of ELC Sony automation systems during PM shows and manual switchers in AM shows, proficient with iNews and ISQ, and operate Chyron and audio boards as necessary.
- **Team Leadership:** Collaborate with a dynamic team consisting of 1-3 producers, 1-7 reporters, and 1-3 editors, providing both programming and technical direction, while producing top-quality newscasts through our ELC Automation system.
- **Department Coordination:** Engage daily with News and Promotions departments, preparing for newscasts and advertisements to ensure content readiness and promotional alignment.
- **Event Management:** Partner with Editors, Live Control, and Photographers for major events such as elections and sports, acting as the final checkpoint to guarantee seamless broadcast execution.
- **Training & Development:** Mentor and train at least 7 new directors, delegating tasks, defining KPIs, and evaluating their performance to enhance production quality.
- **Production Collaboration:** Work in concert with producers and the news department to craft technically-clean, high-quality newscasts that captivate viewers.
- **Equipment Coordination:** Manage the allocation and utilization of the Sony MVSG High Definition 5ME video switcher across various news sets, optimizing technical resources for superior broadcast quality.

- **Graphics Regulation:** Responsible for managing and ordering new graphic elements through our graphics hub in Tampa, FL. Would order and help design assets for our on air, and online segments including Animated Monitors, Opens / Transitions, Full Screens and Post-production elements.

KERO-TV/ ABC 23 | BAKERSFIELD, CA | JUL 2013 – SEP 2014

Technical Director/ Newscast Ignite Director

- **Creative Production:** Utilized technical acumen and a distinctive creative style to direct over 450 dynamic, graphic-intensive newscasts, employing Ignite Automated software to adhere to industry guidelines and standards.
- **Media Management:** Skilfully edited commercial programs, as well as promotional and programming materials, while managing media assets in Master Control.
- **Newscast Launch:** Spearheaded the successful launch of KERO's morning weekend newscasts, offering crucial production support for special programs and demonstrating a consistent ability to swiftly address and rectify issues during live broadcasts.
- **Studio Preparation:** Configured studio settings including lighting, audio, and camera framing, contributed visual expertise, and prepared rundowns and graphics for premier newscasts, ensuring seamless transitions during live broadcasts.
- **Interdepartmental Coordination:** Collaborated with three other departments to ensure the successful execution of comprehensive daily workflows, from inception to completion.

KAET- TV / CRONKITE NEWS WATCH | PHOENIX, AZ | OCT 2011 – MAY 2013

Technical Director/ Floor Director

- **Set & Equipment Oversight:** Ensured all sets, props, and technical gear were secure, operational, and correctly positioned before each filming session to maintain a high standard of production safety and efficiency.
- **Production Management:** Commanded the Technical Director role for the nation's top collegiate newscast, leveraging the Sony MVSG High Definition SME video switcher to produce outstanding broadcasts.
- **Comprehensive Oversight:** Managed all production aspects end-to-end, from graphics to video sources, ensuring the highest standard of newscast quality throughout employment.
- **Technical Equipment Proficiency:** Operated a suite of advanced broadcasting tools including the Chyron "Lyric" Character Generator, Q Max teleprompter, Final Cut Pro, and Sony HDC 900 SD/HD cameras, showcasing versatile technical expertise.

RADIOSHACK ELECTRONICS RETAIL | MONTEREY PARK, CA | MAY 2006 – JUL 2009

Store Manager/ Assistant Manager

- **Operational Management:** Orchestrated comprehensive inventory control, optimizing stock levels to meet customer demand and business objectives.
- **Sales Innovation:** Developed and refined sales techniques for store personnel, enhancing customer engagement and driving sales growth.
- **Workforce Scheduling:** Administered payroll and scheduling, ensuring optimal staffing to deliver exceptional customer service.
- **Talent Development:** Recruited and cultivated new talent, successfully filling sales and assistant manager positions with high-caliber candidates.

EARLIER EXPERIENCE

Devil's Advocate | ARIZONA STATE UNIVERSITY | OCT 2011 - JUN 2013

Sports Editor | ELAC CAMPUS NEWS | SEP 2010 - JUN 2011

Store Manager / Sales Associate | RADIO SHACK | MAR 2006 - DEC 2009

Assistant Manager / Shift Leader | HOLLYWOOD VIDEO/GAME CRAZY | APR 2004 - MAY 2006

Playground Supervisor | LAUSD- EAST YOUTH SERVICES | FEB 2004 - MAR 2006

AWARDS

Nominee | 2016 Rocky Mountain Emmy Award Nominee; Best Director Live or Recorded Live | September 2016

Winner | Walter Cronkite Spirit Award, Arizona State University | May 2013

EDUCATION & CERTIFICATES

Bachelor of Arts in Journalism and Mass Communications (Minor in History) | Arizona State University

- Dean's List / Graduated Summa Cum Laude, Highest Honors / Inaugural Winner of Cronkite Spirit Award

Associate in Arts in Social and Behavioral Sciences | East Los Angeles College

- Dean's List / Sports Editor for ELAC Campus News

Professional Certificate in Supervisory Management | Michigan State University

LANGUAGES

English (Native) | **Spanish** (Intermediate)

References Available Upon Request