

## **Kyle B. Mercier**

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**EMMY award winning Broadcast Professional**, with extensive experience managing and directing high-impact production teams to help deliver LIVE newscasts and various other productions across multiple television and radio networks, as well as producing on-demand content for OTT, mobile and social media platforms.

With 20 years of combined radio and TV broadcasting experience, I have directed, produced, managed and supervised over countless hours of fast-paced high-quality newscasts and lifestyle shows, as well as sporting events, debates, parades, hurricanes, and other nationally covered breaking news events.

### **Professional Experience:**

Gray Television - WCSC-TV CBS LIVE 5 News, Charleston, SC 2023 – Current  
Production Supervisor – Operations Manager

Restructured the daily work-flow of directors and master control operators. Worked with the engineering department to add studio equipment and software that improved the quality of the product. Monitored signal strength, created schedules, hired new employees and created new daily SOP manuals.  
Consulted with the marketing department to enhance the production value of the daily lifestyle show, "Palmetto Life".

Nexstar Media Group - WFLA-TV NBC News Channel 8, Tampa, FL 2018 – 2023  
Director/Technical Director

A proven leadership position over a skilled production team, who while in the control room, worked hard to execute fast-paced newscasts jam-packed with informative content. Was responsible for coordinating all video, graphical, and LIVE shot elements to make them ready for air using Grass Valley Ignite along with ENPS.

Outside the control room, I played an integral role in instituting new policies and procedures, mentored and trained new employees, as well as created streamlined employee schedules. Essential in the roll out of a new Ignite 11 coding library, a graphic switch from Chyron to Xpression, as well as a brand new state-of-the-art HD studio.

The E. W. Scripps Company - WFTS-TV ABC Action News, Tampa, FL 2016 – 2018  
Director/Technical Director

Managed multiple skilled production team members, who ensured that the newscast vision of the producer was executed flawlessly, by coordinating all video, graphical, and LIVE shot elements. Used Grass Valley Ignite and iNews to create, edit, and code daily rundowns for newscasts and other special event shows, as well as created and pushed content to reach outside of the control room and onto on-demand, OTT, mobile, and social media platforms.  
Technical Director for countless hours of Hurricane Irma coverage, as well as the 2017 EMMY award winning "Taking Action Against Domestic Violence" special.

Media General (Nexstar Media Group) - WCBD-TV NBC News 2, Charleston, SC 2009 - 2016  
Director/Technical Director - Producer – Commercial Producer – Photographer – Editor – Production Tech

As senior evening director, I worked alongside producers to coordinate all show elements to ensure that their vision of the newscast was executed flawlessly using ENPS and Grass Valley Ignite. Along with directing daily newscasts, I also shot and edited high school football highlights, organized promotional spots for broadcast, adjusted programming logs, tuned in LIVE shots, downloaded commercial spots, as well as updated website and social media profiles. During my time there, I also played an integral part in the roll out of a new newsroom set, the conversion from SD to HD, and the installation of automation.

SC Baseball Group – Charleston Riverdogs, NY Yankee Class-A Affiliate 2012 - 2016  
Director/Technical Director – Camera operator

Director of the play-by-play baseball game action viewed on the official Minor League Baseball website. Punched between multiple cameras to make quick, accurate decisions following the action of the game.

Clear Channel Communications (iHeart Media) – WSCC-FM 94.3, Charleston, SC 2007 - 2010  
Executive Producer – Commercial Producer - Co-Host, "Charleston's Morning News"  
Producer of a fast-paced daily morning radio show focusing on local and national news of the day. Streamlined multiple show elements to stay on a rigid time schedule, screened phone calls, updated website and social media profiles, adjusted the daily logs, and edited show segments and packages. Essential in making 94.3 WSC #1 in the ratings, 2008-2010!

Bonneville International Corp. – WWZZ-FM Z104.1, Washington DC 2005 – 2006  
Assistant Producer - "The Mathew Blades Radio Program"  
Gained valuable fast-paced morning radio show experience in a Top-10 market, while running the mixing board, collecting air checks, editing audio clips, screening phone calls, interacting with listeners, and conducting celebrity interviews. Working alongside the traffic center, I also kept an eye on the roadways doing traffic reports, and set-up remote broadcasts with the promotions department. Helped launch Z104 as the flagship radio station for the 2005 Inaugural Season of the Washington Nationals.

WGMU Radio – WGMU-FM, Fairfax, VA 2004 - 2007  
Producer – Website administrator - Co-Host: "Casino Kyle and the Grimace"  
Handled running the board, booking and conducting celebrity interviews, designed and updated the website, prepared on-air topics for discussion as well as all other production elements for the show. Celebrity guests booked included: Bob Saget, Al Roker, Joey Fatone, Duncan Sheik, Rockapella, Joel McHale, Gaelic Storm, and Ken Jennings.

#### **Awards:**

2016 Southeast Regional **EMMY** Award: Best Newscast, News 2 - "Massacre at Mother Emanuel"  
2009 South Carolina AP Broadcasting Awards: Newscast; Breaking News  
2008 South Carolina AP Broadcasting Awards: General Reporting; Spot News

#### **Technology Experience:**

**Software:** Grass Valley Ignite, Grass Valley Stratus, VizRt graphics, ChyronHego graphics, Ross Overdrive, Ross Xpression graphics, Telemetrics robotic cameras, iNews, ENPS, Final Cut Pro, Adobe Premiere Pro, Adobe Audition 1.5, Avid MC Xpress, Edius, Broadcast Pix, Grass Valley K2, Crispin playout, Aurora Playout, Airboss, RapidPlay, Vertigo Miranda X-Play graphics, Adobe Creative Suite, NexGen, Audacity, WorldNow, NewsTicker, Cool Edit Pro, ENCO, Vox Pro, Autoscript Teleprompter, Videonics Title Maker, Videonics Digital Video Mixer, PitchBlue, Extreme Reach, Javelin

**Hardware:** Grass Valley Ignite, GV Katalyst, Kayak 2 M/E switcher, K-Frame 2 M/E switcher, NewTek TriCaster, 360 Systems DigiCart, Grass Valley Shot Director, Audio Arts Mixing board, Panasonic DVCPRO, ClearCom IFB system, Harris audio mixer, MACKIE audio mixer, Panasonic P2HD cameras, Yamaha Digital Mixing Console, ROSS Carbonite Black switcher

#### **Education:**

George Mason University, Fairfax, VA  
Communications – Media Production and Criticism Concentration

Connecticut School of Broadcasting, Arlington, VA  
Certification - TV/Radio Broadcasting

