

# Charles R. Schell

Broadcast IT & Engineering Professional

105 Woods Run • Knightdale, NC 27545 • 919-373-3010  
[tv.charliecentral.com](http://tv.charliecentral.com) • LinkedIn: [charlies1961](#)

## Summary

- Hands on IT Manager, System Administrator and Network Engineer with over 15 years newsroom, broadcasting and digital asset management experience
- Core systems design: Routers/Switches, mail servers, FTP servers, VM servers, backup servers, application servers
- Expert understanding of broadcast, newsroom and automation workflows from Ingest to Master Control
- Experienced and comfortable ensuring 99.9% uptime levels in 24x7 on-call technical environments
- Interfaced with a vast array of vendors, equipment and technologies giving me broad and substantive depth
- Authority with exposing points of failure and disaster recovery planning

**Key Strengths:** Vision, Leadership, Organization, Troubleshooting and Persistence

## Professional Experience

### Project Manager/Support Engineer - News Division

Masstech Group, Raleigh, North Carolina

2013 - 2014

Provided international project management, integration and sales support for industry leading content sharing and long-term newsroom archiving vendor. Created, delivered and refined client product presentations with supporting RFPs, Design Documents and SOWs for MAM workflows

- Managed system deployments for over 30 newsrooms within first 6 months for major broadcast companies
- Delivered over 100 remote newsroom training sessions to end users
- Developed and managed company's project management strategy and portal

### Manager, Information Technology

KSDK-TV, St. Louis, Missouri

2011 - 2013

Department lead responsible for the On-Air HD Newsroom, Automation and Commercial Traffic server systems as well as supporting the daily IT function for over 180 newsroom, sales, marketing, business, promotions and web staff in a top rated complex NBC affiliated broadcast facility (DMA: 21)

- Maintained Bitcentral and Omneon HD broadcast installations, Crispin Automation, Grass Valley Edius editing platform, AP/ENPS Newsroom System and WSI Weather Systems
- Focused on 99.9% up time, revenue streams, systems development, organization, documentation and workflows
- Refined mobile newsgathering systems for 'backpack' MMJs - field ingest/editing/exporting, streaming, FTP transport and content transcoding (Rhozett and Telestream)

### Director of IT and Engineering

WOAY-TV, Oak Hill, West Virginia

2011

One-person technical staff responsible for maintenance and quality control of HD program content, newsroom, weather and broadcast server systems for ABC affiliate (DMA: 156)

- Maintained Harris 1000Kw SIGMA Transmitter (600 ERP) and tower, FCC documentation & daily transmitter logs
- Supported Harris HD broadcast installation, AP/ENPS Newsroom System and Weather Central System

## **Director of Technology**

News 14 Carolina, Raleigh, North Carolina

2001 - 2010

Senior department head responsible for technical vision, budgeting, project management and physical infrastructure in complex Cisco LAN/WAN 24x7 networked television environment (150+ users) with newsrooms, studios, data centers, towers and bureaus in 3 top 50 markets (DMA: 22, 25, 46)

- Managed over \$22 million in capital investments that included initial channel start-up, mergers, market expansions and equipment life cycles and system upgrades. Expertly managed annual capital and expense budgeting processes and negotiated vendor support agreements
- Directed critical expansion projects to Charlotte, Greensboro and Wilmington, NC that increased broadcast footprint from 300,000 subscribers to over 1.5 million subs, which decreased 'cost per sub' from \$1.50 to .28¢
- Developed robust automated 'on air' graphics and ticker system for elections, school closings, stocks, sports, severe weather, breaking news, Amber and Silver alerts, generic and head line crawls along with other news identifying graphics and supers that increased revenue opportunities and timely delivery of information to the viewer

## **Technical Competencies**

### **Broadcast Systems:**

ENPS, iNews, Dalet, VIZRT, Miranda  
Bitcentral, Omneon, Crispin, Harris, AVID, Apple FCP,  
Grass Valley Edius, Sony Vegas Pro  
WSI & Weather Central Systems  
Telestream, Rhozet  
TVU, LiveU, Dejero

### **System Administration:**

Microsoft DNS, DHCP, DFS, SCCM, IIS, WSUS  
Active Directory & GPO Administration (+LDAP)  
VMWare Server and Desktop Virtualization  
NAS & SAN Management (RAID/Array Configuration)

### **Networking:**

LAN/WAN, TCP/IP, VLANs, IP Addressing & sub-netting  
Cisco Routers, Switches, ASA, VPN and Wireless AP  
Cisco Call-Manager and Unity VoIP Systems  
SolarWinds Network Monitoring

### **Platforms:**

Microsoft Windows 2012, 2008 and 2003 Servers  
Microsoft SQL, Exchange and SharePoint Servers  
Microsoft Windows 10, 8 & 7 (+Legacy)  
Linux/Unix (Redhat/Centos)  
MAC OSX  
Apple IPAD/IPHONE/IOS Deployment

### **Tools:**

Microsoft Visio  
Microsoft Office Suite - Word, Outlook, Excel, Power Point  
PowerShell & Scripting  
Symantec Enterprise Anti-Virus Management  
Symantec Enterprise Back Up Exec (spinning disk & tape)  
Service Desks and Trouble Ticket Systems

### **Web Development:**

HTML, .ASP, .CSS, JavaScript  
Adobe CS Photoshop, Dream Weaver, Fireworks  
Word Press Design & MySQL Management  
Word Press Themes & Plugins  
FTP Local/Remote File Management  
BLOGS, SEO & Social Media Portals