

DONALD PLACHNO

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EDUCATION

Angelo State University, San Angelo, TX
Master of Arts in Communication
GPA: 3.76

December, 2014

Angelo State University, San Angelo, TX
Bachelor of Arts in Communication
GPA: 3.62

December, 2011

WORK EXPERIENCE

Angelo State University, San Angelo, TX
Instructor, Technical Director, Ram TV 6

August 2018 – Present

- Instructor for following courses:
 - Beginning Video Production COMM/MM 1337
 - Advanced Video Production COMM/MASS MEDIA 4365
 - Electronic News Gathering COMM/MASS MEDIA 3363
 - Sports Broadcasting COMM 3360
 - Film as Message COMM 3366
 - Media Management COMM 4364
 - Public Speaking COMM 1335
- Manage student employees in Ram TV, Angelo State University's student run Television station.
- Responsible for training of Ram TV personnel in videography, editing, sound, chroma keying and lighting techniques.
- Responsible for equipment management, maintenance, and production procedure.
- Maintain and operate Telvue Television playout system for Ram TV Channel 6 and programming content.

Angelo State University, San Angelo, TX
Instructor

August 2015 – August 2018

- Instructor for following courses:
 - Public Speaking
 - Sports Broadcasting
- Assisted Ram TV Director creating work schedules, assign duties, training, equipment management and production procedure.
- Maintained and operated television playout system for Ram TV Channel 6 and its programming.
- One of the founding members of the Ram TV Sports Broadcasting Project.
- Director of Ram TV Sports Broadcasting for 2015- 2022.

Angelo State University, San Angelo, TX
Assistant Director, Ram TV 6

August 2014 – July 2015

Assisted the Head of Ram TV in managerial and instructional duties including the following processes and protocols:

- Trained personnel in videography, editing, lighting techniques.
- Maintained equipment, and administered computer and software upgrades.
- Responsible for creating work schedule, assign duties, training, equipment management and production procedure.
- Maintained and operated television playout system for Ram TV 6 and its programming.

KLST Television, San Angelo, TX
Director of Creative Services

August 2004 – August 2014

Managed the commercial production department. Duties included the following processes and protocols:

- Trained personnel in videography, editing, lighting techniques and copy writing.
- Wrote copy, developed storyboard, produced, directed, shot, and edited television commercials.
- Managed the production and crew of live television events, such as telethons, parades, and sporting events.
- Served as a liaison between the creative services department, sales department, and clients.
- Maintained equipment, and administered computer and software upgrades.
- Prepared departmental budgets based upon payroll and materials.
- Established departmental policies and procedures over work schedule, training, equipment management and production procedure.
- Created presentations and project proposals related to commercials, station promotional campaigns and live Television events.

KLST Television, San Angelo, TX

Director of Promotions and Public Service

August 1992 – July 2014

Managed the Promotions and Public Service Department. Responsibilities included the following:

- Served as KLST spokesperson at public events and station functions.
- Created from start to finish conceptualizations for various promotional, advertising, and public service campaigns.
- Wrote copy, produced, directed, shot, and edited promotional, public service and Television advertisements.
- Provided voice work and acting talent.
- Created print, billboard, and radio advertisements.
- Served as the director of staff and talent for the Children's Miracle Network Telethon, Muscular Dystrophy Association Telethon, West Texas Rehab Center Telethon, and the Kiwanis Auction.
- Prepared departmental budgets based upon payroll and materials.
- Established departmental policies and procedures over public service qualifications, training, equipment management and production procedure.
- Created presentations and project proposals related to station promotional campaigns and live Television events.

HONORS, ACHIEVEMENTS, CERTIFICATIONS AND CIVIC SERVICE

- Recipient of the following American Advertising Association (ADDY's) 10th District Awards: Two Best of Show; Four Best of Television; One Best of Electronic Media; One Special Judges Award.
- Recipient of Walton Foster Excellence in Broadcasting Award.
- Honorably discharged from the United States Army. Served in the Berlin Brigade, West Berlin, East Germany and the 101st Airborne Division, Fort Campbell, Kentucky.

References Available Upon Request