

MICHAEL W. ANDREWS

RELEVANT EMPLOYMENT HISTORY

University of Tennessee Chattanooga, Chattanooga, TN

1/17 - Present:

Executive Video Producer - Adjunct Professor

**COMM 1999 Mocs News
COMM 2310 Media Writing 2
COMM 3500 TV News Production
COMM 3600 Advanced Reporting
COMM 4550 Documentary 2**

Position consolidated in one department of University Communications and Marketing. Continued to teach on adjunct basis. Revamped Advanced Reporting into an online course focused on online reporting utilizing original journalism combined with video, pictures, graphics and links in a WordPress website mocsnews.com.

5/10-1/17

UTC-TV - TV Studio Manager

**COMM 1999 Mocs News
COMM 2300 Media Writing 1
COMM 2310 Media Writing 2
COMM 3450 Video 1
COMM 3500 TV News Production
COMM 3600 Advanced Reporting
COMM 4450 Video 2
COMM 4550 Documentary 2**

Changed the curriculum for Video Production classes with student projects supplying material for summary showcase shows on Comcast and UTC-TV. Doubled student participation in Mocs News resulting in highest viewings ever. Innovated TV News and Advanced Reporting with increased emphasis on social media, computer assisted reporting and non-linear editing. Revamped Doc 2 curriculum, emphasizing story telling techniques and pre-production software. Overall, worked on the transition to Adobe Creative Cloud.

1/09-5/2010; Adjunct Professor

**COMM 400-001 Producing Web Stories and Content,
COMM 345 Video 1
COMM 445 Video 2**

Designed course curriculum on techniques and skills needed for website journalism, including writing, working with images, video and sound as well as social tools like polling, email newsletters and blogs. In Video classes, taught theory and practice of video production.

WRCB-TV, Chattanooga, TN

4/06-5/2010; Website Manager

Focused on website and achieved largest traffic numbers ever. Redesigned and expanded website hosted with World Now. Helped scout and choose new software for video editing (Quantel) and newsroom producing (ENPS). Achieved record level of donations with *Share Your Christmas* with expanded live coverage.

5/03-4/06; Newsroom Computer Supervisor/Producer

Produced 6pm news. Shifted school closings and election results to new software interacting with website and new CG system. Produced *Share Your Christmas* with a change in live locations in three consecutive years. Produced election results and school closings. Managed news content on station website. Later worked as co-lead in the redesign and launch of a new website design.

5/97-5/03; Managing Editor

After concentrating on 6pm news, took over assignment desk. Expanded desk and trained personnel for the newly created nightside assignment position. Planned and executed special projects and election coverage. Later returned to producing 5pm then 6pm newscasts, resulting in ratings and demographics that improved on lead-in. Revamped internship program. Took over as producer for *Share Your Christmas* – the main service project for Channel-3 that benefits the Chattanooga Food Bank. Learned methods of computer assisted reporting utilized in special projects.

4/94-5/97; Executive Producer

Responsible for the look and content of all newscasts as well as series and special projects. Redesigned and launched computer system for election returns and school closings. Produced the 6pm newscast. Overhauled the 11pm newscast, resulting in higher ratings and demographics.

2/93-4/94; Six O'Clock Producer

Responsible for the highest rated newscast in Chattanooga. Helped design the look of the newscast while working on story selection, content and flow. Also produced investigative reports.

9/89-2/93; Eleven O'clock Producer

Redesigned the newscast that finished first in the ratings for the first time ever for the station in that time period. Assigned night crews.

9/88-9/89; Weekend Producer

Producer for the number one newscasts--both 6pm and 11pm. Used satellite and microwave live shots in the newscasts. Assigned crews.

1/88-9/88; Reporter

Nightside reporter for the 11pm newscast. Reported live for the 5:30pm and 6pm newscasts.

WDEF-TV, Chattanooga, TN**10/86-1/88; Reporter**

General assignment reporter. Edited packages. Produced and anchored a weekly public affairs program. Anchored morning news cut-ins. Reported live and on-set.

KTAL-TV, Shreveport, LA (East Texas News Bureau)**9/82-10/86; Reporter, Photographer, Editor**

Reported spot news, features and sports. Both live and tape reports. Edited all bureau stories.

GRANTS/FUNDING

- \$9500 from UTC Equity and Diversity for closed captioning at UTC TV studios
- \$100,000 in stimulus funding for partial upgrade of the UTV TV studio to digital status
- \$61,000 in funding for new digital ready studio cameras
- \$35,000 in funding to purchase equipment for digital conversion completion
- \$7500 in funding for installing equipment and completing the conversion

RESEARCH

- “Reaching the Light” a documentary detailing the desegregation of the University of Chattanooga campus
- “9 United” a documentary profiling nine civil rights leaders in the Chattanooga area
- “All A Cryin’” merging an original work in strings to images of lynching and connecting forward to present day deaths like Trayvon Martin and Sandra Bland

DONATIONS

- Coordinated and secured donation of news set and interview set from WTVC-TV
- Coordinated and secured donation of studio lights from WRCB-TV
- Coordinated purchase of IMacs funded from a \$25,000 grant from Volkswagen

MEMBERSHIPS

- Southeast Association of Telecommunications and Advisors
- Investigative Reporters and Editors
- Mid-South Emmys

ADDITIONAL TRAINING

- Grant Writing Workshop at Vanderbilt University
- Southeast Association of Telecommunications and Advisors
- Poynter Institute, Teachapalooza
- Intercollegiate Online News Network Conference
- Poynter Institute, Producing Newscasts Seminar
- RTNDA Computer Assisted Reporting
- Pew Conference for Civic Reporting
- Poynter Institute, Journalism Bootcamp for TN Broadcasters
- Quantel Newsbox Training
- Associated Press ENPS Training

HONORS

- Best Topic Reporting, 1st Place, TN Associated Press for Twitter Gun UTC Graduate, 2018
- Best College TV News Story, Runner-Up, TN Associated Press for Trump Rally Coverage, 2018
- Best In-Depth Reporting for College TV News, 1st Place, TN Associated Press, 2018

HONORS, cont.

- **Best College TV Newscast, Runner-up, Mocs News, TN Associated Press, 2017**
- **Best News Story for College TV News, 1st Place, Mocs News, TN Associated Press for Ann Coulter Lecture at UTC, 2016**
- **Best Specialized Reporting for College TV News, 1st Place, Mocs News, TN Associated Press for Engineering Competition at UTC, 2016**
- **Best Newscast for College TV News, 3rd Place, Mocs News, TN Associated Press, 2015**
- **Best Specialized Reporting for TV News, 2nd Place, Mocs News, TN Associated Press for Vet Walks with Exoskeleton, 2015**
- **Outstanding Advising for the College of Arts and Sciences at UTC, May 2014**
- **Best News Reporting for College TV News, 3rd Place, Mocs News, TN Associated Press**
- **Best Sports Reporting for College TV News, 1st Place, Mocs News, TN Associated Press**
- **Best Adjunct Professor at UTC, May 2010**
- **Society of Professional Journalists, East Tennessee Chapter, Deadline/Breaking News, WRCBtv.com, The Tonya Craft Verdict**
- **Tennessee Associated Press; Best Website, 2nd Place, WRCBtv.com**
- **Society of Professional Journalists, East Tennessee Chapter, Best Website, 2nd Place, WRCBtv.com**
- **Society of Professional Journalists, East Tennessee Chapter, Best Team Coverage 2008, The Kimball Tornado. Best Website, Honorable Mention, WRCBtv.com**
- **Edward R. Murrow Awards, Region 8-Small Staff 2002; Overall Excellence Best Newscast Continuing Coverage**

These entries focused on extensive coverage of a chain reaction crash on Interstate 75 in North Georgia while continuing coverage of the Tri-State Crematory Investigation.

- **Tennessee Associated Press; Best Special Event Coverage, 1st Place, 2000**
Produced three hours coverage of funeral services for Chattanooga police officer Julie Jacks.
- **Tennessee Associated Press; Best Spot News, 1st Place, 1997
Best Live Coverage, 2nd Place**
Both entries featured extensive coverage of an Easter weekend tornado that tore through the Brainerd and East Brainerd areas, causing \$40 million dollars in damage.
- **Tennessee Associated Press; Best Continuing News, 2nd Place, 1997**
This featured the distribution of tainted strawberries to Tennessee Valley schools, including an investigation of how a local health department withheld information from the public.
- **Tennessee Associated Press; Best Spot News, 2nd Place, 1996**
Coverage of a school bus crash in Dade County, including exclusive video from the bus.

[HONORS, cont.](#)

- **Tennessee Associated Press; Best Continuing News, 3rd Place, 1996**

This entry included coverage of the Summer Olympics, including highlights taken from a two hour on the "Torch Run" through the Tennessee Valley.

- **Edward R. Murrow Awards, Region 11-Large Staff; Best Newscast, 1994**

The newscast featured team coverage of an arson at Lee College and an investigative piece about the lack of a rape crisis center in Chattanooga.

- **Tennessee Associated Press; Best Newscast, 1990**

Live team coverage of an I-75 fog crash.

- **Tennessee Associated Press; Best Non-Spot News, 1986**

We featured volunteers serving holiday dinner to the homeless.

EDUCATION

1/80-5/82; University of Texas at Austin

Bachelor of Science in Radio-Television with honors; Minor concentration in English (21 hours)
GPA Overall: 3.6 GPA Major: 3.7 GPA Minor: 3.5

9/77-5/79; Tyler Junior College

Speech and Journalism