

## Curriculum Vitae

### **CATHERINE A. GUGERTY**

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### **EDUCATION**

Master of Arts in Mass Communications  
University of South Florida 2011, KTA Top Scholar Award

Bachelor of Arts in Mass Communications, Western Illinois University 1978

Bachelor of Arts in Political Science, Western Illinois University 1978

### **TEACHING EXPERIENCE**

#### **University of South Florida**

Courses:

- Florida Focus: WUSF TV Newsbreak, Instructor of Record (Fall 2012, Spring 2013, Fall 2013, Spring 2014)
- Electronic Field Production, Instructor of Record (Fall 2012, Spring 2013, Fall 2013, Spring 2014)
- Writing for Radio and Television, Instructor of Record (Spring 2011, Fall 2012, Fall 2013, Spring 2014)
- Communication Ethics, Instructor of Record (Spring 2012)
- Television News, Instructor of Record (Fall 2011, Spring 2012)
- Introduction to Telecommunications, Instructor of Record (Fall 2010)
- Mass Communication and Society, TA (Spring 2010)

### **CONFERENCE PAPER**

Internships in Public Relations: Using narrative to examine the nature of the intern's experience. Paper presentation at AEJMC Convention, St. Louis, August 2011.

### **PROFESSIONAL EXPERIENCE**

#### **Interim General Manager (2006–2008)**

Assume operational management of television station during General Manager transitional period. Managed through station sale, budget preparation, and post station sale operation. Directly supervised Marketing, Sales, and News departments.  
WTVQ TV Lexington, KY   WCBF TV Charleston, SC   WVTM TV Birmingham, AL

**Vice President and General Manager, WDEF TV, Chattanooga, TN (1999–2006)**  
Responsible for the operation of television station and website – Marketing, News,

Programming, Expense and Revenue Management. Managed a staff of 80 full time and 7 part-time employees. CBS Affiliate in the 86<sup>th</sup> market.

**Director of Marketing**, Media General Broadcast Group, Tampa, FL (1997–1999)

Led branding, marketing, and creative services for the Broadcast Division's television stations, and related websites.

- Guided station marketing managers in their development of research and strategic news and marketing plans.
- Provided mentoring, training, creative input, and evaluation on branding, sweeps and image promotion, and outside media plans to individual station marketing staff.
- Successfully developed consumer research projects varying from quantitative phone studies to qualitative focus groups. Based on research results created station marketing plans which served to increase key demographic ratings.
- Successfully launched company's television acquisitions with multimedia marketing plans.
- Developed and monitored sales promotions, integrated new media marketing, contests, and other non-traditional revenue opportunities.
- Leveraged company's size and strength to reduce costs and optimize efficiencies in the areas of media buying, news set construction, graphic design, and other production services related to marketing.

**Director of Promotion and Marketing**, WESH TV, Orlando, FL (1995–1997)

Led branding, marketing, and creative services for the station.

- Developed station strategic marketing plan and budget.
- Created multimedia marketing campaigns.
- Created and placed all station marketing messages.
- Directed all media buys including cable, radio, print, and billboard.
- Oversaw all station public relations efforts.
- Created revenue enhancement promotions.
- Created and monitored station overall on-air look.
- Ensured brand consistency for all station operations.

**Director of Broadcast Services**, WTNH TV, New Haven, CT (1989-1995)

Led branding, marketing, creative services, programming, public affairs and production for the station.

- Developed station strategic marketing plan and budget.
- Led consumer research projects varying from quantitative phone studies to qualitative focus groups.
- Created multimedia marketing campaigns.
- Developed an in-house buying agency for radio, billboard, cable and print media.
- Created and placed all station marketing messages.
- Led all station public relations efforts.
- Created revenue enhancement promotions.
- Created and monitored station overall on-air look.
- Insured brand consistency for all station operations.
- Launched and developed creative campaign for a secondary station LMA, WTVU.
- Responsible for all station program acquisitions and program scheduling.
- Managed all live, taped and commercial station production.

- Created and managed all station public affairs campaigns and events.
- Managed twenty-five full time employees.

**Promotion Manager**, WMC TV, Memphis, TN (1988-1999)

Led branding, marketing, and creative services for the station.

- Led branding, marketing, and creative services for the station.
- Developed station strategic marketing plan and budget.
- Created multimedia marketing campaigns.
- Created and placed all station marketing messages.
- Oversaw all station public relations efforts.
- Created and monitored station overall on-air look.
- Insured brand consistency for all station operations.
- Wrote and produced promotional spots for news, entertainment and special programming.

**Assistant Director of Promotion**, WISN TV, Milwaukee, WI (1985–1988)

- Wrote and produced promotional spots for news, entertainment and special programming.
- Created and produced multimedia marketing campaigns.
- Active participant in station research and strategic marketing plan development.

**Director/Producer**, WISN TV, Milwaukee (1983-1985)

Directed daily news, commercials, and special programming. Wrote and produced commercial, promotion and public service spots.

**Director/Producer**, WREX TV, Rockford, IL (1979-1985)

Directed daily news, commercials, and special programming. Wrote and produced commercial, promotion and public service spots.

## SERVICE

### Academic

- Search Committee, Telecommunication Assistant Professor (Spring 2011)

### Professional

- Communication Department Advisory Council - University of TN Chattanooga
- Board of Directors and Marketing Committee Chairman - Chattanooga United Way
- Board of Directors - TN Association of Broadcasters
- Advisory Board - Chattanooga Human Services Department
- Chairman - ABC Marketing Affiliate Board
- Regional Representative - NBC Affiliate Marketing Board
- Leadership Chattanooga
- Board of Directors - Connecticut Food Bank

## MEMBERSHIPS

- PROMAX – International association for entertainment and marketing professionals
- National Association of Broadcasters

- Tennessee Association of Broadcasters
- TVB - Commercial broadcast television trade association
- Association of Women in Radio and Television

