

To whom it may concern,

This is in regards to the elimination of TV Production Specialist II position proposed in the 2006 City Budget. I bring 23 years of production, promotion and public relations experience with a Communications degree from the University of Lacrosse. I have served the City Clerk's office for 8 plus years in the following capacity:

- 1) Directing all live telecasts, remote productions and studio production as needed
- 2) Shooting, non-linear editing and completing productions on all programs as assigned and *always* on time
- 3) Knowledge and application of all software associated with editing and graphics production on all system computers
- 4) Providing instruction and direction to Production Technicians on all production aspects
- 5) Maintaining all program and production tapes in order and return used/ no longer needed tapes for other productions and ensuring that program master tapes are archived
- 6) Having a working knowledge of the Producer's/ Supervisor's basic functions. These include scheduling, creating logs, using basic computer programs to keep records and technical knowledge of the Studio area's set-up and wiring.
- 7) Working with other Departments (Employee Relations, Comptroller, DNS, Health, DPW, Administration etc.) from development to completion of on-air and in-house programs
- 8) Creating graphics and other on-air support graphics as needed
- 9) Maintaining a professional and courteous work atmosphere. Providing courteous service to the public, city officials and other city employees.

The aforementioned duties are just that: *Required tasks of my position*. Even within the "culture" of City employment, I have personally proposed and implemented numerous initiatives.

Examples:

- 1) *About Town*-Videotaping/Editing *entire* Press Conferences and official City of Milwaukee functions for same day airing (over 50 this year to date).
- 2) Adding maps, graphics and other visual aids to enhance informational content of Council Committee meetings
- 3) Utilizing Legistar's various attachments in the Committee setting for improved viewer understanding of the file content
- 4) Abandoning the "Tribunal" shot (wide angle of committee), thus getting more close-ups of the participants. Utilizing split screens and other more visually enhancing effects to better convey what transpires in the Committee setting to the viewing public.

As earlier stated, the "culture" of City employment doesn't promote initiative. That must come from within. I have demonstrated that I can and will continue to uplift the production, programming and communication levels of the City of Milwaukee's government services.

Sincerely,



Aldermen, my name is Paul Carchesskey (Karczewski) and I'm a Production Technician at the City of Milwaukee Cable Channel 25. Upon accepting my position here in February of 2003, I relocated to Bob Bauman's 4th Aldermanic District to be closer to work. I came to the City Channel with 13 years prior television experience & an associate's degree in broadcasting and television production from MATC. At the same time I was hired, I was and still am, enthusiastic about working in a highly productive team environment.

With all that said, I jumped right in and solely took on the task of implementing a "new look" for our television broadcasts. I created all the music underscores from scratch and all of the video and graphical elements for each Committee and Common Council meeting. All of this was done with my knowledge of Digital Audio Scoring and After Effects Graphic Software. In addition, I've lent my videography skills on many occasions when there were added shoots to our schedules including: press conferences, interviews, B-Roll footage, and training sessions. This has been extremely helpful to the production specialists and my supervisor when they are tied up in the editing suite. When we have shoots in the studio or guests for our talk shows I have used my lighting and set construction skills to aid in the production. These are just a few of the "extra" skills I bring to the table in addition to the actual job title I was hired for.

My day-to-day workweek includes operating and maintaining our "Master Control" area and ensuring the cleanest broadcasts possible. I am in charge of recording, web casting, and archiving every Common Council and Committee Meeting. I am also responsible for building and up-loading all of our program schedules to the hard disc recorders and tape decks, which ultimately air all of our pre-recorded material. Because of my experience in the industry I have the ability to trouble shoot most technical difficulties which may arise in this area. In addition to my Master Control functions, I am running cameras for the committee, common council, and county board meetings, maintaining proper audio levels and floor directing during in house productions, and creating all of the text messages for our on air messaging system.

The bottom line: I like my job. I'm needed here and I take pride in my work. Cutting my position on the City Channel staff would be detrimental to our department. We need this position here to ensure we are able to maintain the quality programming and accountability you and the community all deserve. Thank you for your time...

Paul Carchesskey (Karczewski)
Production Technician
City Channel 25