

**Michael Castengera**  
1505 Morton Road - #17, Athens, Georgia, 30605  
Cell Phone 706-410-7765 – Office Phone 706-542-4965

---

### **CAREER HIGHLIGHTS**

- Four decades of media experience at all levels in all positions
  - Extensive consulting and training experience in America and Asia.
  - Broad news background with four newspapers and ten television stations, including three of the highest rated stations in America
  - Senior Strategist for one of the largest media consulting groups in America including more than 60 individual stations and four of the largest media groups in the country.
  - Extensive international experience in India, Vietnam and Pakistan.
- 

### **WORK HISTORY – IN EDUCATION**

**2001-Present.** *Senior Lecturer, University of Georgia, Athens, GA*  
Executive Producer of daily on-air and on-line news by students in the Grady Newsource capstone course. The college consistently ranks as one of the Top 10 of Journalism schools in all polls.

**2008 – 2010.** *Project Manager, University of Georgia – WNEG-TV.*  
Oversaw acquisition and development of the university's television station, as a commercial operation and its transition to digital delivery.

**1993.** *Visiting Faculty, Poynter Institute for Media Studies, St. Petersburg, Florida.* Provided seminar and workshop training on journalism ethics and investigative reporting. The Institute is recognized as one of the leading training facilities for journalists in America.

**1986-1990.** *Adjunct Instructor, Washington University, St. Louis MO*  
Taught introductory broadcast journalism courses.

**1985 – 1986.** *Instructor/ Managing Editor, University of Missouri, Columbia, Missouri.* Taught introductory and advanced broadcast journalism courses. Coordinated student reporters for NPR-affiliated radio stations. The University is consistently rated the best Journalism School in America by industry sources and professional associations.

---

## WORK HISTORY - CONSULTING

**2001-Present.** *President, Media Strategies and Tactics, Inc., Consulting firm, Athens, Georgia.* Advise and train managers and staff in news, marketing and operations to improve efficiency and product quality with a resultant increase in ratings and revenue.

Clients include **Raycom Media**, the largest independently owned media corporation in America. Also provided workshop training to **VTV**, the national television network of Vietnam, and the *Saigon International Film School* based in Ho Chi Minh city and which provides training in video production and on air presentation skills.

**2014-Present.** Work with the *International Center For Journalists* based in Washington, D.C., and the University of the Punjab in Lahore, Pakistan, providing training to senior news managers in Pakistan.

**2005 – 2010.** *Publisher/ Editor – Message from Michael.* Weekly newsletter focusing on media developments, particularly new media. Subscription base of more than 400+ readers in academia and industry.

**2006 – 2010.** *Consultant, Intelligent Media Consultants, Atlanta, Georgia.* Provided coaching and training workshops, as well as marketing and news strategic advice for this Internationally focused consulting firm.

Clients include **NDTV**, New Delhi TV, serving New Delhi, Mumbai and all of India, and **Aaj-Talk**, a national network based in Delhi but serving all of India.

**1998-2001** *Senior Strategist, Audience Research and Development, AR&D, Dallas, Texas.* Counseled television stations to maximize staff and station resources through combination of training and strategic advice.

*AR&D* is recognized as one of the major media-consulting firms in America with a wide range of clients, including some of the most successful media operations in America. My personal client list included many of those corporations in the United States, including *Media General, Belo, Hearst Argyle, Young Broadcasting* as well as a series of locally owned television groups.

---

## WORK HISTORY - TELEVISION

**1995-1998.** *Station Manager/ News Director, WINK-TV, Fort Myers, FL* Managed news, promotion and production departments. Staff of 120, reporters, photographers, producers, directors and technical staff.

Station was dominant #1 station in the market and the highest rated CBS affiliate in the country during my tenure.

**1992-1995.** *News Director, WTVQ-TV, Lexington, Kentucky*

Managed news department, supervised promotion and production. Revitalized station programming and news coverage. Raised ratings to highest level in station history.

**1986-1992.** *Assistant News Director, KMOV-TV, St. Louis, Missouri*

Directed daily operations of news department, including special projects, and long-term planning.

Implemented country's first 24-Hour news operation by a television station in America. Improved relations with union and employees.

**1983-1986.** *Assignment Manager, WTVJ-TV, Miami, Florida*

Supervised news staff and directed daily coverage of staff of more than 100 reporters, photographers and reporters.

Responsible for live, weeklong 24-hour coverage of civil disturbances and 'riots' in the community. Won national awards for the coverage.

**1981-1983.** *News Director, McKinnon Broadcasting, KIII-TV, Corpus Christi, Texas; KBMT-TV, Beaumont, Texas*

Managed news department, including all aspects of news and production.

**1979-1981.** *Assistant News Director, KWTW-TV, Oklahoma City, Oklahoma.*

Ran operations, supervising reporters, producers and photographers.

Responsible for news coverage throughout state with particular emphasis on live tornado coverage during severe weather season. Increased ratings and revenue.

**1976-1979.** *Reporter – Assignment Manager, WJXT-TV, Jacksonville, Florida.*

Responsible for investigative reporting after successful career in newspapers.

Promoted to Assignment Manager overseeing all reporters and photographers and responsible for daily coverage patterns.

---

## **WORK HISTORY - NEWSPAPERS**

**1972-1976** *Reporter, Jacksonville Journal, Jacksonville, Florida*

Primary investigative reporter, including local government and courts.

Produced several award winning investigative reports on state and county government operations.

**1971 - 1972** *Reporter, The Orlando Sentinel, Daytona Beach, Florida*

Reported on local government and produced features.

**1968-1971.** *Reporter/ Editor, The West Australian, Perth, Western Australia.* Started as “cadet reporter.” Promoted to reporter of state legislature. Later promoted to editor of weekly edition.

---

## **EDUCATION**

Master of Arts, Political Science, University of Missouri-St. Louis, St. Louis, Missouri

Bachelor of Arts, Political Science, University of North Florida, Jacksonville, Florida