

Luis Alberto González

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EXPERIENCE

News Director

ESPNDeportes, Mexico City, Mexico

November 2003 to November 2005

Launched the news division of *Deportes*, ESPN's first domestic Spanish-language network. Reshaped the content and style of *SportsCenter*, in order to meet the needs of the US Hispanic fan. Developed a network of producers and reporters across Latin America and the US. Increased the awareness of ESPN's brand in Mexico and Central America. Implemented the first, fully tape-less operation in Mexico, which was later implemented in our headquarters in Bristol. Co-produced the pilot for *Hollaback*, a multimedia-interactive talk show for ESPN2.

Executive Producer - Primetime

KVEA TV 52 & KWHY TV 22, Telemundo Los Angeles, CA

October 2000 to December 2002

Revamped formats of primetime newscasts by integrating innovative production and storytelling techniques. Conducted quarterly workshops and daily coaching sessions for reporters, producers and writers. Lead the creative services team to design new graphic looks and sound. Dramatically increased the operational efficiency of the newsroom. Wrote the station's first news operation manual and deadlines system. Recruited reporters, producers, writers, and anchors. Tied perennial #1 KMEX, in five out of eight main books, in three key demos.

News Director

WGBO TV 66, Univisión, Chicago, IL

February 1999 to February 2000

Increased the quantity and improved the quality of daily news coverage and Special Projects. Ratings improved consistently in 3 out of 4 major books in both NSI and NHI. Established partnership with WLS TV 7 to exchange video and news stories. Conducted monthly evaluations and seminars for on-air staff and photographers.

News Director

KLUZ TV 41, Univisión, Albuquerque, NM

January 1998 to February 1999

Redesigned daily half-hour newscast: changed set, graphics and format. Established partnership with *The Albuquerque Journal* and *KOB TV 4* to share resources and produce special projects. Founded an advisory board to ensure balanced community coverage. Improved year-to-year NHI ratings. Co-anchored the 5 PM newscast.

Coordinating Producer /Anchor

The Weather Channel, Atlanta, GA

October 1996 to January 1998

Launched *TWC Latin America*, the first 24-hour Spanish language weather channel. Organized a weather-news division to cover meteorological events in Latin America and the world. Produced and reported daily news updates and special projects. Field produced severe-weather coverage. Produced and voiced on-air promos.

Associate Producer

NBC Olympics, Games of the XXVI Olympiad, Atlanta, GA

Summer 1996

Field produced segments for NBC's coverage of beach volleyball at the Centennial Olympic Games in Atlanta. Researched and selected footage, sound bites and music to be used during broadcast. Produced graphics/fonts during live and live-to-tape broadcasts.

Producer

Telemundo Network Inc., Miami, FL

September 1993 to December 1995

Segment Producer for *Ocurrió Así*, the network's primetime news-magazine show. Researched, field produced and edited long format stories. **Show producer** for *Sevcec*, the network's talk show. Researched topics, booked guests, and planned show strategy with host and executive producer. **Coordinating Producer** for *Primera Hora*, the network's first morning-news program. Lead initiative between the network and the affiliates for story development. Produced Special Projects and field produced coverage of top national stories.

Production Associate

NBC Olympics, Games of the XXV Olympiad, Barcelona, Spain

Summer 1992

Prepared daily notes for on-air talent. Field produced live and taped interviews and reports. Served as liaison / interpreter between NBC's production staff, the Olympic Organizing Committee, and the host broadcaster.

Producer

WBZ TV 4 (CBS Affiliate) Boston, MA

September 1991 to May 1993

Produced *Centro*, a weekly half-hour show, with an in-depth analysis of current local, national and international news events. Field produced News and Programming specials. Assisted the News Department with its coverage of sensitive issues within the Hispanic community, as well as Latin America stories.

RELATED EXPERIENCE

Associate Producer / Color Commentator

ESPN *Béisbol de Grandes Ligas*, Bristol CT,

Summer & Fall 2000

Field produced segments for live broadcast of playoffs. Pre-produced interviews, graphics, and statistics. Color Commentator for Spanish-language broadcast, *Béisbol de Grandes Ligas* during regular season.

Stage Manager

ABC Sports, Fox Sports, ESPN, Prime Sports

1992 - 2000

Major League Baseball, Pro Beach Volleyball, High School Football

Director, Community Outreach

Massachusetts Department of Public Welfare, Boston, MA

August 1987 - August 1991

Implemented the use of audiovisuals to market a variety of programs developed to help clients find a route out of poverty. Designed marketing strategies aimed at the Hispanic welfare population. Consulted for other state agencies.

Producer / Director

Neighborhood Network News, Boston, MA

September 1985 - May 1987

Director, AD and Stage Manager for Boston's first cable daily news program.

On Air Announcer

WBQN-AM, WOYE-FM, WKAQ-FM, WGSX-FM, San Juan, Puerto Rico

1978 - 1983

DJ for radio stations ranging from MOR to top-40, with commercial and PSA production. Produced voice-overs for television promotions, and worked as sports color commentator.

EDUCATION

Boston University, Boston, MA

M.S. Broadcasting, May 1987

University of Sacred Heart, San Juan, Puerto Rico

B.A. Communication, May 1985

OTHER ACTIVITIES

- **Guest Faculty**, The Poynter Institute, Summer 2002
- **Workshop instructor / lecturer**, National Association Hispanic Journalists, 1998 - present
- **Professional Beach Volleyball Player**, EVP and AVP Tours, 1987 - 1993
- **Head Coach**, Tufts University Men's Volleyball Club, Medford, MA 1987 - 1989

HONORS

- **Golden Mike, So Cal** - Best Primetime Newscast 2002
- **Emmy, So Cal** - Best Primetime Newscast 2000
- **Emmy, So Cal** - Breaking News Coverage 2000
- **Golden Mike, So Cal** - Best Primetime Newscast 2000
- **The Communicator Award** - Sports Coverage, Atlanta Olympics, 1996