

# PORTER L. VERSFELT III

2100 Roswell Road, Suite 200-C, #106 • Marietta (Atlanta), Georgia 30062  
Telephone: 678.469.6224 • FAX: 770.485.9077 • E-mail: [vcgtv@yahoo.com](mailto:vcgtv@yahoo.com)  
Web Site: [www.vcgtv.com](http://www.vcgtv.com) • IMDB Filmography: <http://imdb.com/name/nm2260640>

## SUMMARY

A seasoned multi-media practitioner (broadcast, video, print, Internet) specializing in creation of compelling, creative and cost-effective transmedia communications for public and media relations, education, marketing and training. Experienced broadcast television, video and multimedia Producer, Director, DP, Writer, Editor, Cameraman. Numerous network television, Fortune 500 & educational production television credits. Self-motivated and proactive. Strong moral and ethical values. Diplomatic builder of relationships. Well-rounded lifelong learner with diverse and interests. Extensive international experience. Deadlines are always met and expectations exceeded.

## AREAS OF EXPERTISE

Journalism	HDTV/Digital Video/Film Production	Broadcast TV News
TV/Movie Script Writing	Digital Video Editing	Interactive Multimedia
Public/Media Relations	Corporate Communications	Public Affairs
Community Relations	Technical Writing	Copy Writing
Business Intelligence	Advertising	Marketing
Instructional Design	Curriculum Development	Education/Teaching
Consulting	Team Management/Budgeting	Project/Strategic Planning

## SELECTED ACCOMPLISHMENTS

- Freelance clients include Warner Brothers, Lions Gate Films, DreamWorks, Sony Pictures, Tyler Perry Studios, Food Network, Cryolife, Coca Cola, TI Automotive, Fox News Channel, Court TV (*The System*), Lowe & Partners Worldwide, Ingersoll-Rand, U. S. Geological Survey, RentaCom, GE Power Systems, *Planet* (European TV net), CNN, ESPN/ESPN2, FOX TV, *COPS*, NBC News/Sports, ABC News/Sports, PAX TV, *Guinness World Records Prime Time*, Burger King Corporation, *Encounters With The Unexplained*, Neiman-Marcus, Ford Motor Co., PBS, Georgia Public TV, Pennsylvania Public TV, UnitedHealthcare, Charles F. Kettering Foundation, Penn State Univ., Univ. of Missouri, United Way, TBS (Japan), RAI (Italy), ITN (UK), BBC (UK), Florida Power & Light Co., U.S. Fish & Wildlife Service.
- Technical mastery of the latest live broadcast TV, digital video production, A/V & multimedia technologies. SDTV & HDTV cameras. Computer editing systems. Satellite and fiber distribution.
- Multi-camera location/outside broadcast production. Live-on-tape studio production. Technical directing.
- Produced numerous TV public affairs programs, news magazine and feature segments, and television documentaries for public television (PBS) networks in Pennsylvania and Georgia.
- Created the pilot episode for the national PBS DIY series *Building The American Dream*.
- Produced five program-length educational documentaries for the Georgia Public Broadcasting series *Georgia Stories*, which is part of the statewide public school history curriculum.
- Responsible for all research, scripting, video production and satellite distribution of West Nile Virus video news release for the U.S. Geological Survey (Department of the Interior).
- Managed all aspects of TV production studio & staff for largest floor covering retailer CarpetMAX.
- Produced the first sales training video series for the flooring/carpet industry.
- Director/Cameraman and Field Producer/Interviewer for 2001 and 2005 Cannes Film Festival coverage and reality TV show: *Naked Cannes*. Entertainment Tonight, E! Entertainment International.
- Managing Editor of international petroleum and mining industry newsletter. Global corporate and academic subscribers. Duties included research, article writing, editing, layout and subscriber relations.
- Covered numerous news events between 1975 and 2005 in the U.S., Europe, the Middle East, Caribbean and South America including urban riots, Israeli/Palestinian tensions, court-ordered school desegregation, trials and legal decisions, environmental issues and Amazon rain forest destruction, industrial, economic and business issues, U.S. Presidential campaigns, military training maneuvers, KKK rallies, elections and politics, state legislatures, weather events, medicine and healthcare, education and schools.
- Interviewed newsmakers, celebrities & everyday people worldwide, gaining a unique insight into human behavior, diverse cultures, business, government, education and international affairs.

## PORTER VERSFELT RESUME

### AWARDS

- Georgia Association of Broadcasters/GABBY (1999)
- Pennsylvania Association of Broadcasters (1993)
- Presidential Citation For Private Sector Initiatives / Ronald Reagan Administration (1987)
- United Press International/UPI (1982)
- Sigma Delta Chi (1976) First-place northeastern regional award for reports on school desegregation issues.

### PROFESSIONAL EXPERIENCE

**EPK Filmography:** *I Can Do Bad All By Myself* (2009–EPK DP, Lions Gate Films/Tyler Perry)  
*Preacher's Kid* (2008–EPK DP, Warner Brothers)  
*Madea Goes To Jail* (2008–EPK DP, Lions Gate Films/Tyler Perry)  
*The Family That Preys* (2008–EPK DP, Lions Gate Films/Tyler Perry)  
*Meet The Browns* (2007–EPK DP, Lions Gate Films/Tyler Perry)  
*Why Did I Get Married?* (2007–EPK DP, Lions Gate Films/Tyler Perry)  
*Daddy's Little Girls* (2006–EPK DP, Lions Gate Films/Tyler Perry)  
*Stomp The Yard* (2006–EPK Field Producer /DP, Sony Pictures)  
*Madea's Family Reunion* (2005–EPK DP, Lions Gate Films/Tyler Perry)  
*Shark Tale* (2005–EPK DP/Field Producer, DreamWorks)  
*Crocodile Dundee* (1986–EPK/Media Tour DP, Paramount Pictures)

**Atlanta Broadcast Productions / Versfelt Communications Group, LLC • Atlanta, GA (2001–Present)**

Freelance TV Producer/Writer, Director/Cameraman, Technical Writer, PR & Media Relations. Consultant for transmedia communications. Created and managed PR campaigns, internal and external multimedia products for Xerox, TJ Maxx, U.S. Geological Survey, United Healthcare, Burger King Corp., United Way. Numerous network TV news assignments for ABC & NBC News, Fox News, CNN, etc. TV commercials and PSA's, marketing & corporate image videos, video news releases, Electronic Press Kits (EPK), training videos.

**WSB-TV (ABC) • Atlanta, Georgia • Freelance News Photographer/Live Truck Tech (2001)**

**Georgia Public Television • Atlanta, GA • Staff Videographer / Editor (01/98-06/01)**

**CNN International • Atlanta, GA • Staff News Writer (08/97–01/99)**

**CarpetsMAX • Kennesaw, GA • Video Production Manager, Producer/Writer (05/96-05/97)**

**Dystar Television • Atlanta, GA • Documentary TV Producer/Writer (05/95–05/96)**

**International Exploration News • Atlanta, GA • Oil & gas newsletter Publisher/Managing Ed. (01/95 01/98)**

**WXIA-TV (NBC) • Atlanta, Georgia • Freelance News Photographer/Live Truck Tech (1995)**

**WPSX-TV (PBS) Penn State Univ. • State College, PA • Staff Producer/Writer (08/90–06/94)**

**Versfelt & Associates • Miami, FL • Freelance Producer/Writer, Director/Cameraman (1984-1990)**

**WCKT-TV (NBC/WSVN-TV) • Miami, FL • Cameraman, Editor (1982-1984)**

**WBBH-TV (NBC) • Fort Myers, FL • Reporter, Cameraman, Editor (1981-1982)**

**KRBC-TV (NBC) • Abilene, TX • Chief Photographer, Cameraman, Editor, Police Reporter, General Assignment Reporter. Produced *Centennial Minutes* interstitial series about west Texas history. (1980)**

**KARD-TV (NBC) • Wichita, KS • General Assignment Reporter, Cameraman, Editor (1979)**

**KOMU-TV (NBC) • Columbia, MO • Gen. Assign. & Consumer Reporter, Cameraman, Editor (1978-1979)**

**KBIA-FM (NPR) • Columbia, MO • News Editor, Producer, Anchor/Host for statewide *All Things Considered* daily news program. Producer/Editor: *Week In Review*. (1978-1979)**

**National Public Radio • Produced, wrote and reported freelance feature stories (“Howard Hughes Burial Site Tourism”, “American Settlers On Israeli Kibbutz”) for *All Things Considered* from U.S. and Israel. (1978-1979)**

**KCOU-FM • Columbia, MO • Assistant News Director, News Anchor, Reporter. (1976-1978)**

**WRBB-FM • Boston, MA • News Anchor, Reporter, Special Events Producer (1975-1976)**

**WEEL-AM (CBS) • Boston, MA • Editor's Desk Assistant, Production Assistant (1976)**

## PORTER VERSFELT RESUME

### EDUCATION

**University of Missouri • Columbia, MO • School of Journalism (1976– 1979)**

- Classic journalism education covering broadcast, print, advertising, public relations, media law and media history. Mastered 16mm film photography, videography, film processing, film/video editing.
- Teaching Assistant. Freelance reporter for The Missouri Radio Network (1976-1977).

**Northeastern University • Boston, MA • School of Journalism (1975-1976)**

**International School Beverweerd • Werkhoeven, The Netherlands (1973-1975)**