



# Mark Montour-Larson

Art Direction | Production | Design | Management

[markmontourlarson.com](http://markmontourlarson.com)

**Broadcast and media professional, specializing in print and motion design, graphic systems management, video production and editing.**

## Professional Experience

### **Executive Producer – Multimedia Marketing & Programming**

Rocky Mountain Public Media, Inc.  
Denver, Colorado

May 2016  
- present

### **Director of Production & Creative Operations**

Rocky Mountain Public Broadcasting Network, Inc.  
Denver, Colorado

October 2015  
- May 2016

### **Production & Design Consultation**

Providing systems, process and design services to broadcast, corporate and non-profit organizations.

March 2015  
- present

### **Art Director & Manager of Marketing Production**

KMGH-TV (E.W. Scripps, formerly McGraw-Hill Broadcasting)  
Denver, Colorado

March 1999  
- March 2015

### **Producer/Director - Broadcast Specialist**

Mayo Clinic Foundation  
Rochester, Minnesota

September 1997  
- March 1999

### **Director of Design**

Pro Video Productions, Inc.  
Duluth, Minnesota

March 1996  
- September 1997

### **Director/Associate Producer**

WDSE-TV (PBS)  
Duluth, Minnesota

February 1981  
- March 1996

## Skills & Qualifications

- Motion Graphics & Animation
- Design, Layout and Typography
- Technical Support
- Live Studio and Field Production
- Post Production Editing/Effects
- Creative & Art Direction
- Team Leadership
- Process Improvement
- Brand Stewardship
- Client Services

continued

## **Awards**

- Four-time, Heartland regional EMMY Award winner
- District, regional and national award winner American Advertising Federation ADDYs

## **Education**

University of Minnesota - Duluth Communications / Journalism	1982 - 1986
Duluth Technical College Broadcast Electronics	1981 - 1982

## **Professional Vitae - Details**

### ROCKY MOUNTAIN PBS

- Continually develop and produce brand marketing and client-to-consumer messaging
- Developed presentation products and style direction for program and station branding
- Served as interim Programming Manager (3 years), overseeing day-to-day operation of Programming and Traffic departments, coordinating external vendors, contractors and consultants to acquire and schedule content on state-wide network of multi-channel Public Television stations.
- Advise and implement technology upgrades to facilitate quality and efficiency
- Developed processes and accountability among production staff
- Participated in company reorganization efforts to improve flexibility in process and productivity

### KMGH-TV (ABC)

- Managed an agile and responsive artistic team for covering enterprise, daily and breaking news stories
- Served as functional-lead for brand initiative projects among group stations in Denver, San Diego, Indianapolis and Bakersfield
- Coordinated technical and artistic resources for station graphics look changes, high-definition upgrades and equipment implementation
- Provided hands-on design and execution of Avid Deko templates for MOS newsroom workflow, including original macro development and data parsing for establishing automated efficiencies. Similar skill sets applied to Chyron Lyric conversion and workflow
- Project management and onsite consultation for scenic design, technical improvements and process efficiencies
- Worked with Sales/Marketing to provide animations and graphic displays to enhance client commercials and to attract new business
- Work with Sales department to develop sales tools, including presentations and marketing collateral
- Work with the Scripps Design Service to develop projects for KMGH-TV and all company-owned stations
- Work across multiple departments to develop best practices, communicate operational tactics, and innovate new and effective workflow strategies
- Highly proficient user and manager of Mac hardware/software for multiple users in a creative environment
- Proficient and expert capabilities with Adobe Creative Suite and Apple Final Cut Pro products
- Provide support and management of technical systems, including Avid Deko and Chyron Lyric graphics, Newsroom Solutions NewsTicker/Expio

## **Professional Vitae – Details (continued)**

### Mayo Clinic Foundation

- Worked with world-class physicians and medical professionals to facilitate internal and external communication initiatives
- Implemented facilities and systems of closed-circuit, cable television delivery for entertainment, education and information programming to patients, visitors and staff
- Developed a weekly series – “Harmony at Mayo” – live productions featuring musical performances from a variety of Clinic campus locations

### Pro Video Productions, Inc.

- Continually provided varied production services as independent contractor from 1985 through becoming full-time staff member in 1996
- Responsible for maintaining all aspects of high-quality design of video productions
- Specialized in graphics, animation and special effects editing
- Worked with clients to produce a variety of corporate, industrial and commercial projects

### WDSE-TV (PBS)

- Served in various positions, with varied responsibilities including; live, on-air directing, studio and remote field production, documentary program and promotional editing
- Provided studio set design, construction and lighting
- Performed daily broadcast traffic, scheduling and continuity coordination
- Managed inventories of program content, archive and stock resources

## **Personal Data**

- Proven leader with 30+ year history of broadcast and media expertise
- Photographer, editor, motion graphics artist
- Portrait photographer
- Innovator and promoter of process improvement
- Technology “Geek”
- Effective communicator and consensus builder