

MARK FRAGALE

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RIT Athletics: ritathletics.com

EXECUTIVE PROFILE

Broadcast Executive Producer / Director | VP Sports Video Production

Award-winning and results-driven broadcast executive with 20+ years leading large-scale, multi-platform sports and university production operations. Proven history of originating, producing, and directing professional-level college sports broadcasts from concept through live execution, with content distributed across linear, digital, and OTT platforms.

Recognized for building the RIT Sports Network from inception into a professional-grade operation while developing and mentoring student teams whose work has earned national recognition. Demonstrated expertise in program development, technical staging, mobile unit operations, and multimedia design, combined with deep experience in budget ownership, vendor management, and engineering innovation. Adept at leading cross-functional teams, aligning production strategy with brand and revenue goals, and driving adoption of emerging technologies across live broadcast environments.

SELECTED EXECUTIVE ACHIEVEMENTS

- Lead live production operations for NCAA Division I hockey with average in-arena audiences of approximately 10,000 fans per game, integrating broadcast, streaming, and in-venue video board experiences across multiple revenue streams.
- Direct and staff game-day crews of 30+ team members per event, including 15 student workers, 10 freelancers (camera operators, on-air talent, producers, graphics specialists), and 5 full-time staff, building a sustainable pipeline of industry-ready talent.
- Built and scaled a hybrid student–professional production model that delivers TV-quality broadcasts while simultaneously training emerging professionals for collegiate and professional sports networks.
- Oversee an annual operating budget of approximately \$5M and manage an additional \$5M in production-related purchasing across the organization, ensuring fiscal discipline, vendor optimization, and strategic capital investment.
- Scaled video services from 2 to 6 integrated departments (production, editing, graphic design, marketing, photography, producer/director teams), creating a full-service in-house agency model that supports institutional communications, fundraising, and brand initiatives.

CORE LEADERSHIP COMPETENCIES

Strategic & Operational: Sports broadcast strategy and operations • Multi-platform live sports distribution (linear, streaming, in-venue) • Remote and studio production leadership • Program development and audience engagement

Technical & Creative: Mobile unit and control room workflow design • Engineering collaboration and technical innovation • Creative direction and brand storytelling • Emerging technologies and systems integration

Business & Talent: Budget ownership, forecasting, and cost control • Vendor, rights holder, and league partner relations • Cross-functional and cross-departmental leadership • Talent development, coaching, and workforce pipeline management

EXECUTIVE EXPERIENCE

Rochester Institute of Technology – Rochester, NY

Director, Production Services – Marketing & Communications | 2002 – Present

Executive Producer / Director, RIT Sports Network | 2003 – Present

University-Wide Production Leadership

- Lead multidisciplinary teams of staff, students, and freelancers in delivering high-impact video content for the Board of Trustees, University President, Senior Vice Presidents, and all nine colleges, supporting institutional communications, fundraising, and brand initiatives.
- Oversee an annual operating budget of approximately \$5M and manage an additional \$5M in production-related purchasing, ensuring fiscal discipline, vendor optimization, and strategic capital investment.
- Scaled video services from 2 to 6 integrated departments (production, editing, graphic design, marketing, photography, producer/director teams), creating a full-service in-house agency model.
- Produced content achieving more than 1.5M views across New York State through media partnerships and digital platforms, elevating RIT's visibility with prospective students, donors, and alumni.

RIT Sports Network

- Founded and built the RIT Sports Network from the ground up, transforming it into a professional-grade collegiate sports broadcasting operation with consistent, TV-quality production standards.
- Lead producer/director for live broadcasts of NCAA Division I hockey, lacrosse, basketball, and Esports, overseeing full game-day operations that support approximately 10,000 in-arena fans per hockey game plus digital audiences via streaming and on-demand platforms.
- Manage game-day production teams of 30+ (15 students, 10 freelancers, 5 full-time staff) across cameras, on-air talent, replay, graphics, and show calling, ensuring consistent, TV-caliber execution and adherence to league and rights-holder standards.
- Executive produced and directed bi-monthly sports and news magazine programming for Spectrum affiliates and ESPN2 local windows, managing editorial direction, talent, and technical execution.
- Lead in-venue video board operations for all home hockey events, including original content creation, sponsorship activation elements, and game-day show calling.
- Partner with senior university finance and marketing leaders on programming strategy, budgeting, rights and distribution discussions, and brand alignment for athletics and institutional priorities.

Chautauqua Productions, LLC – New York State

Owner / President / CEO | 2012 – Present

- Lead subcontractor for regional Spectrum Cable Sports Channel, overseeing live sports broadcasts across key New York State markets (Syracuse, Rochester, Buffalo/Niagara, Albany).
- Produce and direct 50+ live sports broadcasts annually (football, lacrosse, and additional sports) for local Spectrum affiliates, ensuring consistent quality, compliance with network standards, and sponsor integration.
- Recruit, manage, and retain a professional crew of 25+ production staff, building a flexible, high-performing freelance workforce capable of scaling to meet demand.
- Maintain end-to-end responsibility for P&L and all production operations, including scheduling, budgeting, logistics, vendor relationships, and quality control, effectively operating as a regional remote-operations hub.

Rochester Red Wings – AAA Baseball (Washington Nationals Affiliate)

Live Game-Day Broadcast Television Director | Rochester, NY | 2005 – Present

- Freelance director for 20–25 live professional baseball broadcasts per season for MLB streaming platforms and local broadcast partners.
- Lead a control-room team of seven to deliver in-venue and streaming/closed-circuit telecasts, integrating graphics, replay, camera operations, and live commentary.
- Collaborate with team and network production staff to meet MLB and rights-holder standards and enhance the in-venue and at-home viewer experience.

Rochester Knighthawks & Rochester Americans (NLL/AHL) – Blue Cross Arena

Lead Producer / Director | June 2020 – Present

- Lead Game Day Producer/Director for live ESPN+ and Pegula Sports Network broadcasts, overseeing all aspects from pregame setup through live execution.
- Manage and direct a crew of 12–15 for each event, coordinating camera, replay, graphics, audio, and in-venue integrations.
- Collaborate with league and team producers to ensure alignment with NLL and AHL broadcast standards, sponsorship requirements, and storytelling priorities.

ACADEMIC APPOINTMENTS

West Virginia University – Reed College of Media

Adjunct Online Professor, Digital Video Production | June 2019 – Present

- Teach IMC 643: Digital Video Production, a graduate-level course focused on integrating video into modern marketing and communications strategies.
- Instruct students on hardware and software selection, field production, editing (Premiere Pro), and campaign strategy, emphasizing audience targeting and measurable outcomes.

Rochester Institute of Technology – College of Liberal Arts, Department of Communication

Adjunct Professor, Sports Media Production | January 2019 – Present

- Developed and teach an undergraduate course in Sports Media Production covering live event workflows, storytelling, control room operations, and the evolving role of media in sport.
- Mentor students in creating digital and broadcast-ready content, building a talent pipeline for collegiate and professional sports production.

EARLY CAREER

I.A.T.S.E. Local 600 – International Cinematographers Guild – Los Angeles, CA

Camera Operator / Cinematographer | 1989 – 2006

- Freelance Director of Photography / Camera Operator for feature films, national and local commercials, episodic television, sports broadcasts, and documentaries.
- Collaborated closely with directors and DPs to capture cinematic visuals in fast-paced, high-stakes environments, maintaining technical precision, creative consistency, and on-set safety.

AFFILIATIONS

- College Sports Video Group – Advisory Committee Member, 2010 – Present
- RIT Staff Council – Vice Chair, 2009 – 2013
- RIT Reporter Magazine – Staff Advisory Committee Member, 2008 – Present

EDUCATION

Rochester Institute of Technology – College of Liberal Arts

Master of Science (M.S.), Communication

Rutgers University – Mason Gross School of the Arts

Bachelor of Fine Arts (B.F.A.), Film, Photography, and Video Production

REFERENCES

Available upon request.