

Mark Fragale

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Executive Profile:

Broadcast Executive Producer / Director | Live Sports Production | Broadcast Operations | Multi-Platform Video

Award-winning broadcast and live sports production leader with 20+ years of experience directing large-scale, multi-platform sports, university, and branded content operations. Proven record of building and scaling professional-level college sports broadcasts from concept through live execution across linear, digital, streaming, and OTT platforms. Known for growing the RIT Sports Network into a professional-grade operation, mentoring student and freelance teams, and delivering content that has earned national recognition. Deep expertise in broadcast operations, program development, technical staging, mobile and studio production, budget ownership, vendor management, and production workflow innovation. Skilled at leading cross-functional teams, aligning production strategy with institutional and revenue goals, and adopting 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 platforms and 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 training emerging professionals for collegiate and professional sports networks.
- Oversee an annual operating budget of approximately \$3M and manage an additional \$1M 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 media operation that supports institutional communications, fundraising, and brand initiatives.
- Produced content achieving more than 1.5M views across New York State through media partnerships and digital platforms, elevating institutional visibility with prospective students, donors, and alumni.

Core Leadership Competencies

- **Strategic & Operational:** Sports broadcast strategy and operations; multi-platform live sports distribution (linear, streaming, in-venue); remote, studio, and mobile production leadership; program development; audience engagement.
- **Technical & Creative:** Control room and mobile unit workflow design; engineering collaboration and technical innovation; creative direction; brand storytelling; emerging technologies; systems integration.
- **Business & Talent:** Budget ownership, forecasting, and cost control; vendor, rights holder, and league partner relations; cross-functional leadership; talent development; coaching; 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 \$3M and manage an additional \$1M 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 media operation.
- Produced content achieving more than 1.5M views across New York State through media partnerships and digital platforms, elevating RIT 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+ 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.
- 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.
- Produce and direct 50+ live sports broadcasts annually for local Spectrum affiliates, ensuring consistent quality, network compliance, 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.

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 — Blue Cross Arena

Lead Producer / Director | 2020 – 2024

- Led game-day production and direction for live ESPN+ and Pegula Sports Network broadcasts, overseeing all aspects from pregame setup through live execution.
- Managed and directed crews of 12–15 per event, coordinating camera, replay, graphics, audio, and in-venue integrations.
- Collaborated with league and team producers to ensure alignment with NLL and AHL broadcast standards, sponsorship requirements, and storytelling priorities.

Academic Appointments:

West Virginia University — College of Creative Arts and Media

Adjunct Online Professor, Digital Video Production | 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, 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 | 2019 – 2023

- Developed and taught an undergraduate course in Sports Media Production covering live event workflows, storytelling, control room operations, and the evolving role of media in sport.
- Mentored students in creating digital and broadcast-ready content, helping build 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 – 2002

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

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Affiliations:

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

Education:

Rochester Institute of Technology – Master of Science (M.S.), Communication

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

References available upon request.