Phoebe Turner

Production-focused Electronic Media & Broadcasting major with leadership experience running campus broadcast channels and teams. Skilled in live production, scheduling, video/audio editing, and social media content strategy. Proven ability to coordinate multi-platform distribution and keep channels on-air under tight deadlines

CONTACT

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EDUCATION

Appalachian State University :

B.A., Electronic Media & Broadcasting

- Expected Graduation: May 2027
- Focus in Production; Minor in Marketing

Program Director; AppTV, Appalachian State University 2025-PRESENT

- Managed Cablecast and YouTube channels: created program schedules, uploaded content, and ensured continuous streaming.
- Set regular channel office hours and served as primary liaison and supporter for all producers and content teams; coordinated deadlines and deliverables.
- Coordinated with producers to build air-time schedules and approved all content airing on the channel.
- Controlled signal inputs and coordinated live productions; top responsibility was to prevent channel downtime.
- Implemented workflow improvements to streamline uploads and scheduling.

Technical Director — AppTV Show "Black At App" 2024-PRESENT

Operated Tricaster for live productions; called and cued live shows, managed switcher inputs, and ensured smooth multi-camera broadcasts.

• Led technical crew during live shoots; trained operators on cueing and live troubleshooting.

Technical Director — AppTV Show "Connected Cultures" 2024-2025

Collaborated with producers to set technical requirements and execute live and recorded segments.
• Supervised production team and maintained broadcast standards.

PR Team Member — Delta Zeta Sorority 2025-PRESENT

• Assisted and collaborated on Instagram and TikTok social media posts and content ideas.
• Collaborated on campaigns to increase engagement and event attendance.

SKILLS

Technical Skills

- Video Editing: Adobe Premiere Pro
- Audio Editing: Adobe Audition
- Live Production: Tricaster (technical directing), cable automation (Cablecast)
- Cameras: JVC camera operation
- Platforms: YouTube, Cablecast, ESPN+ workflows
- Social Media: Instagram, TikTok content creation and scheduling

Leadership & Team Skills

- Crew leadership and training (camera operators, live techs)
- Cross-functional coordination with producers, talent, and network partners
- Schedule creation and content approval authority
- Rapid problem-solving during live broadcasts

REFERENCES

Austin Bartolomei-Hill - AppTV Advisor
Email: bartolomeihillae@appstate.edu
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Raya Aughtry - Black at App Producer
Email: aughtrys@appstate.edu
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Madison Harvey - AppTV Station Manager
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