

CHARLES LOUIS NERO TARVER

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CURRENT

Business Owner/Manager, Claymont Digital Design, LLC web design, and printing.
DBA: Philadelphia Pike Minuteman Press.

MAJOR ACCOMPLISHMENTS

- Coordinated 2000 NAACP Image Awards Electronic Press Tour. Placed featured performers on drive-time radio shows in major markets and on nationally syndicated programs across four time zones.
- Assistant to the Producer of tribute to late Atlanta Mayor Maynard Jackson sponsored by Congresswoman Maxine Waters, 35th District CA at the 2004 Democratic National Convention in Boston.
- Improved fund-raising at campus/community radio station by 450%.

SUMMARY OF QUALIFICATIONS

- Developed news releases that obtained newspaper, radio and television coverage.
- Developed and maintained major Student Life sections of university website. Worked with IT to program webcam, polls and electronic forms.
- Helped design university-wide alcohol awareness strategy that redefined “party school” to promote responsible drinking behavior.
- Designed and produced brochures, flyers, posters, pdf files and newsletters.

Owner, Philadelphia Pike Minuteman Press 7/2008 – Present

- Owned and operated a Minuteman Press full-service printing franchise.
- Handled marketing, promotion, and customer service.
- Handled design, layout and printing for wide variety of pieces.

Assistant Director, Student Centers for Student Media, 9/1996 – 5/2008 (retired)
University of Delaware, Newark, DE

- Launched and maintained Student Centers website.
<http://www.udel.edu/student-centers>
- Launched and maintained Student Government (DUSC) website.
<http://copland.udel.edu/stu-org/dusc>
- Launched and maintained Student Events/JustUDoIt! website.
<http://www.udel.edu/studentevents>
- Worked with university graphic designer on initial site designs. Handled all subsequent image changes and flash elements.
- Launched and supervised Student Life Television (SLTV) now (STN).

Station Manager WVUD, University of Delaware, 2/1985 - 5/2008 (retired)
Newark, DE

Transformed underperforming campus/community radio station into one of “the best radio stations around” (College Cash.Info,
http://www.collegecash.net/college_radio_stations.htm).

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- Improved station's physical plant.
 - Upgraded to full digital studios.
 - Upgraded transmitter and antenna.
 - Established server plant for webcasting and podcasting.
- Improved fund-raising by 450% to place station on per capita par with major stations.
 - Developed database of alumni and contributors.
 - Developed corporate sponsorship program.
 - Developed sports sponsorship program.
- Improved Training Program.
 - Developed and taught credit course in Radio Programming and Production through Communications Department.
 - Established partnership with Communications Department to train student newscasters.
 - Launched separate cable/Internet training station, WVUD-II.
- Improved station's visibility.
 - Developed programs that allow student broadcasters to cover UD Sports.
 - Developed concerts, remote broadcasts and promotional events.
 - Partnered with local cable system to carry station's signal.

Station Manager WRBB, Northeastern University, Boston, MA 12/1978 - 2/1985

Turned troubled radio station that was in danger of being closed down into a training ground that launched the broadcast careers of Wendy Williams, syndicated radio personality; Jay Dixon, Cox Broadcasting, Urban Program Director and Horace Holmes, WJLA TV7, Washington, DC News Anchor.

Program Coordinator, Boston University, Boston, MA 10/1975 - 11/1978

Planned campus activities including concerts, lectures and art shows. Produced "Intro" a three-screen, six-projector, multimedia exhibit for 1978 New Student Orientation.

EDUCATION

M.A., Communications, University of Delaware, Newark, DE. 1994
B.S., Broadcasting and Film, English minor, Boston University 1975
Boston, MA.

COMPUTER/TECHNICAL SKILLS

Webpage design: html programming, javascript; Macintosh/Windows: Microsoft Office - Word, PowerPoint, Excel; Adobe Creative Suite: Acrobat, Illustrator, InDesign, Dreamweaver, Flash, Fireworks; Digital Audio: ProTools, Audacity; Database Management: FileMaker Pro, FOCUS Proprietary Franchise software.

Writing, Desktop Publishing, Tape Editing, Audio Production, Digital Audio Production, Graphic Design.

ASSOCIATIONS

Inducted into the WVUD Hall of Fame (first class)
<http://www.udel.edu/udaily/2009/may/wvud051509.html>
Appointed to State of Delaware Governor's Advisory Committee on Substance Abuse and Mental Health.
Board Member NAMI (National Alliance on Mental Illness) Delaware.
Board Member Prometheus Radio (Community Radio Organization)
Alpha Phi Alpha Fraternity, Inc. Wilmington, DE Alumni Chapter
Secretary 1997 - 1999, Vice President 2000 - 2003.