

PETE MCCAULEY, M.Ed.

www.mccauleymediagroup.com

651.558.6290

mccauleymedia@gmail.com

SNAPSHOT

- Media producer, content creator, creative director, and multimedia storyteller with 30 years of professional experience in media production for broadcast, cable, and web distribution.
- 15+ years in higher education as a media specialist and academic technologist, supporting faculty and staff in the intentional use of media for teaching and knowledge translation.
- Media studies and communications scholar with a focus on learning technologies and critical media literacy.
- Musician and performer with over 30 years of experience writing, recording, performing, and touring.

EDUCATION

M.ED., LEARNING TECHNOLOGIES - UNIVERSITY OF MINNESOTA, 2021

B.A., COMMUNICATION - UNIVERSITY OF MASSACHUSETTS, 1994

EXPERIENCE

PRINCIPAL MEDIA PRODUCER, INSTITUTE ON COMMUNITY INTEGRATION, 2019 - PRESENT

Responsible for all aspects of video and multimedia production in support of communications and marketing for the Institute on Community Integration at the University of Minnesota. Duties include project management, scripting & storyboarding, directing, cinematography, video post-production, student worker supervision, leading professional development and training for faculty, guest teaching in classes with media components, and more.

MEDIA SPECIALIST, COLLEGE OF EDUCATION & HUMAN DEVELOPMENT, 2006 - 2019

As part of a team of instructional designers and academic technologists, Pete oversaw video and multimedia production related to academic projects and external communications for the College of Education and Human Development at the University of Minnesota. Alongside media production tasks, duties included guest teaching in classes with media components, and training faculty on digital storytelling and media assignment pedagogy.

EXECUTIVE PRODUCER & CREATIVE DIRECTOR, MCCAULEY MEDIA GROUP, 2008 - PRESENT

Pete maintains an active side hustle as a freelance media producer for various production companies and independent clients as well. In addition, Pete is an active member of the MN film and media production community.

VIDEO PRODUCER, DREAMWORLD STUDIOS, EDEN PRAIRIE, MN, 2001 - 2006

As a founding video producer with DWS, Pete produced media content for marketing, educational, corporate / industrial, training, and advertising materials for various clients – from concept to delivery.

STUDIO & WORKSHOP COORDINATOR, NCTV (now CCX), BROOKLYN PARK, MN, 1996 - 2001

Northwest Community TV is a public access center in Brooklyn Park. Pete assisted with studio production, supervised use of portable equipment, and developed & led training in video production to community members of all ages.

GRIP, NORTHWEST TELEPRODUCTIONS, EDINA, MN – 1994 - 1996

As a grip for NWT, Pete performed many roles on a wide variety of productions for broadcast, cable, and corporate / industrial communications.

INTERNSHIPS – 1991 & 1992

Pete's first professional media gig was as an intern at WGBY, a PBS affiliate television station in western Massachusetts. A year later, he completed an internship with SLATE, Ltd., a music video production company based in London, UK

[References available upon request.]

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CONFERENCE AND PROFESSIONAL PRESENTATIONS

- "Critical Media Literacy" - Original Documentary Film Screening & Discussion - August 2022 - Communication & Media Studies Conference - Galway, Ireland
- "Introducing an Open Digital Storytelling Course for Educators" - June 2017 - New Media Consortium Summer Conference - Boston, MA
- "Media Content for Teaching and Learning" - July / August 2017 - Treks (CEHD faculty development workshops) - University of Minnesota
- "Introducing an Open Digital Storytelling Course for Educators" - December 13, 2016 - TIES Conference - Minneapolis, MN
- "Introducing an Open Digital Storytelling Course for Educators (V2)" - July 28, 2016 - MN eLearning Summit
- CEHD Digital Storytelling Workshop (with colleagues) - June 30, 2016 - University of Minnesota
- "Unpacking Captioning for Accessibility" - MN eLearning Summit 2015 - Minneapolis, MN
- "Video iPad Kits for Teacher Assessment & Digital Storytelling" (poster session) - MN eLearning Summit 2015
- "Digital Storytelling in the Classroom" - MN eLearning Summit 2014 - Minneapolis, MN
- "Making Things Easier: Digital Storytelling Assignments" with UMN colleagues for UMN OIT - February 27, 2014
- Digital Storytelling Workshop for PACT (Professional Association of Computer Trainers) - January 16, 2014 - St Paul, MN
- "Supporting edTPA Minnesota with the iPad", TIES Conference - December 17, 2013 - Minneapolis, MN
- Digital Storytelling Presentation for PACT (with Linda Buturian) - December 13, 2013 - Minneapolis, MN

AWARDS

TELLY AWARDS, 2023 - BRONZE, REGIONAL TV CAMAIGN

"We Speak Your Older Home's Language" - Pete McCauley, Director of Photography

MAROON AWARD, 2019 - UNIVERSITY OF MN COMMUNICATORS FORUM - VIDEO SHORT

Early Childhood Program Promotional Video

TELLY AWARDS, 2018 - SILVER | DAVEY AWARDS, 2018 - SILVER | HOLLYWOOD NOW FILM FESTIVAL, 2017

*These three awards were for the music video "New again" by Maiden Dixie
Pete McCauley, Director of Photography - (Produced by Mr. People, Inc. 2017)*

VOLUNTEER WORK

MIDWAY INVESTMENT COOPERATIVE • ST. PAUL, MN • 2022-PRESENT

PARENT TEACHER ASSOCIATION • HAMLIN ELEMENTARY SCHOOL • ST. PAUL, MN • 2013-2019

HAMLIN MIDWAY COALITION (NEIGHBORHOOD COUNCIL) • ST. PAUL, MN • 2012-PRESENT

PORTFOLIO

MCCAULEYMEDIAGROUP.COM

VIMEO.COM/MCCAULEYMEDIA