

LISA BETH KOVETZ

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PROFESSIONAL SUMMARY

Passionate, hands-on, creative, multimedia journalist, segment producer, and science journalist with deep and broad experience creating across platforms, driving engagement, and improving financial outcomes. Hyper-organized, award-winning TV showrunning skills translates to multiple endeavors, including physical products, concepts, and experiences all delivered on time in the most economically viable, exciting manner.

LINKS TO WORKS

- [Interview with painter, Sam Messer](#)
- [Built 3D Graphic Opening in Unity](#)
- Expert translator of complex/science/tech concepts creating entertainment for lay audience.
- [Interview with choreographer, Bill T. Jones](#)
- [Talk Show Host/Science Communicator](#)
- [2023 Keynote Speaker US Department of Energy](#), symposium on science & entertainment.

WORK HISTORY AND MAJOR ACHIEVEMENTS

PRESIDENT, FLYING SOUTH PRODUCTIONS, INC.

Grew the business from start up to current state of books, audio, and merchandise.

- Implemented innovative concepts such as [the “Digital Avatar” TikTok campaign](#) featuring 3D avatars of company’s IP/fictional characters to use as spokespeople

Sr. PRODUCER/WRITER

Dir. OF SPECIAL PROJECTS

CUNY TV – New York, NY

- [Created, launched and ran multiple award winning shows airing](#) on multiple media platforms.
- Delivered large projects as well as segment pieces, always within budget at time parameters.
- Created and edited in Premiere, Photoshop, Final Cut, Unity

RECENT NOTEWORTHY PROJECTS

Producer/Host/Creative Writer/Grant Writer Raised ~\$1.8 million via multiple large money grants to launch “[Science Goes to the Movies](#),” a 30-minute talk show where working STEM professionals separate fact from fiction presented in pop-culture. Successfully grew and managed social media for the show into one of the largest non-monetized social media accounts at the station. Wrote/Produced 100+ 26 minute episodes.

Segment Producer [Arts in the City](#), [Simply Science](#), [Science & U](#), *Urban U* Researched, produced, edited 100+ three to ten minute pieces for magazine-style shows.

Produced/Wrote/Edited/Hosted *Leyendo Libros - Reading Books* a bilingual storybook reading series, picked up by Rutgers and incorporated into their Community-Engaged Anti-Racist (CEAR) Education Project, a series of curricular units to be shared with educators.

Author/[*The Tuesday Erotica Club*](#) novel series – sold to and published by Sourcebooks, Inc. Translated into 17 different languages across 23 countries. Wrote and Illustrated “[*Peter the Great is Overweight.*](#)”

AWARDS

EMMY WINNER (team award)

Mayor Bloomberg’s ESL Project – New York, NY

Researched and created emotionally engaging telenovela style drama to welcome immigrants to NYC, presenting the range of city services, promoting positive behaviors, and language skills.

EMMY NOMINATION, GOLD COMMUNICATOR AWARD

Lead Producer on [*Irish Writers in America*](#) a 13-part interview series with living Irish writers.

GOLD COMMUNICATOR AWARD

- **Lead Producer/Creative Writer/Grant Writer** on *Sloan at 75* a half-hour anniversary retrospective of the Alfred P. Sloan Foundation.
- **Lead Producer/Writer** on the United Federation of Teacher's 50 year one-hour anniversary retrospective.
- **Lead Producer/Writer** on *Landmarks50* a look at NYC’s Landmarks Preservation

EMMY NOMINATIONS (team award) (multiple nominations)

- **Contributing Producer/Writer**, on-air commentator *Simply Science*
- **Reporter “Arts in the City”** a magazine style look at the NYC arts scene.

EDUCATION

Bachelor of Arts, English Lit/Theater Arts/Economics Minor, Smith College, Northampton, MA

RELATED EXPERIENCES

Produced jazz recordings with top musicians, children's media, off-Broadway theater, improvisational and interactive events, international plays (Edinburgh and Romania), and created VR worlds in Unity.

Awards for these projects include, National Parents Publication Gold Award, Parent’s Choice Approval Award, Film Advisory Award Board of Excellence, North American Book Dealers Pinnacle Book Achievement Award, Moonbeam Children's Book Award.
