

## **RANDY VAN DALSEN**

The Buske Group  
3001 J Street, Suite 201  
Sacramento, CA 95816  
(916) 441-6277

### **QUALIFICATIONS**

Over twenty-five years of hands-on experience in cable television local programming management and development. Responsibilities have included:

- System Design
- Policy Formation
- Financial Administration
- Staff Supervision
- Membership Development
- Community Outreach/Relations
- Volunteer Training
- Program Production
- Promotion
- Audience Research

### **EMPLOYMENT HISTORY**

#### **December 1991 - Present**

Vice President, The Buske Group; Sacramento, California

#### **July 1985 - November 1991**

Executive Director, Access Sacramento; Sacramento, California

#### **June 1983 - June 1985**

Director of Membership Services and Finance, Alliance for Community Media; Washington, D. C.

#### **June 1981 - May 1983**

Corporate Director of Community Programming, United Cable Television Corporation; Denver, Colorado

#### **September 1980 - May 1981**

Eastern Region Director of Community Programming, United Cable Television Corporation; Denver, Colorado

#### **1975 - 1980**

Public Access Coordinator, United Cable Television of Mid-Michigan; East Lansing, Michigan

#### **1974 - 1975**

Director, Local Origination Department, United Cable Television of Mid-Michigan; East Lansing, Michigan

#### **1973 - 1974**

Cable TV Coordinator, Michigan State University Housing; East Lansing, Michigan

## **RELATED EXPERIENCE**

### 1977 - Present

Life member of the Alliance for Community Media (Alliance).

Member of the Alliance Board of Directors (3 years), Treasurer (1 year), Central States Regional Coordinator (1 year), founder and chair of the Colorado Front Range Chapter in 1982. Coordinator of the 1980 Alliance National Convention and two regional conferences (Central States in 1979, Mountain in 1982). Member of the original Alliance By-Laws Committee (1978). Selected as a speaker at nearly every Alliance National Convention and regional conferences of the Central States, Midwest, Mountain, Mid-Atlantic, Far West, and Northwest Regions of the Alliance.

### 1977 - 1979

Co-founder/Steering Committee member of the Michigan Association for Community Cable Development.

### 1977

Co-founder of the Cable Television Committee of Lansing, Michigan.

### 1972 - 1974

Founder and Director of the Michigan State University "Video Workshop."

## **AWARDS AND HONORS**

### 1985 - 1991

During my tenure as Executive Director, Access Sacramento received 23 First Place awards in national and regional competitions, including "Overall Excellence in Public Access" from the Alliance's "Hometown Video Festival" in 1989 and 1991.

### 1983

Selected for inclusion in Who's Who in Local Origination Programming.

### 1980

Selected for inclusion in Who's Who in Cable Television.

### 1977

"First Place Award" for sports special, "Bull Bowl '76." Presented by the National Cable Television Association.

### 1975

"First Place Award" for documentary special, "The Handicappers: An Equal Rights Movement." Presented by the National Cable Television Association.

## **EDUCATION**

### 1980

M. A. degree in Telecommunication, Michigan State University.

### 1974

B. A. degree in TV/Radio, Michigan State University.