

# Richard Lasch

Owner, Lasch Video Productions

Richmond, Virginia Area

| Motion Pictures and Film

Current

- **Multimedia Project Manager at Genworth Financial**
- **Ram Replay Director and Camera Operator at Virginia Commonwealth University, Siegal Center**
- **Multimedia and Broadcast Design and Production at [www.Lasch.tv](http://www.Lasch.tv)**
- **Camera Operator, Video Engineer, Tech Manager at ESPN, Comcast, World Sports, CBS, NBC, etc,**

Past

- **Production Manager at BLAB-TV**
- **Shoot Engineer at BES Teleproductions**
- **News Videographer, Maintenance Engineer at WTVR-TV**
- **Production Manager at American Cablesystems**
- **Producer Director at WMOD-TV**
- **VideoTape Editor at WCIX-TV**

Education

- **Miami Dade College**
- **Belen Jesuit Preparatory School**

## Summary

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Hi, I'm Rick Lasch. My original intention was to pursue a career in law enforcement. However, in 1976, while recuperating from being accidentally shot in my sleep, I took a job as the night security receptionist at WCIX-TV in Miami, Florida. That's where I began my career in broadcasting as a projectionist. Since then, I continue to work for every major television and cable network as well as a number of local and national businesses. I have won a number of awards, including 2 National Emmys in 1994 and 1995 while working with ESPN on the NASCAR tour.

2010 makes it my 34th year in the broadcast video field. I have current extensive live production experience and maintain technical skills related to video, camera operation, web casting and audio in all major sports and corporate events.

## Experience

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### **Multimedia Project Manager Genworth Financial**

Public Company; 5001-10,000 employees; GNW; Insurance industry

2007 – Present (7 years)

Contractor since LOV

### **Ram Replay Director and Camera Operator Virginia Commonwealth University, Siegal Center**

Educational Institution; 10,001+ employees; Higher Education industry

2004 – Present (10 years)

I currently work on the Ram Replay crew at the Siegal Center, either as a camera operator or director.

### **Multimedia and Broadcast Design and Production [www.Lasch.tv](http://www.Lasch.tv)**

1994 – Present (20 years)

I take out the garbage and keep an eye on my kids. Then I go out and have fun making and transmitting audio visual communication

**Camera Operator, Video Engineer, Tech Manager  
ESPN, Comcast, World Sports, CBS, NBC, etc,**

Public Company; 5001-10,000 employees; DIS; Broadcast Media industry

1989 – Present (25 years)

In 1989 I began working as a full time freelance Technician/Operator. I worked primarily as Setup Technician and Camera Operator on the Auto racing circuit and in 1995 only missed 2 of the races on the NASCAR Winston Cup tour. One of my more favorite jobs was working as a hand held camera operator in Olympic Stadium in 1996. I am also hired on a regular basis as a Video Engineer, Audio Engineer, Videotape Operator/Editor, Maintenance Engineer and Tech Manager.

**Production Manager**

**BLAB-TV**

1988 – 1989 (1 year)

Directed all live programming, Scheduled crew, responsible for payroll, trained staff, some engineering duties

**Shoot Engineer**

**BES Teleproductions**

1987 – 1988 (1 year)

responsibility of recording all audio and video remote and in studio productions as well as maintenance and design

**News Videographer, Maintenance Engineer**

**WTVR-TV**

Privately Held; 51-200 employees; Broadcast Media industry

1985 – 1987 (2 years)

Shot and edited numerous news features and spot news stories. After assisting in bringing WTVRs first portable microwaves on line I moved to the engineering department as a maintenance engineer

**Production Manager**

**American Cablesystems**

1983 – 1985 (2 years)

Responsible for all aspects of production and post production including bringing on line American Cablesystems first remote truck. I recruited, coordinated and trained community volunteers to staff all our productions.

**Producer Director**

**WMOD-TV**

1981 – 1983 (2 years)

In 1982 and 83 I helped put WMOD in Melbourne, Florida on the air. My title was Producer-Director however one of my first tasks was installing the microwave antennae at the top of the 200 foot plus tower and turning a 28' rental truck into a remote production vehicle. While at WMOD i won a first place Addy award as director on a 30 second commercial and gained extensive live directing experience.

**VideoTape Editor**

**WCIX-TV**

1976 – 1980 (4 years)

I worked almost every position in the on air and production portion of the business, including editing with quad videotape and shooting the 1980 McDuffie riots on film.