

Michael F. Sobeck

JOURNALIST | PRODUCER | COMMUNICATOR

Marquette, MI | 219.299.7470 | michaelfsobeck@gmail.com | michaelfsobeck.wixsite.com/e-portfolio

PROFESSIONAL SUMMARY

Broadcast journalist and media producer with over 5 years of on-air experience, multi-platform content creation, and storytelling under pressure. Proven record of growing audience engagement and overall viewership at TV6. Provides high-energy coverage, social media engagement, and on-camera presence. Broadcast media professional with experience translating storytelling and production expertise into live event content, strategic communications, and audience engagement.

CORE COMPETENCIES

- Live Video Shooting and Editing
- Live Broadcast Production
- Media Relations & Press Releases
- Social Media Content & Strategy
- Cross-Platform Publishing
- Breaking News & Live Event Coverage
- Audience Growth & Engagement
- Cross-Functional Team Collaboration
- Excellent Communication & Time Management
- Strong Media Design Principles

PROFESSIONAL EXPERIENCE

Morning News Reporter, Anchor & Media Producer | *WLUC TV6 – Marquette, MI | February 2024 - present*

- Produce and deliver engaging daily live news segments across broadcast, web, and social platforms, maintaining editorial accuracy and brand consistency under strict deadlines.
- Create and publish effective social media content (Instagram, Facebook, YouTube), driving fan engagement and station reach.
- Serve as primary media contact for the Lake Superior Performance Rally (LSPR) and Red Bull-sponsored Jibba Jabba event, writing press communications, delivering compelling broadcast and digital coverage.
- Communicate and collaborate with cross-functional teams, including Marketing and Sales.
- Mentor and train reporters on storytelling standards, video production, and digital reporting.
- Coordinate live interviews and manage guest scheduling for on-air segments, ensuring seamless professional execution.
- Contribute to a continued increase in viewership and overall audience growth as a core member of the morning news team, demonstrating measurable impact on audience development.
- Partner with local officials, community organizations, and businesses to source and develop stories that resonate with regional audiences.
- Active member of TV6 Morale Committee, focusing on enhancing team culture and workplace engagement.

Multi-Media Journalist/Evening Field Reporter | *WLUC TV6 – Marquette, MI | April 2023 - February 2024*

- Reported high-impact stories from the field, blending dynamic storytelling, visuals, and editing to engage and energize audiences.
- Collaborated across teams and communities to deliver fast, engaging coverage under pressure, turning local moments into shareable, high-value content.
- Balanced breaking news with strong pre-production planning and creative execution to keep coverage fresh, relevant, and on time.
- Applied effective videography and editing skills to craft visually striking stories that matched brand tone and audience pulse.

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- Turned complex information into authentic, audience-first narratives that connected across digital, broadcast, and social platforms.

Live Event DJ | *Double Trouble Entertainment – Marquette, MI | August 2024 - Present*

- Perform during community events, large-scale corporate gatherings, and weddings.
- Manage stage production, live audio, and event coordination.
- Read and adapt to live audiences in real time, curating playlists that maximize energy and crowd engagement.

Radio X DJ & On-Air Personality, Producer | *WUPX 91.5FM, Radio X – Marquette, MI | September 2019 - May 2023*

- Created and hosted “Feel Good Friday,” an original radio show that achieved the second-highest station listenership within its first year by curating high-energy music, conversation, and audience interaction.
- Produced and executed live on-air segments using the Mixlr app, increasing listener engagement and driving consistent audience participation through real-time digital connection.
- Demonstrated exceptional on-air communication and audience awareness, adapting tone, pacing, and content to resonate with diverse listener demographics.
- Balanced creative direction and scheduling with strong time management and communication skills, ensuring every broadcast delivered a professional, consistent, and engaging listener experience.

EDUCATION

Bachelor of Science, Multimedia Production | Minor: Communications
Northern Michigan University, Marquette, MI | May 2023

TECHNICAL SKILLS

Video Production: Canon DSLR and Sony 4K Digital Cameras, Edius 11, Adobe Premiere Pro

Content Management: Arc XP, Associated Press Electronic News Production System

Social & Digital Platforms: Instagram, Facebook, TikTok, YouTube, Twitter/X, Mixlr

Audio Production: Serato DJ, live stage audio mixing

Office & Productivity: Microsoft Office Suite

AWARDS & PROFESSIONAL AFFILIATIONS

Michigan Association of Broadcasters (MAB): Breaking News Merit (2024) | Morning News Program Best (2024) | OTT Digital Desk Merit (2024) | Market 4 Station of the Year (2023, 2024)

Affiliations: Society of Professional Journalists | NMU Alumni Association | NMU Alumni Band

Volunteerism: Marquette Frenge Audio Performance Producer | Marquette County Search and Rescue Team | Marquette Area Sister City Partnership (Delegate, Higashiomi, Japan)