

Scott J. Mercer Bio

Scott's television experience began in Boston in 1986 with WBZ-TV4 as a production assistant. After his two-year stint at WBZ where he learned all aspects of live news production, Mercer joined The Monitor Channel a cable television station owned and operated by the Christian Science Publishing Society in 1988 as a line producer where he helped launch the international news program, *World Monitor*.

A year later, Mercer became a contributing correspondent for the program. With the expansion of the Monitor Channel's programming schedule, Mercer filled several on-air positions over the next three years as host, co-anchor, reporter, and anchor for a variety of the channel's programs. Mercer earned an Emmy and several nominations as a host and producer for The Monitor Channel during that time.

Mercer founded his first company, GRESCO Productions, in September 1991 by co-writing the screenplay *Chillin' On The Rock* (a comedy about teenagers summering on the island of Martha's Vineyard) and producing television pilots *What It Takes!* (a television sports profiling professional athletes off the field) and *Rap, Scratch N' Burn* (a hip-hop culture talent competition). Mercer also contracted his on-air and producing talents to regional and local news stations as a news anchor, reporter, and writer.

In 1993, Mercer joined Black Entertainment Television (BET) as a senior producer for the music-programming department, where he oversaw the production of all music programming, specials, and day-to-day operations.

Following his stint at BET, Mercer joined New England Cable News (NECN), where he launched *The Susan Wornick Consumer Show* and *Time For Living*, a sixty-minute newsmagazine program. Simultaneously, Mr. Mercer hosted BET's national business program, *Real Business* out of BET's Washington, DC Studios.

Mercer became the Manager of National Media and Director of Corporate Development for the Boston-based public relations firm, Newman Communications. While at Newman, Mercer's media relations efforts successfully secured a profile of Hale & Dorr's first Asian-

American managing law partner and former Iran-Contra prosecutor, Bill Lee, on the cover of *The Boston Globe's Sunday Magazine*. Mercer also placed FleetBank's (Bank of Boston/TD Bank) Vice-president of Community Banking, Gail Snowden, in the national publication *Ebony* magazine's special edition of the "50 most powerful African-American women in the country."

Mercer also arranged editorial board meetings and a profile in *The Boston Globe* for President Clinton's former National Security Advisor, Sandy Berger, during Berger's visit to Harvard's Kennedy School of Government.

In 2001, after his success at Newman Communications, Mercer created Mercer Media Relations (MMR) to utilize his extensive television and media background to secure media placement opportunities for clients that included the Goulston & Storrs law firm, AT&T, London-based Seven Towns, LTD - the license owner of the Rubik's Cube, and Boston Neighborhood Network (BNN), among others.

During his television career, Mercer has interviewed many noteworthy and iconic figures that include NFL Dallas Cowboy football coach Tom Landry, film director/photographer Gordon Parks, jazz greats Lionel Hampton and Branford Marsalis, tennis champion and civil rights advocate Arthur Ashe, civil rights leader Minister Ralph Abernathy, and many others. Mercer joined Access Framingham Television (AFTV) in 2015 as the Executive Director. He currently lives in Quincy with his wife and has raised their four children together.