

MASON KERN

EMMY-NOMINATED & 5x NEBRASKA BROADCASTERS ASSOCIATION AWARD-WINNING SPORTS DIRECTOR/ANCHOR/MMJ

📍 3003 W STOLLEY PARK RD. #19, GRAND ISLAND, NE, 68801

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✉ MASONKERN99@GMAIL.COM



◦ LINKS ◦

[Reel](#)
[Stories for Local4](#)
[Personal Website](#)
[Twitter](#)
[Facebook](#)
[LinkedIn](#)

◦ SKILLS ◦

Adobe Premiere Pro

Avid Media Composer

EDIUS

ENPS

iNEWS

◦ REFERENCES ◦

1. Spencer Schubert

Communications Manager – City of Grand Island

Past: Evening Co-Anchor/Assistant News Director/Executive Producer – KSNB Local4
Cell: 308-440-2747

Email: spencerschubert09@gmail.com

2. Kevin Sjuts

Sports Director – KOLN 1011 News

Cell: 402-770-2323

Email: kevin.sjuts@1011now.com

3. Danielle Shenk

Streaming Anchor/Digital Executive Producer – KOLN 1011 News

Past: Evening Co-Anchor – KSNB Local4
Cell: 402-366-9233

Email: danielle.shenk@1011now.com

4. Chris Karpman

Publisher – Sun Devil Source, 247Sports

Cell: 480-619-2255

Email: chris.karpman@gmail.com

📁 WORK EXPERIENCE

Sports Director/Anchor at KSNB Local4, Gray Television, Hastings, NE DMA 106: Lincoln-Hastings/Kearney

June 2023 — Present

- Covers Nebraska athletics in its entirety, including shooting Cornhusker football games at home and on the road.
- Develops sports feature enterprise ideas beyond scores/highlights that realize strategic sports department goals, are hyperlocal to the coverage area and align with news station values.
- Maintains oversight responsibility for the entire sports department (January-Present).
- Has re-shaped the brand of the sports department, doubling ratings over the competition in less than one year.

Sports Anchor/Reporter (July 2021 — June 2023)

- Works as one-man band for all aspects of every story, including but not limited to: Ideation; shooting; interviewing; editing; producing/scripting; anchoring; webbing/social media.
- Assists in news coverage when necessary, including experience anchoring/producing weekend newscasts, shooting news stories, etc.
- Completes work efficiently and with top quality amid tight deadlines

Deputy Editor, Beat Reporter/MMJ at Sports Illustrated, AllCardinals, Tempe, AZ

March 2020 — July 2021

- Covered the Arizona Cardinals of the NFL on a daily, in-depth level.
- Shot, edited and produced video/written digital stories for the website.
- Sourced and interviewed players/subjects for broadcast and digital stories.
- Hosted postgame shows from State Farm Stadium and conducted other post-practice analysis videos.
- Reported from the State Farm Stadium press box on game day and wrote gamer and sidebar stories/created live GIFs for social media.

Sports MMJ/Beat Reporter at CBS Sports Digital, 247Sports, Sun Devil Source, Tempe, AZ

August 2018 — July 2021

- Covered Arizona State football, basketball and recruiting on a daily, in-depth level.
- Other duties comparable to Sports Illustrated, as seen above.

Sports Radio Show Creator/Host at KDUS AM-1060, Phoenix, AZ

January 2018 — May 2021

- Created/branded “The Smart Play” Radio Show for a NBC- turned SB Nation-radio affiliate.
- Sourced/conducted interviews with professional athletes (NFL, NBA, MLB, NHL, WWE, Olympians, etc...), including Hall of Famers, college athletes and more.
- Curated/delivered current sports analysis and commentary through the show’s fourth year on-air in the Phoenix market.

Sports Intern at KUSI-TV, McKinnon Broadcasting Company, San Diego, CA

May 2018 — August 2019

- Produced five different sportscasts at 4:00, 5:00, 6:00, 10:00 and 11:00 p.m., among other duties as assigned

🎓 EDUCATION

Bachelor of Arts (Summa Cum Laude), Walter Cronkite School of Journalism and Mass Communication at Arizona State University, Phoenix, AZ

August 2017 — May 2021

- Dean’s List every semester (8)