

# MASON KERN

EMMY-NOMINATED & 3x NEBRASKA BROADCASTERS ASSOCIATION AWARD-WINNING SPORTS DIRECTOR/ANCHOR/MMJ

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

☎ 858-386-2138

✉ 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

*Assistant News Director – KSNB Local4*  
Cell: 308-440-2747  
Email: [spencer.schubert@ksnblocal4.com](mailto:spencer.schubert@ksnblocal4.com)

### 2. Danielle Shenk

*Weekday Morning Co-Ancor – 1011*  
Cell: 402-366-9233  
Email: [danielle.shenk@gray.tv](mailto:danielle.shenk@gray.tv)

### 3. Chris Karpman

*Publisher – Sun Devil Source, 247Sports*  
Cell: 480-619-2255  
Email: [chris.karpman@gmail.com](mailto:chris.karpman@gmail.com)

### 4. Howard Balzer

*Publisher – AllCardinals, Sports Illustrated*  
Cell: 314-799-5760  
Email: [hbalzer@aol.com](mailto:hbalzer@aol.com)

## 📁 WORK EXPERIENCE

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

*July 2021 — 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.
- 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 and in high-stress situations.

### **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 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.

### **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.

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

*May 2018 — August 2019*

- Produced five different sportscasts for the 4:00, 5:00, 6:00, 10:00 and 11:00 p.m. shows.

## 🎓 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)