

# MASON KERN

EMMY-NOMINATED & NBA "BEST SPORTSCAST" SILVER AWARD-WINNING SPORTS ANCHOR/REPORTER/MMJ



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## ◦ LINKS ◦

[Reel](#)  
[Stories for Local4](#)  
[Personal Website](#)  
[Twitter](#)  
[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 Evening Co-Anchor – KSNB Local4*  
Cell: 402-366-9233  
Email: [danielle.shenk@ksnblocal4.com](mailto:danielle.shenk@ksnblocal4.com)

### 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 Anchor/Reporter at KSNB Local4, Gray Television, Hastings, NE DMA 105: 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)