



Jacqueline Fernandez

Represented by **The NWT Group**

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<https://NWTgroup.com/client/jacquelinemazur>

EXPERIENCE

KVAL, Eugene, OR

Primary Anchor

August 2020 — Present

- Primary Anchor (5, 6, 11PM)-Special Projects Reporter
- Worked with producers on newscast flow/development
- Coordinate afternoon/evening meetings and pitches
- Newsroom leader/mentor-critique/approve reporter scripts
- TSRs for all rating periods
- Established Health Watch segment in January 2021
- Health Watch sponsor generates \$200k/in new ad revenue
- Correspondent in Sinclair's Special Report on Oregon wildfires

KMTR, Eugene, OR

Primary Anchor

January 2020 — August 2020 (Promoted to Sinclair's KVAL in 6-Months)

- Primary Anchor (5,6,11PM Newscasts)
- Played a major role in reformatting newscasts/ratings increase
- Coordinated Morning/Evening Daily Meetings
- Worked with young producers and reporters on newscast content
- Newsroom Leader/Mentor
- Targeted Sweeps Reports for all rating periods

WWL, New Orleans, LA

Host/Anchor/Reporter/Producer

November 2018 — November 2019

- Anchor/Producer/Reporter/Host for Tegna's highest rated "Great Day"
- Write/approve all copy and content for the "Great Day"
- Coordinate logistics/long-term strategic planning with management
- Schedule all guests and special on scene shoots
- Manage all social media web pages and online content for "Great Day"

WGNO, New Orleans, LA

Anchor/Reporter

August 2015 — July 2018

- Anchored the station's top-rated newscast
- Executive produced the 5pm and 10pm newscasts, managed weekend reporter content, contributed content to the station website and social media
- Six-month relief anchored the Good Morning New Orleans, 5am-7am newscast
- Reported live for the station's 11am newscast
- Developed interactive, local, live shots, both in breaking news and day-of field reporting, produced visually stimulating digital stories utilizing the Videolicious app
- Reported for News With A Twist, an entertainment-based newscast
- Developed culturally diverse reporter packages

KSBW, Salinas, CA

Anchor/Bureau Chief

September 2011 — September 2014

- Anchored weekend mornings, relief produced weekend mornings and reported evenings from the Monterey, CA Bureau
- Fronted live, local packages

KOBI, Medford, OR

Anchor/MMJ/Producer

June 2010 — March 2011

- Anchored and produced morning and weekend newscasts. Relieved evening anchor
- Shot, wrote, edited and fronted live packages

Languages

- Spanish—Bilingual
- Arabic—Beginning level speaking, reading and writing comprehension

Affiliations

- NAHJ member
- LULAC member

Community Involvement

- Board member for Ballet Fantastique in Eugene, OR
- Contribute to Ballet fantastique Blog
- Emceed Ballet Fantastique New Year's Eve Gala
- Volunteer with Food Drive for Lane County

Education

Arizona State University, Walter Cronkite School for Journalism and Mass Communication

2008

Bachelor of Arts: Journalism and Mass Communication

Minor: Spanish Language

Arabic Language certificate—
Completed one-month study of Arabic language and culture in Amman, Jordan

Social Media



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@JIFernandezTV



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