

Jacqueline Fernandez



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https://NWTgroup.com/client/jacquelinemazur

EXPERIENCE

WOWT, Omaha, NE

Anchor/Special Projects Reporter

July 2022 — Present

- Anchor weekdays for Live at 4 and Live at 6:30pm newscasts
- Report weekdays for Live at 10, focusing on localizing stories of national importance

KVAL, Eugene, OR

Primary Anchor

August 2020 — July 2022

- 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

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

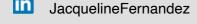
Education

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



@JIFernandezTV

@JIFernandezTV

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

WHBF, Rock Island, IL

Multimedia Journalist

September 2008 – December 2009

Shot, wrote, edited, and fronted live packages

Cronkite NewsWatch, ASU-TV, Tempe, AZ

Multimedia Journalist

Jan 2008 – May 2008

KNXV-TV, ABC, Phoenix, AZ

Investigative Intern

Aug - Dec 2007

KPHO-TV, CBS, Phoenix, AZ

News Intern

Jan - May 2007