

## **Jon K. Brent Sarquis**

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### **BROADCAST JOURNALIST: PHILOSOPHY**

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You want action and results...this is what I'll do for you...connect with your viewers through advanced relationship forging skills with people and news makers that engenders credibility and shows maturity. A new region? You'll see me quickly learn and size up contacts, leaders and geography to seamlessly integrate into the area. That same quickness will be evident in my reporting of breaking news on the desk or in the field. When a Fresno Police motorcycle officer was shot three times during a chase, my experience is 'Go now! Think later' and get to the scene. We owned this major story with first live shots and then first to go live with a 'presser' with the Chief. No matter the story, you'll get a natural on-camera presence and a passionate/emotional response to every story that always makes my story telling a draw to viewers. In the newsroom, you'll see me lead by example with a positive winning work ethic and a collaborative style that will work seamlessly and inspire our colleagues. When our newsroom continued to be faced with downsizing, extremely low morale and uncertainty I took it upon myself to share my 'focus forward for success' vision and show honest sincere appreciation for my colleague's efforts. This encouraged a focus on what we have control over...right now. Our daily newscasts were then well thought out and focused with the viewer and relevant content in mind. My leadership and multi-tasking will aid in developing our content through strategic thinking, aggressive news gathering from our sources, quickly sizing up 'breaking situations' and creatively telling the stories and news topicals that need to be produced...in house, in the field, on the desk and on the Web.

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### **BROADCAST CAREER SUMMARY**

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#### **Broadcast Journalist/Newsroom Leader, KSEE NBC 24, Fresno, CA 10/03-01/10**

Primary news anchor / reporter / newsroom leader for 6/10/11p newscasts. Extensive community outreach included on camera excellence, reporting, writing, editing and producing for traditional and new media platforms. Leadership included inspiring the night side news team as managing editor in strategic planning of relevant news for the day. Growing extensive sources for information sharing. Creator/producer/host of 'Central Valley Focus', a news feature that provided in-depth one on one interview coverage with leading sources for air several times a week within 10/11p newscasts. Additional experiences included breaking news live reporting and field anchoring for all broadcast platforms. Core reporting topics included Education / Political / Crime / Financial Markets / Agriculture reporting with a focus on people and issues with these beats. My community outreach efforts led to many invitations to be Masters of Ceremonies within the community including Central Valley Crimestoppers and the Community Housing Council. Special multi-part series reporting efforts led to 'owning the foreclosure crisis' story in the Central Valley. Reports and 'Save Your Home' telethons resulted in hundreds finding help and the 2009 HUD Media Partner Award. Multi-tasking efforts included news shooting, non linear editing and daily topical producing and writing.

**Upward achievements as a direct result of my news anchoring, reporting and community outreach:** Started 10/03 as Weekend News Anchor/Reporter-Nielsen Rated #1 25-54 Adults; #1 18+ in 2004-5 / 5/05 promoted to News Anchor 4pm/5pm newscasts; 7/06 added 6:30p newscast. 2/2008-5pm Newscast Highest rated on KSEE 18+ Adults. 10/08 named Interim Main Anchor/Reporter; 12/08 Main Anchor/Reporter. First Book as Main Anchor-November 2008 Nielsen's: grew 11pm Newscast 25-54 Adults 100% from Nov. 07 to Nov. 08; strong #2, .2 of a point behind #1 at 11pm in demo. Grew 6pm Newscast by over 60% in 25-54 Adults at 6pm from Nov. 07 to Nov. 08. Maintained a strong #2 in demo for the 6/11pm newscasts despite a down economy and dwindling NBC primetime lineup.

**Broadcast Journalist/Newsroom Leader, KBTX 3, Gray Communications, Waco-Temple-Bryan-College Station (Market 94), TX, 3/00 – 8/02.** Main news anchor for 6/10p newscasts. Experiences in leadership included managing editor in the newsroom as a strategic thinker and content producer, as we prepared for the days newscasts. My focus as the medical/health beat reporter provided a conduit for medical providers to reach out to the community as sources in their discipline and developed daily health issue based reports and in-depth multi-part stories. This led to an increase in Medical reporting at KBTX of over 300%. Multi-tasking experience included part-time producer for 6/10p newscasts, editing and delivered 'Radio' news reports for local radio station partners. Many public appearances and speaking engagements for KBTX.

**Host of "Focus", KCRA 3/KQCA 58-Hearst/Argyle Corporation, Sacramento (Market 19), CA, 11/99 – 1/00.** Hosted half-hour show on local and regional issues. Hosting, interviewing, researching and some writing for the show.

**Manager of Programming/Co-host of "The Good Time Oldies Magazine," On The Radio Broadcasting, Sacramento, CA, 1998 – 2000.** Performed as Co-host, Director and writer for three-hour nationally syndicated radio show on 300 affiliates. Increased affiliate total by 10 percent in 1 year.

**Manager of Programming/Personality, KHYL-FM, AMFM Inc., Sacramento, CA, 1994 – 1998.** Managed all News, Air, Promotions and Support Staff. Managed, Researched and implemented all Strategic, News & Music strategies and Staff. Managed and creatively directed Production Staff. Oversaw and creatively directed Promotions/Marketing staff. Developed and executed all database marketing plans. Managed a 500k+ annual budget to perfection. Writer and producer of many Promotional spots. Creatively assisted with Sales to help meet quotas. Was part of the Strategic Programming 'think tank' for our 4-Station group including KFBK-AM, KSTE-AM and KGBY-FM. Inspired Staff to deliver Top 5, 25-54 Adult Arbitron Ratings for KHYL/COOL 101.1 goal, 16 out

of 19 quarters. This performance led to being named the ‘most consistent radio station in Sacramento’ by the local daily newspaper and being recognized nationally as a National Association of Broadcasters Marconi Nominee.

**Manager of Programming/Personality, KOQL-FM, Oklahoma City, OK, 1992 – 1993.**

**Manager of Programming/Personality/Music Director, WWMG-FM/WXRC-FM, Charlotte, NC, 1989 – 1992.**

**Production Director/Personality, KQFX-FM, Austin, TX, 1987 – 1989.**

**Personality, KFIV-FM/KOSO-FM, Modesto/Stockton, CA, 1986 – 1987.**

**Personality, Production Director, KCBS-FM/KRQR-FM, CBS Inc., San Francisco, CA, 1981–1984.**

**Personality, KYNO, Fresno, CA 1979-1981**

**Personality, KHSN, Coos Bay/North Bend, OR 1977-1979**

## **BROADCAST AWARDS, RECOGNITION, AND MEMBERSHIPS:**

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*2009 Media Partner Award Winner: US Dept. of Housing & Urban Development, “Foreclosure Crisis-Save Your Home!”*

*2008 Television Journalism Award Winner: Fresno County Farm Bureau: “Light Brown Apple Moth Infestation”*

*2007 NATAS EMMY Winner for Outstanding Achievement in Television: News Anchor KSEE 24 News @4pm*

*2007 KSEE 24 News: RTNDA Edward R. Murrow Award for Overall News Excellence-Anchor/Reporter team member.*

*1998-KHYL-FM: National nomination- Marconi Award for “Oldies Station of the Year,” by National Association of Broadcasters.*

*1998-Recognized by Sacramento Bee as the “most consistent radio station in the Sacramento market,”*

*1987-Addy Award for local and regional “Best Promotional Spot” for “Jeopardy” on KQFX.*

*1979-“Air Personality of the Year”, Oregon Chapter, American Cancer Society.*

**Member:** A.F.T.R.A.; N.A.T.A.S.; N.A.B. & California Alpha Gama Sigma Honor Society.

## **EDUCATION**

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Team Leadership Training, “How to Lead a Team”, 1995

MJC; Associate of Arts, Major: Television/Radio Minor: Speech 1977

Dale Carnegie Course; Human Relations & Public Speaking 1977