**Matt Fernandez**

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**Summary**:  I am twelve-year veteran reporter with a vast array of professional experience.  My focus has been on breaking news with highlights in politics, city and county and stories that affects the local community.  My work as a multimedia journalist utilizes strong live skills for a wide variety of stations and markets.  A strong work ethic, commitment to delivering the news and a passion to bring stories to the viewer defines my desires as a professional reporter.

**Work Experience:**

**Feb 2016 – PRESENT CBS-WIAT Birmingham, AL**

*Flexible Multimedia Journalist (MMJ) working dayside, night side and mornings experienced in daily live shots.*

**Breaking Weather Coverage**

* Tornados & severe weather coverage of devastated local area. On the ground coverage, speaking with residents and businesses owners, real-time updates and in depth reporting
* Gave live hits updating weather and wall-to-wall coverage of damage

**Politics in Alabama**

* Reported on U.S Senate race covering Roy Moore press conferences, protestors and supporters and live hits on various campaign aspects
* Covered the Doug Jones campaign including press briefings, interviews and day-to-day coverage

**Breaking & Hard News**

* Conduct live shots on fires, homicides and other breaking news for multiple news casts and shows
* Interviewed family & friends, first responders and local leaders creating packages that give a full story

**Social Media Expert:**

* **Facebook:** Conduct Facebook live sessions on breaking news and created social dialogue
* **Twitter**: Tweet pictures & videos from crimes scenes and other locations providing real-time news updates
* Wrote web stories, scripts and edited video via Lakana

**Feb 2014 - Feb 2016 NBC-KVOA-**MMJ **Tucson, AZ**

*Flexible multimedia reporter focusing on key local topics*

**Border Issues**

* + - Interviewed Ranchers living along US and Mexico border concerned about property rights and safety with undocumented immigrants and narcotics crossing the border

Interviewed Presidential candidate Ben Carson and local sheriffs regarding border issues and positions

**Monsoons & Severe Weather**

* + - Covered severe weather and affects to border wall and surrounding communities
    - In depth interviews with affected homeowners, coverage of property and personal loss
    - Conducted live shots and reported on dust Storms and related issues between Tucson and Phoenix

**Social Media Expert**

* Used Facebook & Twitter to update viewers on breaking news and stories for real-time news

**Oct 2007 - Jan 2014 NBC-KVEO  Brownsville, TX**

*Senior Reporter, multimedia journalist and anchor supporting multiple shows and shifts*

**Border & Immigration Issues**

* + - Created local content and issues packages for the predominately Hispanic market
    - Obtained unique access to CBP facility and immigration detention facilities
    - Cartel reporting including the Zeta Cartel’s narcotics and violence and personal

**Hurricanes and Severe Weather**

* Covered Hurricane Dolly giving reports from South Padre Island

**Filled in as News and Sports Anchor and Weatherman**

**Mar 2007 - Sep 2007 ABC-WWAY****Wilmington, NC**

*General Assignment Reporter and multimedia journalist*

* Created packages and Vosot’s as dayside reporter for the weekday news concerning city and county issues
* Performed multiple live shots

**Oct 2005 – Feb 2007 CBS-WBKB****Alpena, MI**

*General Assignment Reporter, Anchor,MMJ*

* Anchored 11pm newscast
* Fill in Sports Anchor

**May 2004 - Jul 2004 CBS-WTSP St. Petersburg, FL**

*News Intern, Sports Intern*

**Jan 2002 - Apr 2005 WIDR                     Kalamazoo, MI**

*Weekly radio show and newscaster during college years*

**Aug 2004 – Apr 2005 Western Herald   Kalamazoo, MI**

*Sports Writer*

**Technical Skills:**

* DVC PRO Cameras, Sequel editing system, Final Cut Pro editing system, Avid editing system, Edit Star editing System, Edius Editing System,Velocity Editing System, I-News, News King, ENPS, Observer, Microsoft applications

**Education:**

**Jun 2005 Western Michigan University Kalamazoo, MI**

* *Bachelor of Arts: Major:* Communications   *Minor:* Marketing
* Sigma Chi Fraternity
* Alpha Lambda Delta Honors Fraternity
* Employee of the Month June 2008 at KVEO