

KEVIN D. MASSEY

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WBIR-TV

Knoxville, Tennessee:

■ *Nightside Executive Producer (March 2011 – Present)*

- Manage 90 minutes of nightly television content, including market-leading 10pm newscast on partner station WTNZ-TV and market-leading 11pm newscast on WBIR-TV, as well as evening content for WBIR.com and social media.
- Supervise staff of 15 anchors, reporters, producers, photojournalists and editors.
- Produce newscasts as needed, as well as special projects.
- Assist news director and managing editor with general news department management as needed.
- Supervised launch of hour-long 10pm newscast on WTNZ-TV in June 2011.

■ *Senior Producer (March 2010 – March 2011)*

- Managed and produced nightly 11pm newscast and evening content for WBIR.com and social media.
- Supervised nightside staff and assignments.
- Field-produced special projects.
- Line-produced various newscasts as needed.

■ *11pm Producer and Weekend Producer (August 2008 – March 2010)*

- Produced 11pm newscast three days per week and 6pm and 11pm newscasts on weekends.

■ *Morning Producer (May 2005 – August 2008)*

- Co-produced two-hour weekday morning newscast.

■ *Noon Producer (October 2004 – May 2005)*

- Produced half-hour weekday noon newscast.

■ *Newscast Editor (March 2004 – October 2004)*

Previous Experience:

- Production Assistant, New England Cable News/NECN, Boston, MA (September 2001 – May 2002)
- Intern, WBIR-TV, Knoxville, TN (June 2001 – August 2001)
- Producer and photographer, Boston Neighborhood Network, Boston, MA (October 1999 – May 2001)

Education:

Boston University
Boston, MA
Bachelor of Science in Journalism, 2003