

PAUL KRUZE

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PROFESSIONAL OBJECTIVE

Seeking a news reporting or anchoring position that will fully engage my skills and interest in broadcast journalism, writing, and production.

SUMMARY OF QUALIFICATIONS

- Emphasis in news copywriting, and radio/television broadcasting. Understand broadcast style. Resourceful, efficient and creative. Familiar with Mervin Block broadcast newswriting concepts.
- A very quick learner. Outgoing. Able to effectively work independently or with team members. Proven ability in leadership, project planning, visualization, coordination and troubleshooting.
- Expert in broadcasting, communications and information management, public relations.
- Expert with PC and Macintosh based computer systems and multimedia software (Final Cut Pro, Adobe After Effects, Adobe Premiere, Dreamweaver, etc.).

SUMMARY OF RELEVANT & RELATED EXPERIENCES

- San Diego City College Newscene (2007-present)
- Anchor, co-anchor, lead reporter, weather anchor, for Newscene's weekly broadcast on San Diego ITV channel 16.
- Develop, produce, write, edit and track television news packages for airing on Newscene.
- Experience in newswriting: readers, VO/SOTS, packages as needed (examples available).
- Experience in camera work, editing (Final Cut Pro, Premiere), etc.
- Demo reel available for viewing at www.paulkruzelive.com

Owner/Executive Producer

Artline MediaGraphics, San Diego, CA (1987-2007)

- Developed news releases and advertising copy for print and broadcast media.
- Graphic design, internet web site development, and advertising/marketing communications.
- Television and radio commercial development, design, and production, familiar with internet streaming audio/video media.
- Developed and deployed communication and marketing strategies, marketing, and public relations plans, contact and communication with media personnel, interfacing with clients, etc.

Publisher

CenterStage Magazine, El Cajon, CA., (2000-2001)

- Edited, developed articles, and published a performing arts magazine for local performing arts venue.
- Developed and managed all phases of editorial, graphics, sales and production.
- Interfaced with the performance venue, artists, and the local community.

Contributing Writer and Editor

Senior Contributing Editor

MicroPublishing News (all editions), Los Angeles, CA (1991-1998), MicroTimes Magazine, Los Angeles, San Francisco, CA (1997-1998), San Diego Union-Tribune, San Diego, CA (1994-1999)

- Wrote and edited technical articles (features and profiles) relating to electronic publishing, digital imaging, and Internet web publishing for widely-distributed industry trade journals, including MicroPublishing Press' sister publications Digital Imaging and Digital Printer; general features for the San Diego Union-Tribune and other publications..
- Selected articles may be viewed at www.ivarsonline.com/articles

EDUCATION

- B.S., Communications Management (Minor: Marketing) (Honors)
University of Portland, Portland, OR 97203
- A.A.S., Television Production Technology
Portland Community College, Portland, OR 97219
- Jackson Foundation News Broadcasting Scholarship
- Oregon Association of Broadcasters Scholarship
- Broadcast media performance/news writing training at City College, San Diego, CA
(present)

PROFESSIONAL EXPERIENCES & SOFTWARE SKILLS

- Program host and producer, San Diego CityStories, KSDS-FM 88.1, San Diego (2008)
- Program host and producer, World Music Radio (Webcast) , San Diego, CA (1998-2003)
- Program host and producer, KGFN radio, Grossmont College, El Cajon, CA., Evening
News Editor, KGW-AM 62, Portland, OR.
- Direct experience and expert use of multimedia production software (PC and Macintosh
platforms): Apple Final Cut Pro, Adobe Premiere, Adobe After Effects, Adobe Audition,
Adobe Encore 1.5, Microsoft Word, Microsoft Excel, Adobe Photoshop, Adobe Premiere,
Adobe After Effects, Adobe Audition, Adobe Encore 1.5.
- Fluent in the Latvian language. Some understanding of Spanish and French.

PROFESSIONAL ORGANIZATIONS

- National Academy of Television Arts and Sciences (NATAS), Pacific Southwest Chapter
- Society of Professional Journalists
- Society of Environmental Journalists
- Judge, San Diego Film Festival

REFERENCES

- Excellent references available on request.

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