

# RAYMOND J BRUNE

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## VICE PRESIDENT OF NEWS | SENIOR NEWS MANAGEMENT | MORNING NEWS EXPERT

SOLID 6-MARKET LOCAL, CABLE & NETWORK BACKGROUND | DEVELOPS TALENT INTO PERSONALITIES  
EXCELLENT NEWS JUDGMENT | AGGRESSIVE NEWS BREAKER, MENTOR & LEADER



### NEWS EXPERIENCE

#### SENIOR EXECUTIVE PRODUCER OF NEWS & PROGRAMMING, WISH TV

CIRCLE CITY BROADCASTING | INDIANAPOLIS | FEBRUARY 2021 – MAY 2023

Hired to launch the national cable channel **Multicultural News Network** start-up. Created sizzles & pilots for syndicated talk shows including **Color Commentary**. Retooled station's 4pm **All Indiana** infotainment show; Coached anchors **Alexis Rogers** and **Randall Newsome** into genuine on-air personalities; Mentored young staff – many working their first job in the industry;

- **All Indiana's ratings jumped +53% Year-To-Year May 2021 – 2022.**

#### EXECUTIVE PRODUCER/NEWS DIRECTOR – EYE OPENER

TRIBUNE STATION GROUP | DALLAS | NOVEMBER 2014 – MAY 2015

Rehired as Consulting/Acting EP to reinvigorate the fallen franchise following my 3-year absence. Returned *Eye Opener* to a ratings-winning, irreverent personality-driven ensemble morning show for the station group.

- **Eye Opener's ratings jumped +48% Year-To-Year June 2014 – 2015 and we hit #1 five months after my relaunch.**

TRIBUNE STATION GROUP | CHICAGO | AUGUST 2010 – SEPTEMBER 2011

Recruited to create a morning news franchise program for the Tribune station group. Created a unique identity via groundbreaking signature segments and fearless hosts. Hired complete production staff, set news agenda and oversaw coverage.

- **Eye Opener hit #1 over our network & local competition in just 10 weeks in our Houston market.**

#### VICE PRESIDENT OF NEWS & EXECUTIVE PRODUCER– E! NETWORKS

COMCAST | LOS ANGELES | JANUARY 2002 - MARCH 2004

Oversaw all aspects of this global, entertainment news-gathering operation – **E! News Live!** - airing in **64 countries and 15 languages**. Held autonomous decision-making authority for all content, budgeting and staffing concerns with a strategic focus on "live coverage", in which the syndicated entertainment programs could not compete. Managed 4 direct and 350 indirect reports at bureaus and studio locations around the globe with a \$5 million operating budget.

- **Year-On-Year: +71% A18-34 & +44% with A18-49 compared to Jan 03**
- **Quarterly: Up +38% HHL 1Q04, +56% A18-34 and +53% with A18-49 compared to 4Q03**

#### EXECUTIVE PRODUCER – GOOD MORNING AMERICA SUNDAY

ABC/DISNEY | NEW YORK | APRIL 1998 - APRIL 1999

Hired to experiment with a lighter format and a fresh approach for this aging news franchise. Infused more attitude and irreverence into the program by focusing on the types of newsmakers and guests which were booked, the news and feature segments that were shot and the live remotes that were incorporated into the program. Executive Produced extended and expanded breaking news coverage of the Clinton-Lewinsky scandal.

- **Executive Produced extended and expanded breaking news coverage of the Clinton-Lewinsky scandal.**
- **First to put Robin Roberts in an ABC anchor chair as fill-in host.**

#### EXECUTIVE PRODUCER – WORLD NEWS NOW

ABC/DISNEY | NEW YORK | APRIL 1997 - APRIL 1998

Updated and revised the format of ABC's irreverent, top-rated, overnight newscast. Supervised a staff of more than 100+ including personnel in news bureaus around the world. Controlled a multi-million-dollar operating budget. Advised in the creation of the **World News Now** website on [abc.com](http://abc.com).

- **Executive Produced #1-rated breaking network news coverage of the funeral for Princess Diana**
- **First to put Anderson Cooper in an anchor chair as fill-in anchor**

#### CREATOR/SHOWRUNNER - THE KTLA MORNING NEWS

TRIBUNE BROADCASTING | LOS ANGELES | APRIL 1991 - APRIL 1997

Created, formatted and hired the entire staff for this four-hour morning news/feature program. Oversaw a staff of nearly 80 professionals. Created policies and procedures from scratch for all operations of the news department, the on-air look and graphic design, breaking news policies, etc. In 2021, **The KTLA Morning News** was awarded a star on the **Hollywood Walk of Fame**.

- **The personality-driven program ranked #1 for 14 sweeps, all six years that Ray oversaw the show.**
- **The KTLA Morning News was the highest rated morning news program in history.**
- **Raised time period profits from \$150,000 to \$5 million+ year to year 1990/1991.**

## ADDITIONAL NEWS EXPERIENCE

Includes 11pm News Producer jobs at **WDIV-TV**, Detroit, **WBNS-TV**, Columbus, **WLWT-TV**, Cincinnati and **WSAZ-TV**, Charleston-Huntington.

## REALITY | TALK | COURT | GAME EXPERIENCE

### HEAD OF TELEVISION - MERV GRIFFIN ENTERTAINMENT

**MGE/YANI-BRUNE ENTERTAINMENT | LOS ANGELES | DECEMBER 2004 - AUGUST 2010**

Hand-picked by the legendary **Merv Griffin** to run his TV development division. Created and produced dozens of pilots and sizzles, and sold reality, court and game show programming to major networks and syndication. Sold shows include:

- **LISA WILLIAMS: LIFE AMONG THE DEAD (Lifetime)**. Created and Executive Produced this psychic reality show which aired for two seasons on Lifetime (22 x :60) and continues to air in 150 countries around the world. Discovered Lisa Williams and produced a pilot for her in Manhattan. Oversaw merchandising and ancillary including books, live stage performances, DVD and iTunes releases. Oversaw technical conversion and re-editing for foreign markets. Created and produced on-line webisodes and special events appearances.
- **MERV GRIFFIN'S CROSSWORDS (Syndication)**: Executive Produced, pitched and sold this daytime game show into syndication in a partnership with William Morris Agency and Program Partners. Shot and executive produced 225 x :30 episodes which began airing in September 2007. Supervised development of all ancillary merchandise including video games for Wii & Windows, a Hasbro board game, SMS contests, downloadable games and St Martin's books.
- **DREAM HORSE (CBS)**: Created, pitched and sold this prime-time reality competition show to the CBS network. Merv was to star in this series as a veteran racehorse owner who would give novice horseracing enthusiasts their own horse for various competitions.
- **SECOND VERDICT (NBC/PAX)**: Created, pitched, co-executive produced and sold this prime time courtroom reality series to **PAX** for a 13 x :60-episode run. Co-produced with Lionsgate Television. Saw 100%+ year to year ratings increases due in part to the show's controversial subject matter and the spot-on casting of the layperson jurors.

### EXECUTIVE PRODUCER / CONTENT CREATOR / COACH

**RAYMOND J BRUNE PRODUCTIONS | LOS ANGELES/CINCINNATI | MAY 2015 – PRESENT**

- EXECUTIVE PRODUCER – **Crime Chasers** – Recruited by **Village Roadshow Entertainment Group & Frank N. Magid Associates** to start up live, local 24-hour news platforms in markets across the country focusing on crime and emergency activity.
- EXECUTIVE PRODUCER – **Straightjacked Comedy Tour** – Hired by Australian billionaire **Peter Lowy** to create and produce a reality series following him and several others on a standup comedy tour across the U.S.
- CO-EXECUTIVE PRODUCER- **InZaNews.com (CNN Select Web Daily)**, Co-Executive Produced a daily, 3-minute start-up digital newscast with host Barry Pintar called **InZaNews.com (275 x :03)** accessible on-line & via mobile platforms.
- NEWS TALENT COACH – Private clients including news anchors, producers, directors.
- AUTHOR – **Personality Driven – The Secret Sauce for Selling News**; Amazon Bestseller in Media Category; named 1 of **7 Best News Industry Books Of All Time** by Bookauthority.com
- EXECUTIVE PRODUCER - Corporate B2B and B2C videos including **CVS Health, Entrepreneurs In Recovery, Quest Ketogenics, College Basecamp, City Light Show Dubai, World Educational Media** and many more.
- WRITER/CONTRIBUTOR – **The Huffington Post** on non-partisan media, political and social issues.

### NETWORK START-UP EXPERIENCE

#### VICE PRESIDENT & GENERAL MANAGER - TVG NETWORK

**FOX SPORTS/GEMSTAR TV GUIDE | LOS ANGELES | APRIL 1999 - 2002**

Oversaw all editorial and many technical aspects of this sports network startup. Managed a staff of nearly 100 and created 12-hours of daily, live on-air programming. Negotiated anchor contracts, performed all administrative functions involving the staff, including Human Resources issues, scheduling, public relations with the racing industry, and overseeing a \$13M production budget. Created policies and procedures and dealt with legal and gaming issues involving home viewers being able to wager on horse races via their remote control.

- **Launched network with 12 hours of "live" programming in 3 months;**
- **TVG's incredible success boosted TV Guide's valuation by \$3 Billion in 2001 – the highest cable valuation up to that time;**

### EDUCATION

#### NORTHERN KENTUCKY UNIVERSITY

Highland Heights, KY - Major: Radio, Television & Film

- **I left NKU in my senior year to accept a job producing Jerry Springer as WLWT's news anchor in Cincinnati.**

### VIDEO LINKS

- **View Reels, Sizzles, and More at: [rayjay.tv/reels](http://rayjay.tv/reels)**

### ANCILLARY PRODUCTS – BOOKS, DVDs & COMPUTER GAMES



"Do yourself a favor and bring Ray into your newsroom. He's uniquely qualified with an amazing track record of success. He helped make the KTLA Morning News the juggernaut that continues to this day. If you want to be #1, call Ray!"



"The other day I realized you were the best boss I've had. You're kind of bat shit crazy, not scared of corporate overlords, and encourage people to seize the creativity you recognize."



"Ray is a personality guru. He has an uncanny ability to harness the "Q rating" within a personality and make it resonate with the audience. Let's face it, even when we're serious and successful, we still want to be likeable."



"Ray's vision is 360 degrees. His results are breathtaking."



"Ray is the best, most inventive news producer I've ever worked with."



"When our morning show seemed to be staggering, I turned to Ray. He dissected our product and offered insightful changes that helped lift our program to #1."



"Ray coached me to shine and be strong - yet vulnerable in the studio. Without his amazing input, we wouldn't have sold an MMA show to Vh1. An amazing motivator!"