

# RAYMOND J BRUNE (bru'-nee)

## EXECUTIVE PRODUCER / SHOWRUNNER / CONTENT CREATOR

(661) 886-3991 | [ray@rayjay.tv](mailto:ray@rayjay.tv) | rayjay.tv | linkedin.com/in/raymondjbrune/

### PROFESSIONAL PROFILE

My passion comes from leveraging my expertise in mentoring and coaching anchors, reporters, producers and production staff to create impactful local newscasts both on-air and via digital platforms; Dedicated to engaging audiences and delivering relevant stories that resonate with viewers; Proven success in retooling programs and implementing compelling content strategies; Adept at developing programming pillars and fostering a vibrant and relatable connection with viewers; Committed to driving ratings growth and delivering exceptional digital results.

### CORE COMPETENCIES

- ✓ Transforming Newsreaders into Personalities
- ✓ Molding Producers into Showrunners
- ✓ Revamping Formats into Franchises
- ✓ Breaking News Veteran
- ✓ Expert at Story Selection & Storytelling
- ✓ Solid Tease Writer, Copy Writer & Story Editor
- ✓ Ace Video Editor using Adobe Premiere
- ✓ Positive Newsroom Leader & Change Disruptor

### NEWS EXPERIENCE

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

CIRCLE CITY BROADCASTING | INDIANAPOLIS | FEBRUARY 2021 – MAY 2023

Spearheaded the reformatting of the *All Indiana* show, introducing compelling interview segments with national celebrities and a segment called "Tasty Takeout" to support local restaurants during the pandemic. Implemented a faster-paced directing style, utilizing closeup shots and dynamic camera cutting to engage viewers and create a sense of energy. Led the creation and production of "*Color Commentary*" - a syndicated talk show pilot that provided minority perspectives on local news events. Mentored hosts Alexis Rogers, Tommy Lockhart, and others to find their voice and deliver compelling points of view.

- ☑ **Measurable Metric:** *Contributed to a remarkable +53% increase in All Indiana's ratings from May 2021 to 2022 through strategic leadership and the implementation of engaging content;*

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

TRIBUNE STATION GROUP | CHICAGO | AUGUST 2010 – SEPTEMBER 2011

Created a groundbreaking morning show for the Tribune Station Group, establishing a unique identity through innovative signature segments and dynamic hosts. Assembled a talented production staff and provided strategic direction to set the news agenda and ensure comprehensive coverage. Hired complete production staff, set news agenda and oversaw coverage.

- ☑ **Measurable Metric:** *Eye Opener hit #1 against our network & local competition in just 10 weeks in our Houston test market;*

TRIBUNE STATION GROUP | DALLAS | NOVEMBER 2014 – MAY 2015

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

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

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

COMCAST | LOS ANGELES | JANUARY 2002 - MARCH 2004

Oversee 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. Manage 4 direct and 350 indirect reports at bureaus and studio locations around the globe with a \$5 million operating budget.

- ☑ **Measurable Metric:** *Year-On-Year: +71% A18-34 & +44% with A18-49 compared to Jan 03;*
- ☑ **Measurable Metric:** *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. Successfully implemented a lighter format, injecting more attitude and irreverence into the program. Revamped newsmaker and guest selection, news and feature segments, and live remotes to enhance the program's appeal and engagement.

- ☑ **Measurable Metric:** *Executive Produced extended and expanded breaking news coverage of the Clinton-Lewinsky scandal;*
- ☑ **Measurable Metric:** *Brought on Robin Roberts as fill-in host, recognizing her talent and fostering diversity in the program;*

#### 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. Successfully supervised a large staff of over 100, including personnel stationed in news bureaus worldwide, ensuring smooth operations and high-quality content delivery. Demonstrated strong financial management skills by effectively controlling a multi-million-dollar operating budget for the program.

- ☑ **Measurable Metric:** *Executive Produced #1-rated breaking network news coverage of the funeral for Princess Diana with Peter Jennings;*
- ☑ **Measurable Metric:** *Pioneered the placement of Anderson Cooper in an anchor chair as a fill-in anchor, recognizing his talent and contributing to his career growth.*

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

TRIBUNE BROADCASTING | LOS ANGELES | APRIL 1991 - APRIL 1997

Successfully created, formatted, and hired the entire staff for this four-hour morning news/feature program, establishing it as a prominent and influential show in the industry. 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.

- ☑ **Measurable Metric:** *The personality-driven program ranked #1 for 14 sweeps, beating the network shows and the local competition;*
- ☑ **Measurable Metric:** *The KTLA Morning News was the highest rated local morning news program in history, with the format copied around the world;*
- ☑ **Measurable Metric:** *Raised time period profits from \$150,000 to \$5 million+ year to year 1990/1991;*
- ☑ **Measurable Metric:** *The KTLA Morning News was awarded a star on the Hollywood Walk of Fame in 2021, recognizing its significant contributions to the industry;*

## ADDITIONAL NEWS EXPERIENCE

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

## 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, taking charge of operations from inception to execution. Hired & 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.

- ☑ **Measurable Metric:** *Launched network with 12 hours of “live” programming in 3 months;*
- ☑ **Measurable Metric:** *TVG’s incredible success led to an SNL Kagan \$3 Billion valuation in 2001 – the highest cable valuation up to that time;*

## 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;
- **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;
- **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

RAYMOND J BRUNE PRODUCTIONS & YANI-BRUNE ENTERTAINMENT | LOS ANGELES/CINCINNATI | MAY 2015 – PRESENT

Created my own production companies to create and produce countless projects including:

- EXECUTIVE PRODUCER – **Crime Chasers** – Recruited by *Village Roadshow Entertainment Group & Frank N. Magid Associates* to shoot pilot for a live, local 24-hour news platform 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.;
- NEWS TALENT COACH – Private clients including news anchors, hosts, 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;
- WRITER/CONTRIBUTOR – Invited by **Arianna Huffington** to write for *The Huffington Post* on non-partisan media, political and social issues;

## EDUCATION

### NORTHERN KENTUCKY UNIVERSITY

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

- ☑ **Measurable Metric:** *I left NKU in my senior year to accept a job producing Jerry Springer as WLWT’s news anchor in Cincinnati. Best education decision I ever made – because producing Jerry launched my career.*

## AWARDS

**Peabody** (1992) KTLA Award for Continuing Coverage Of Rodney King;

**Emmy** (1994) Best Daytime Newscast, *KTLA Morning News*;

**Emmy** (1994) Spot News Coverage, *“Northridge Earthquake”*;

**Emmy** (1993) Spot News Coverage, *“Malibu Fires”*;

**Emmy** (1992) Best Daytime Newscast, *KTLA Morning News*;

**Emmy Nomination** (1994) *“KTLA Morn News 2 Year Anniv. Special”*;

**Emmy Nomination** (1990) *“Michigan In The Middle East”*, WDIV;

**Emmy Nomination** (1990) *“Tornadoes--A Deadly Matter”*, WDIV;

**Emmy Nomination** (1990) *“The Delisle Drownings”*, WDIV;

**Golden Mike Nomination** (1997) Best Daytime Newscast, *KTLA*;

**Golden Mike Nomination** (1996) Best Daytime Newscast, *KTLA*;

**Golden Mike Nomination** (1995) Best Daytime Newscast, *“KTLA”*;

**Golden Mike Nomination** (1994) Best Daytime Newscast, *“KTLA”*;

## VIDEO LINKS

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