

Robert Parson

newsbob@newsbob.com

Work History

Freelance Anchor/Reporter October 2006 – Present

Gather, edit, and write news, and produce and anchor newscasts for stations in Detroit, Jackson, and Lansing, MI; Albuquerque, NM; and Tucson and Phoenix, AZ. These newscasts are produced in a studio in Fort Smith, AR and uploaded to the stations for broadcast.

Anchor/Reporter Family Life Radio October 2005- October 2006

Promoted from local station to National Headquarters in Tucson, AZ. Gather, edit, write, and anchor newscasts across network of over a dozen stations, and customizing newscasts for each market from a centralized newsroom. Newscasts I produce and anchor are heard on stations in Tucson and Phoenix, AZ; Detroit and Jackson, MI; Albuquerque, NM; and Lubbock, Midland, and Odessa, TX.

News Director, WUFN/WUNN August 1997 – October 2005

Reestablished news department at stations serving Albion/Jackson and Mason/Lansing, MI. Established policies and procedures for news department. Maintained the mission of non-commercial Christian radio, while building a strong focus on local community news. Consistently won awards for excellence in Broadcast Journalism, including Best Newscast, Best feature, Best Documentary or Series, and Best Individual Reporting. Assisted in development of website, which has been recognized by trade magazine Radio Ink. Launched podcast, which enables listeners to subscribe to and download audio into personal media players for playback at a later time.

Writer/Producer, Audio Adventure RED ROVER Fall 2007 (tentative)

Writer/Producer, Audio Comedy AMBASSADOR SERVICE 3D August 2005

Writer/Producer, Audio Comedy AMBASSADOR SERVICE 2 May 2003

Writer/Producer, Audio Thriller INVASIVE SPECIES November 2002

Writer/Producer, Audio Comedy AMBASSADOR SERVICE April 2002

These are original programs created as a hobby that were distributed online and available as CDs. They later aired on a radio station, and were included as a package of services available to cell phone users. Marketing efforts included news releases that resulted in several articles, and merchandise such as baseball caps and t-shirts.

Anchor/Reporter, KMAG/KWHN February 1993 - August 1997

Assisted in building award-winning, market-leading radio news department serving Fort Smith, AR. Daily responsibilities included gathering, writing, editing, and anchoring news for both stations.

On Air Personality, KZKZ-FM November 1992 - February 1993

Part-time disc jockey for Adult Rock radio station serving greater Fort Smith, AR

News Director, Awareness News Network June 1992 - October 1992

Refocused Fort Smith, AR based regional network to a statewide network. Established policies and procedures, hired and trained employees. Daily responsibilities included gathering, writing, editing, and anchor newscasts.

Financial Counselor, Chubb Securities January 1992 - April 1992

Earned life insurance license (now expired), and sold life insurance and annuity products for Van Buren, AR based financial management firm. Primarily responsible for assisting clients in planning their financial security during their retirement years.

Producer KLSZ-FM/KAYR-AM March 1990 - January 1992

On-air announcer, commercial writer and producer for Van Buren, AR radio stations.

News Director KKWK-FM/KLUE-AM August 1988 - January 1990

Hired and trained news staff for Muskogee, OK radio stations. Established policies and procedures for newsroom operations. Other responsibilities including assigning stories; gathering, writing, and editing news stories; and anchor newscasts. Filled in occasionally as an on-air personality.

On Air Personality KAJJ-FM/KACJ-AM January 1987 - August 1988

On-air announcer, commercial writer and producer for radio stations serving greater Fort Smith, AR

On Air Personality KEZA- FM January 1987 - August 1987

On-air announcer, commercial writer and producer for radio stations serving Fayetteville, AR

Reporter KPOM-TV March 1986 - November 1986

Gathered, wrote, edited news stories for daily newscasts. Occasionally anchored newscasts. Acting Bureau Chief for Fayetteville news operation.

News Director KAJJ-FM/KACJ-AM March 1985 - March 1986

Hired and trained news staff for radio stations serving greater Fort Smith, AR. Establish policies and procedures for newsroom operations. Other responsibilities including assigning stories; gathering, writing, and editing news stories; and anchor newscasts.

Producer KPOM-TV January 1985 - March 1985

Established visual style of evening newscasts for TV station serving Fort Smith/Fayetteville, AR. Wrote and edited stories. Helped establish news priorities and schedules.

On Air Personality KAJJ-FM/KACJ-AM July 1984 - January 1985

On-air announcer, commercial writer and producer for radio stations serving greater Fort Smith, AR

Reporter WKDQ-FM/WSON-AM June 1983 - July 1984

Gathered, wrote, edited news stories for daily newscasts at radio stations serving Evansville, IN and Henderson, KY. Occasionally anchored newscasts.

Reporter KFSA-AM January 1983 - June 1983

Gathered, wrote, edited news stories and anchored daily newscasts for radio station serving Fort Smith, AR.

News Director KAYR-AM November 1981- January 1983

Gathered, wrote, edited news stories and anchored daily newscasts for radio station serving Van Buren, AR.

Reporter KFSA-AM August 1981 - November 1981

Gathered, wrote, edited news stories and anchored daily newscasts for radio station serving Fort Smith, AR

News Director WAQI-AM August 1979 - July 1981

Gathered, wrote, edited news stories and anchored daily newscasts for radio station serving Ashtabula, OH. Established news policy and priorities

AWARDS RECEIVED

Best Mini-Documentary or Series- Michigan Association of Broadcasters 2005
Best Newscast- Michigan Association of Broadcasters 2003
Best Mini-Documentary or Series- Michigan Association of Broadcasters 2003
Best Individual Reporting- Associated Press 2002
Honorable Mention Best Newscast- Associated Press 2002
2nd Place Script "Invasive Species" Friends of Old Time Radio 2002
Best Newscast- Scribe Media 2002
Best Feature- Scribe Media 2001
Best Use of Natural Sound- Associated Press 2001
Honorable Mention Best Newscast- Associated Press 2001
Honorable Mention General Excellence in Individual Reporting- Associated Press 2001
Best Feature- Associated Press 2000
Best Use of Natural Sound- Associated Press 2000
Honorable Mention Best Newscast- Associated Press 2000
Honorable Mention General Excellence In Individual Reporting- Associated Press 1999
Best Feature- Associated Press 1997
Second Place- Best Non-Spot News Associated Press 1996
First Place- Spot News Associated Press 1996
Best Overall (with staff)- Associated Press 1996