

Jonathan “JB” Brines

EXPERIENCED NEWS PROFESSIONAL



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PROFESSIONAL SUMMARY

As a journalist and digital strategist, I've grown audiences across platforms while leading and mentoring teams of young producers and reporters. At KSBW, I drove a social media strategy that fueled double-digit growth—Facebook grew from 267K to 308K, Instagram from 59.6K to 88K, X/Twitter from 109K to 118K, and I launched our YouTube presence, reaching 68K subscribers. At the same time, I led all shows to market-leading ratings, adding 2,000 households and pushing the 6PM newscast to a record 85 share.

Digital-First Strategy

Led Enterprise Story Development

Producer & Show Doctor

Sweeps Story Development

Editorial Leadership

Cross-Functional Team Leadership

Live Coverage Strategy

Special Projects Producer

WORK EXPERIENCE

Executive Producer | KSBW Hearst Television

Salinas, CA | 2024 – 2 yr contract

Dayside EP leading editorial on all platforms including coaching and training producers and reporters.

- Drove record-breaking viewership with a peak 85% share and 2k more households at 6 PM during my tenure.
- Led newsroom response during the 2024 Moss Landing Battery Plant Fire, a public emergency, mobilizing staff to deliver wall-to-wall coverage in primetime and provide life-saving information across platforms that directly assisted the community all while delivering hour-by-hour ratings growth..

Assistant News Director | WTVS Sinclair Broadcast Group

Chattanooga, TN | 2022 – 2 yr contract

- Coached and trained 11 producers, scheduled all news staff, coordinated sweeps, election coverage and special projects
- Proven success turning No.2 morning show around into ratings leader changing workflow, digital focus and writing and late breaking behaviors of morning crew.

Assistant News Director | WSIL Quincy Media

Carterville, IL | 2020 – 2 yr contract

- Led editorial direction of dayparts while coaching and training staff.
- Proven success with talent development of reporter and producing staff.

Executive Producer | KTVL Sinclair Broadcast Group

Medford, OR | 2018 – 2 yr contract

- Led day-to-day editorial direction of newsroom
- Coordinated seamless collaboration between newspaper and TV station to integrate stories across print, digital, social, and broadcast platforms, ensuring cohesive and expansive coverage.

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WORK EXPERIENCE

Executive Producer | WGCL CBS 58 News – Weigel Broadcasting Milwaukee, WI | 2015 – 2 yr contract

- Supervising morning & noon newscast staff gathering news content on all on air, digital and social media platforms.
- Produced special projects, including hunger telethon and field anchored sports morning show at Miller Park.

Multimedia Journalist | Kenosha News Kenosha, WI | 2013 – 2015

- County Gov’t Reporter for Kenosha County, Wisconsin developing contacts on a beat for original reporting for print, digital and video packages

Freelance Journalist | Placer Herald | Roseville Press Tribune | Gold Country Media Sacramento, CA | 2008 – 2013

- Covered the City of Rocklin, CA and Roseville, CA for regional newspapers.
- Award winning journalist uncovering waste, abuse and other controversies including pizza for tickets quote program at the police department, double dipping city officials and other FOIA related investigations

Producer | KCRA 3 – Hearst Television Sacramento, CA | 2006 – 2008

- Supervising producer on No.1 early late night newscasts for the NBC station beating FOX station’s early news
- Posted digital content and also field produced sweeps stories

Producer | WSMV News 4– Meredith Nashville, TN | 2005 – 2006

- Coordinated with sales team to produce news and lifestyle midday show for No.1 station in Nashville.
- Booked guests and produced “Newsmakers” program for replay on cable news network.
- Produced localized version of Olympic Zone profiling Tennessee athletes in the Torino Olympic Games.

Producer/Assignment Editor | WZTV FOX 17 News– Sinclair Nashville, TN | 2004 – 2005

- Assignment editor setting up leadable reporter stories for weekend newscasts including Emmy Award winning show
- Weeknight producer for early late night newscasts in a Top 30 market.

Producer | WTVC NewsChannel 9 – Freedom Comm. Chattanooga, TN | 2002 – 2004

- Produced weekend evening and late newscasts for No.1 station in the market
- Quickly promoted to weekday evening producer

Editor & Associate Producer | KTVK 3TV - Belo Phoenix, AZ | 2000 – 2002

- Proved my skills in production as a tape-to-tape editor working with reporters daily as well as live control operation.
- Promoted to Associate Producer writing short forms and anchor packages for nightside news at Top 20 market station
- Produced viewer curated newscasts for air on regional cable systems
- Produced news briefs to play in stadium and during broadcast of games on KTVK for professional hockey and basketball

EDUCATION

Rochester Institute of Technology | College of Imagine Arts & Sciences

Rochester, New York | 1996