

JAY PLYBURN

represented by

The Naso Group

Michael Naso

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Overview

Charismatic media representative who is an accomplished public speaker with extraordinary verbal and written communication skills. Detail-oriented journalist with a flair for creativity offering expertise in writing, shooting and editing original content. Persuasive and confident with existing media relationships in the Northwest Arkansas market. Competent team builder and natural leader who proactively plans out and executes business improvement strategies. Consistently delivers strong financial results in competitive markets through strategic brand management.

Highlights

During my tenure, household ratings doubled from 4 to 8 at 6AM, also doubling the viewership numbers in the key demographic from 3 to 6 in the same time slot

Dedicated team player with a positive attitude

Strong understanding and use of social media platforms

Works well under pressure of a deadline

Exceptional leadership, time management and networking skills

Accomplishments

Selected as KFSM representative for numerous WGN press junkets, promoting the shows "Salem" and "Outsiders"

Conducted live interview with Arkansas Attorney General Leslie Rutledge as she discussed a new initiative to support veterans

Interviewed Arkansas Governor Asa Hutchinson, asking about his political career and the changes in Washington, D.C.

Pitched and developed a profitable web series for KMID titled "The Basin's Bachelor"

Covered grand opening of Cowboys Stadium, interviewing country singer Blake Shelton and touring the new facility

Interviewed former Texas Governor Rick Perry, discussing statewide policies and inquiring about a possible presidential bid

Professional Experience

Morning/Noon Anchor

KFSM (5NEWS)

06/2013 to 08/2016

Fort Smith, AR

Anchored daily 2½ hour live morning broadcast

Anchored daily live noon broadcast

Produced, wrote and edited weekly entertainment news segments

Mentored coworkers

Weekend Anchor/Reporter

KHBS-KHOG (40/29 News)

01/2011 to 05/2013

Rogers, AR

Anchored six live weekend broadcasts (ABC and CW)

Reported for 12 live weekday broadcasts (ABC and CW)

Shot, wrote and edited daily news stories

Reporter/Anchor

KMID (Big 2 News)

02/2008 to 12/2010

Midland, TX

Wrote, produced and anchored live morning broadcast

Live Reporter for daily newscasts

Shot, wrote and edited daily news stories

Education

Bachelor of Arts: Broadcast Journalism

Marshall University

Huntington, WV

Honors and Activities

Master of Ceremonies for countless fundraisers and banquets

Keynote Speaker for a variety of school and community events

Spokesperson for annual "Scouting For Food" Drive

Kappa Alpha Order - Corresponding Secretary and Social Chair

Delta Epsilon Chi - Vice President

Eagle Scout