



# Matthew Keys

[matthew@radiomattthew.com](mailto:matthew@radiomattthew.com)

Interactive & Mobile Director, Online News

KTXL FOX40 News

4655 Fruitridge Road

Sacramento, California 95820

[www.fox40.com](http://www.fox40.com)

Twitter: @radiomattthew and @sacnewswire



# Resume

## WORK EXPERIENCE: KTXL FOX40

Responsibilities: Create and manage news content on KTXL's website *FOX40.com*; manage and monitor social networking websites related to products put out by the news department at KTXL; collaborate on projects within the news, creative services and sales departments; manage reporters and crew when contributing content to KTXL's website.

*Years active: 2008 - 2010*

## ACHIEVEMENTS

- Reached record traffic for KTXL's website *FOX40.com* on several occasions
- Gained national attention during recent global news stories to KTXL's website
- Integrated social networking websites with traditional broadcasting
- Achieved the number one spot based on "followers" for local media on Twitter.com for KTXL's website
- Quadrupled traffic to *FOX40.com* within a nine-month period

## ABILITIES

- Fluent in both Windows NT/2000/XP and Macintosh 9/X operating systems
- Knowledgeable in Macintosh family of media tools, including Garageband, iMovie, iWeb and iTunes
- Knowledgeable in Microsoft Office family of tools, including Word, Excel, Access, Publisher and PowerPoint
- Typing average of 80 words per minute
- Exceptionally familiar with online marketing strategies, including harnessing the power of social media and search engine optimization to drive traffic and trends
- Familiar with video and photography concepts, including lighting, audio, white balance, color balance and in-camera editing
- Knowledge of media software including Final Cut Pro and Adobe's ImageReady and PhotoShop CS
- Knowledge of web applications, including File Transfer Protocol (FTP), HTML and CSS, e-mail and web design
- Snappy dresser

## AS FEATURED ON...

- KOVR Channel 13 (Sacramento CBS)
- KRON Channel 4 (San Francisco My Network TV)
- *The Sacramento Bee*
- *The Sacramento Press*
- KVIA Channel 7 (El Paso ABC)
- KDBC Channel 4 (El Paso CBS)
- Howard Dean's *ChangeForAmerica.com*
- CBS Radio Sacramento
- Social Media Club, Sacramento Chapter
- KGO Radio's "Lettieri & Poole Show" (weekend fill-in program)



## Background

As far back as I can remember, I've known that being a journalist is something I've wanted to do. Since getting my feet wet in high school, I've snagged every opportunity that's come my way to tell a good story -- whether it's reporting from a major international event as the only high school journalist allowed with the mainstream media pool during Operation Iraqi Freedom in 2003, or providing analysis for a British radio station during the 2008 US Presidential Election, or producing an exclusive photo essay of the California Governor's office.



## Citizen Background

### April 2003

During the height of Operation Iraqi Freedom, I was the only high school journalist permitted access to the mainstream media pool during the homecoming of the 507th Maintenance Company POWs returning to Fort Bliss, Texas. Camped between CNN's Ed Lavender and a freelance photography crew from Harpo Productions, I later found out that an interview I conducted appeared nationally on an episode of "The Oprah Winfrey Show." Not bad for a sophomore in high school.

### Mid- to Late-2004

My first experience with contributing journalistic analysis by way of the Internet came in the form of providing commentary for Howard Dean's "Change for America" blog community, led by former Dean campaign manager and current MSNBC political pundit Joe Trippi. The blog, run by a community of volunteers, was the earliest example of a politician harnessing the power of social media publishing. The blog community was shut down two years later.

### Tracy Grooters AtomicPR, San Francisco

"Matthew and I worked together at FOX40. He would often work extra hours to cover breaking news, and worked proactively to find leading stories. On a personal level, Matthew was helpful to his fellow co-workers and knowledgeable."



### September 2006

RadioMatthew.com launches as a local tech, music and media blog. The blog was featured in the *Sacramento Bee* newspaper and material published in the blog was frequently repurposed for air and web on KOVR-TV CBS13 and CBS13.com in Sacramento. The blog was shut down in June 2008 after I decided to accept my current job at FOX40.com.

### *At FOX40.com*

#### **The first year (2008-2009)**

Within my first year at FOX40.com, our station launched Sacramento's first social media profiles associated with a "mainstream" or "traditional" local news service. Our station is often regarded as the most-connected station to our viewers by way of the Internet. I also launched an initiative to connect our on-air and online audience with the people who produce their news on a daily basis -- through a series of "web extra" videos, Northern California was given an inside look at the people who produce the stories they saw on television and on the Internet daily.

Additionally, we connected with our competition and other media services internationally. On Election Day in November 2008, I provided political analysis for a British radio station by way of Skype. In April 2009, I was interviewed on Sirius-XM radio during the Sandra Cantu disappearance and murder investigation -- a story that captivated the world. During the search for Sandra Cantu, I produced a website for FOX40.com dedicated to the investigation -- that website was featured on

*Paulette Bleam*  
*KRON-TV San Francisco*

"His web skills are the best in the business -- but on top of that, he is a talented writer, has a sharp sense of news and his management skills are top notch."



“America’s Most Wanted.” When Sandra’s body was found on April 8th, 2009, the website that many around the world had turned to for updates became an online memorial for the little girl. Thousands from around the world visited our website in the weeks after Sandra’s body was discovered to leave their condolences. Our website was considered one of the best community resources during the Sandra Cantu murder investigation -- so much so that our local competition linked to our Twitter accounts associated with the site.

During my first year at FOX40, I was given the task to double our web traffic. Within just 9 months, I had **quadrupled** FOX40.com’s daily web traffic, putting our station on the map within Tribune Broadcasting.

### Present-day

FOX40.com continues to be a service known within our company for taking intelligent risks when it comes to the content we produce and how we market said content online. By the end of 2009, the majority of FOX40’s newsroom reporters and producers were actively producing content for the website -- from posting blog entries, to publishing web text and video in association with their on-air reports daily. Many of our on-air personalities and behind-the-scenes content producers market FOX40 News by way of Facebook, Twitter and other means. Our newsroom feels ownership of our web product -- not as a byproduct or a “promotional brochure” of our on-air news productions -- but as an additional medium for producing content under the “FOX40” brand. Content produced on FOX40.com is often syndicated to our sister-publications the *Los Angeles Times* and KTLA.com, as well as affiliated websites FOXNews.com and CNN.com.



# The FOX40.com Rulebook

(You probably didn't expect this in a resume)

## Rule #1: Give It A Shot

When I first brought up the idea of launching a Twitter.com profile in July 2008, our news director's first reaction was, "Why would we want to take traffic away from our website?" I explained that if we engaged with locals on Twitter, we would definitely drive web traffic to our website. Two months after launching our Twitter profile, I recall a colleague of mine at one of our competing stations remarking that "corporate would never let us do that." Now, they're on Twitter too. In fact, I was the one who helped them establish a profile.

## Rule #2: Collaborate, Then Compete

The internet is a great tool to publish local content to a potential audience of 6 billion people (assuming everyone on Earth has unrestricted online access). With that in mind, it's important to remember the Internet's roots -- it was built as a system for professionals to collaborate with each other. The Internet wouldn't exist unless your computer was connected to thousands of other computers. I remember calling one of our competitors to let them know a link to a contest on their website was incorrect. After their web producer thanked me for catching the mistake, I then went on our Twitter profile and told 5,000 people that our contest was better than theirs (who wants an iPod touch when you can win \$100,000?). It's impossible to be competitive online unless you're willing to collaborate with others -- including your "competition" -- first.

## Rule #3: Don't Be Fake

The internet is built upon a community of really, really smart people (well, for the most part). Unlike television, radio and print, there's no filter for what is published online by those really, really smart people. If you try to fake them out, they will call you on it. On the other hand, if you're real with them, they'll notice and appreciate it. They'll even gravitate toward you because of it. Being real means being yourself -- it's the occasional frustration at an obnoxious viewer or the raw emotion that spills out after a little girl who has been missing for two weeks is found dead inside a suitcase.

## Rule #4: Remember The Intelligence Of Your Audience

On FOX40.com, you'll never see the words "on another station." Everyone with a television set knows FOX40 is not the only channel available on their dial. We don't insult the intelligence of our audience -- if the Super Bowl is playing on CBS, and we're producing a Super Bowl segment for air or web, we'll probably mention that it's airing on CBS.

## Rule #5: Everyone Is A Journalist

These days, anyone with a cell phone and an internet connection can be a journalist if they're in the right place at the right time. Remember when Captain Sully landed the plane in the Hudson River? The first photo most television stations and newspapers ran was snapped from the iPhone of a person on a boat nearby. That's journalism in the 21st Century. Still, people feel validation when they see their citizen work featured on "mainstream" media -- and if you do it often, people armed with cell phones will gravitate to that. And you'll produce *phenomenal* content that no other station can touch.



## But don't take my word for it...

**Colleen Belcher**

**Managing editor, The Sacramento Press**

"Matthew has been really great at sending The Sacramento Press breaking news stories that we may not have known about. He has been generous in offering video and images to use with our stories. He stays very active in the new media world. It seems he has a hand in everything which makes him very versatile and knowledgeable."

**Mona Romero**

**The Sacramento Press**

"I love working with Matthew because he is so responsive and helpful. He is always on the ball, quick, knowledgeable and has great resolve."

**Christine Umayam**

**Online news producer, FOX 13 Seattle**

"His work on raising page views and uniques has reached into my own newsroom in Seattle. He has an intensity for his job and because of that he excels at what he does. He has a huge work ethic and professionalism about him. I believe Matthew will succeed at whatever is thrown at him."

**Sonia Jimenez**

**Music director, KZZO-FM 100.5 The Zone Sacramento**

"Matthew has such great journalistic integrity. So much that I always give him information on major announcements before they are released to the public because I know I can trust that he will release it when I ask him to."



But don't take my word for it...

Chris Burrous  
Reporter / Producer, KOVR-TV Sacramento  
"Valuable to the community."

Alan Sanchez  
Reporter, KMAX-TV Sacramento  
"The next big thing."

Brandon Mercer  
News Director, KTXL Sacramento  
"Tremendous professionalism."

Richard Majka  
New Haven, Connecticut  
"I was impressed by his ability to see beyond the surface and his interest in and curiosity about the world. Coupled with his ability to engage people, Matthew is able to find something interesting from a place or event that others would simply pass by. Thus on a pleasant day wandering around Old Sacramento, stopping by a candy store with an unusual name leads to a story about the turtles in the Sacramento River."

Matthew Keys  
Awesome Resume Creator  
"I'm a pretty cool person. I took all the photos displayed throughout these eight pages. Call me, let's talk about some employment opportunities..."



## References

Chris Burrous  
Morning News Anchor/Reporter  
WPIX New York  
For phone number, please email [matthew@radiomattthew.com](mailto:matthew@radiomattthew.com)

Donna Cordova  
Lead Anchor, Evenings  
KTXL Sacramento  
For phone number, please email [matthew@radiomattthew.com](mailto:matthew@radiomattthew.com)

Paul Robins  
Lead Anchor, Mornings  
KTXL Sacramento  
For phone number, please email [matthew@radiomattthew.com](mailto:matthew@radiomattthew.com)

Christine Umayam  
Online News Producer  
KCPQ Seattle  
For phone number, please email [matthew@radiomattthew.com](mailto:matthew@radiomattthew.com)

Bethany Crouch  
Features Reporter, Mornings  
KTXL Sacramento  
For phone number, please email [matthew@radiomattthew.com](mailto:matthew@radiomattthew.com)

Jennifer Poole  
Online News Producer  
KGO Radio San Francisco  
For phone number, please email [matthew@radiomattthew.com](mailto:matthew@radiomattthew.com)

Paulette Blean  
Producer, Mornings  
KRON San Francisco  
For phone number, please email [matthew@radiomattthew.com](mailto:matthew@radiomattthew.com)

Jamie Apody  
Sports Director  
WPVI Philadelphia  
For phone number, please email [matthew@radiomattthew.com](mailto:matthew@radiomattthew.com)

Jaime Garza  
Lead Anchor, PM  
KTXL Sacramento  
For phone number, please email [matthew@radiomattthew.com](mailto:matthew@radiomattthew.com)