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# MICHAEL BRANNEN



## Skills

- Communications
- TV/radio/newspaper journalism
- Media relations
- Speechwriting
- Public speaking
- Problem solving
- Team collaboration
- Crisis management
- Decision making
- Multi-tasking
- Short/Long-term planning
- Zoom/Teams/Webex
- Monday/Slack
- Facebook/Twitter/Instagram/Snapchat
- Wordpress/Wix
- Videography and editing
- Microsoft Office applications

## Awards

- Emmy Awards
  - Heartland Chapter
    - Team Coverage, 2020
    - Breaking News, 2020
    - Team Coverage, 2019
    - Best Daytime Newscast, 2018

## Education

- University of Missouri-Columbia
  - MA, Broadcast Management
  - BA, Broadcast Journalism (Business minor)

## Government Experience

- Senior Media Relations Specialist | City of Aurora, CO | April 2021 - present
  - Communicate with news media for information and interview requests.
  - Partner with city staff, elected officials, management on messaging efforts.
  - Assemble talking points and remarks for city staff public appearances.
  - Write informative press releases with clear, concise language.
  - Respond to breaking news and crisis situations with pragmatic solutions.
  - Correspond with other jurisdictions' comms staff for uniform messaging.
  - Produce content and book guests for weekly television show "Mayor Mike Live."
  - Generate and execute original story pitches for news coverage.
- Prevailing Wage Analyst - Denver Auditor's Office | Jan. 2020 - March 2021
  - Front-line communication with businesses and contractors.
  - Conducted audits of company payrolls on city-funded projects.
  - Educate contractors about wage compliance and enforce legal requirements.

## Media Experience

- Executive Producer
  - FOX31 | Denver, CO | March 2017 - January 2020
  - KOB-TV | Albuquerque, NM | January 2015 - March 2017
  - Managed staff of 50 people contributing content to several daily newscasts.
  - Led short-term and long-term newscast initiatives.
  - Upgraded internal content-gathering processes.
  - Collaborated with multiple departments on strategic news vision.
  - Implemented data-driven strategies and comprehensive plans.
  - Monitored on-air and digital content, including detail-oriented proofreading.
  - Cultivated list of media, public relations, and community contacts.
- Newscast Producer
  - KSTP-TV | St. Paul, MN | May 2012 - January 2015
  - KIRO-TV | Seattle, WA | January 2011 - May 2012
  - Used conversational language for on-air and digital copywriting.
  - Incorporated variety of media tools for creative and memorable storytelling.
  - Researched, presented information to supplement reporters' on-air content.
- General Assignment Reporter
  - KOMU-TV | Columbia, MO | September 2006 - December 2010
  - Shot, wrote, and edited high-quality video stories on tight deadlines.
  - Performed on-air anchor and reporter duties.