

KRIS KETONEN

www.krisketonen.com
kris.ketonen@gmail.com

PROFILE

A writer and editor with years of experience with the written word, including scripts/screenplays, journalism (web, broadcast, print, magazine), marketing/advertising, communications/media relations/PR, and speeches and speaking notes. A full portfolio is available at www.krisketonen.com.

EXPERTISE

- Writing for myriad mediums, including journalism (broadcast, web, print, magazine), communications/PR, websites and marketing/advertising
- Award-winning screenwriter
- Presenting complex information in an accessible, targeted manner
- Social media use, including Facebook, Twitter, Instagram and LinkedIn
- Researching and writing speaking notes, media releases, public service announcements and media advisories
- Website maintenance, with experience in several content management systems
- Digital photography and video, and photo/video editing
- Audio editing
- Radio broadcasting
- Working as part of a team, skills cultivated through years of playing team-based sports, including hockey, baseball and curling
- Factual accuracy and attention to detail
- Editing copy for grammar, accuracy, style and orthography
- Knowledge of print, broadcast and online media and their news gathering practices and expectations
- Participating in strategic planning sessions to address emerging issues and long-term projects
- Public engagement
- Planning and executing events, including media conferences and public information sessions
- Following style and structure guidelines
- Research and interviewing
- Print page layout and story development

EXPERIENCE

Reporter/Editor/Associate Producer (Casual), CBC Thunder Bay Thunder Bay, ON - April 2016 to present

Duties include

- Develop story ideas and conduct research and interviews.
- Write succinct, accurate and informative scripts for CBC news and current affairs broadcasts.
- Record and edit audio files.
- Write news stories for CBC's website.
- Capture photos and video.
- Stories and interviews have appeared on CBC Thunder Bay news broadcasts, the national CBC News website, as well as the CBC's Superior Morning and Up North programs.
- Perform production-related duties for CBC Thunder Bay's morning show, Superior Morning, including coordinating guest appearances, conducting interviews and developing and researching story ideas.
- Compile and read live weather updates for Up North, the Northwest Region's afternoon show.

KRIS KETONEN

www.krisketonen.com
kris.ketonen@gmail.com

Freelance Writer/Screenwriter/Journalist Thunder Bay ON — 1997-Present

My experience includes:

- Screenwriting - co-writer, the Sum of Random Chance, winner of a Los Angeles Film Award for Best Screenplay Feature (March 2017)
- Scriptwriting (radio/television)
- Journalism (print/broadcast/web), with coverage of all manner of subjects, including entertainment, news, sports, business, health and politics
- Speechwriting
- Communications materials (media releases, backgrounds, PSAs)
- Marketing/advertising
- Interviewing and research
- Copy editing and page layout
- Photography
- Working to deadline

Communications Officer, City of Thunder Bay Thunder Bay, ON - June 2013 to December 2015 (Contract)

- Preparing and distributing media materials for city events, including public service announcements, media releases, media advisories, media backgrounders, letters to the editor and guest columns for local media outlets.
- Participating in strategic planning sessions for various city departments and divisions to address communications needs for emerging issues and long-term projects.
- Composing speaking notes for the Mayor, members of City Council, and members of city Administration, including the 2013 State of the City Address, the 2013 Remembrance Day address, and the 2014 Inaugural Address, all delivered by Mayor Keith Hobbs at high-profile community events.
- Serving as Chair of the Communications Subcommittee for the Great Lakes & St. Lawrence Cities Initiative 2014 Annual Meeting and Conference.
- Updating content on the city's website.
- Participating in the planning of large, well-attended public events, such as the Stormwater Master Plan open houses.
- Monitoring and maintaining City of Thunder Bay Social Media accounts (Facebook and Twitter).
- Organizing and planning media events by working alongside the Mayor, members of City Council, and city managers and staff, as well as liaising with external service providers.
- Completing and adhering to communications and marketing plans for city divisions and special projects, such as the launch of The City and the Spirit Garden storybook.
- Working to strict deadlines.
- Working alongside a team of dedicated and experienced professionals, including the Mayor, members of City Council, the City Manager, and the managers, directors and staff of city departments and divisions.
- Monitoring local and national media coverage of city-related issues.
- Researching and writing articles for the city publications MyTBay and City Voice.
- Coordinating and booking print, television and radio advertisements with local publications and broadcasters.

KRIS KETONEN

www.krisketonen.com
kris.ketonen@gmail.com

Reporter/Editor, The Chronicle-Journal Thunder Bay ON — 2001-2005, 2009-2013

- Researched and wrote timely and relevant news stories and opinion pieces which presented complex information and issues to the public in accessible, compelling and interesting ways.
- Provided and coordinated coverage of major spot news events and high-profile court cases, and researched and interviewed high-ranking businesspeople, public officials, athletes, politicians, and well-known entertainers.
- Supervised the work of a staff of reporters while acting as Assignment Editor, Night News Editor and Editorial Page Editor.
- Worked to strict daily deadlines.
- Tracked and planned coverage of news events in the city and region.
- Developed and maintained trust-based relationships with members of the community.
- Proofread news stories and newspaper pages for factual accuracy, spelling, grammar, and style.
- Designed and built newspaper pages.
- Captured and edited photos.
- Maintained the newspaper's website.

Writer, Generator Advertising Thunder Bay ON — 2008-2009

- Planned, researched and wrote exciting and informative advertising copy for major clients and campaigns. Worked alongside designers, clients, and account managers. Directed voice talent. Helped ensure work was completed on time and to the specific specifications and expectations of clients. Worked on focus groups to glean insight into public perception of organizations and their brands, which informed the development of strategic communications plans.
- Wrote and edited print, Internet and broadcast copy, correspondence, media releases and backgrounders, speaking notes and speeches.

Creative Writer, Dougall Media Thunder Bay ON — 2008

- Developed and wrote scripts for radio and television commercials. Met with and worked with clients and producers to devise a core idea, build it into a script, and see it through production while ensuring the client's needs were met and their message clear and concise.

EDUCATION

Algonquin College, Ottawa ON, 2005-2006 Certificate, Scriptwriting

Ryerson University, Toronto ON, 2000-2001
Journalism (Left program after first of two years to accept immediate employment in journalism field)

Lakehead University, Thunder Bay ON, 1997-2000
Bachelor of Arts, History (Minor in Political Science)