

# Brian Reece Van Haften

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## Experience:

### **Knoxville, Tennessee, WATE, Sports Director, Feb. 2023-July 2025**

- The market's University of Tennessee athletics content top contributor. **Result:** Gained the university's sports information directors' trust for access to special one-on-one stories with athletes.
- Led coverage for SEC Media Days, the College Football Playoff, March Madness and the College World Series. **Result:** Grew relationships with sports personnel to connect viewers to the UT teams.
- Produced 30 and 60-minute specials for crucial UT athletic games. **Result:** Pulled a 15 rating and 35.1 share for the College Football Playoff postgame special. Provided additional revenue through advertising.
- Developed and managed a three-person sports department with fair and equal coverage. **Result:** Built confidence, which fostered growth and accountability within the sports office.

### **Knoxville, Tennessee, WATE, Weekend Sports Anchor/Reporter, Aug. 2021-Feb. 2023**

- Planned coverage for the Orange Bowl, Music City Bowl, NCAA Men's Basketball Tournament and NCAA Baseball Super Regionals. **Result:** Connected fans to the team through storytelling and interviews.
- Managed 30-minute specials for major University of Tennessee events. **Result:** Brought in additional revenue through extra avenues for advertisement and special coverage.
- Spearheaded the station's Friday high school football coverage. **Result:** Consistently top two in ratings on Friday nights in the Fall.
- Hosted a weekly coach's show with the SPHL's Knoxville Ice Bears. **Result:** Built relationships within the Ice Bears' organization and gave unique analysis for the team's fans.

### **Wausau, Wisconsin, WSAW, Sports Director, Nov. 2017-Aug. 2021**

- 2019 Wisconsin Broadcast Association Sportscast of the Year winner. **Result:** Recognition for creative and in-depth coverage of local and professional teams in the area.
- Key component in winning back-to-back-to-back Wisconsin Broadcast Association Station of the Year awards. **Result:** Enhanced development of market coverage for the sports department.
- Orchestrated and directed team for professional sports coverage, including the NFL. **Result:** Consistent Green Bay Packer storylines during the offseason and regular season.
- Community and school connectivity and program development. **Result:** Top-of-the-line features in the market's viewing area, including a weekly Friday Night Highlight Zone show.
- Enhanced team performance through importing and exporting talent. **Result:** Promoted four staff members to higher-level roles utilizing the situational leadership model.

### **Sioux Falls, South Dakota, KSFY, Sports Reporter, June 2015-Nov. 2017**

- Acknowledged for weekend newscasts' quality. **Result:** Upper Midwest Emmy award winner.
- Shot, produced, edited and anchored the sports segments. **Result:** Ability to handle multiple tasks individually to piece together a compelling show.
- Led and cultivated creative broadcasts for live audience on KSFY Sports. **Result:** Improved geography and top-ranked coverage of the viewing area.

## Additional Experience:

### **Oklahoma City, Oklahoma, OKC Thunder (D-League), Camera Operator, 2014-2015**

Handled camera setup and strike and ran baseline camera operation for live stream on YouTube.

### **Cushing, Oklahoma, KUSH 1600 AM, Play-By-Play Announcer, 2014-2015**

Constructed live broadcast/stream of Cushing/Drumright High School basketball games.

### **Minneapolis, Minnesota, Olympic Wrestling Center, Social Media Specialist, Summer 2014**

Managed Twitter and Instagram to enhance wrestling followers with creative social posts.

### **Minneapolis, Minnesota, KARE 11, Sports Intern, Summer 2013**

Provided insight to photographers/anchors for interviews. Edited highlights and packages for the newscast.

### **ESPN/Fox Sports, Freelance Utility**

In game camera assistance for efficient operation of production; live statistician for college football telecasts; enhancement of natural sound with parabolic mic during Big 12 football games.

## Education: **Oklahoma State University, May 2015, B.S., Sports Media, GPA 3.95/4.0**