

CHRIS HAYRE



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SPORTS MEDIA EXPERIENCE

KCBS/KCAL Freelance Sports Anchor/Reporter (July 2019 - Present)

Weekend sports anchor on KCBS and host of "Sports Central" on KCAL9, a 15-to-30-minute show recapping the day in Southern California Sports. Conduct features and report live from LA sporting events.

LOS ANGELES CHARGERS Team Reporter (July 2017 - Present)

Produce video content on Chargers.com, including 1-on-1 interviews, analysis, and live on-camera practice and game day reports across the team's social media platforms. Serve as pregame co-host at Chargers home games. Contribute content built around games, practices, statistics, and offseason events, including the Senior Bowl, the NFL Scouting Combine and the NFL Draft. Launched Chargers Podcast Network. Host, produce and edit the team's official podcasts, "Chargers Weekly", "Backstage: Chargers" and "Final Drive." Host show on AM 570 in Los Angeles on game days during the 2018 & 2019 season. Guests have included: ESPN's Rex Ryan, Matt Bowen Adam Schefter and Eric Williams; CBS Sports' Jim Nantz, Phil Simms, Bill Cowher, James Lofton (HOF '03), Ian Eagle, Kevin Harlan and Evan Washburn; NBC Sports' Tony Dungy (HOF '16), Al Michaels, Michele Tafoya and Peter King; Fox Sports' Joe Buck and Daryl Johnston; NFL Network's Kurt Warner (HOF '17), Willie McGinest, Steve Wyche, Omar Ruiz, Dan Hellie, Kay Adams, Peter Schrage and Colleen Wolfe, et al.

NFL NETWORK Podcast Producer (July 2017 - February 2018)

Produce, edit and contribute to the NFL Fantasy Live podcast. Contribute to the audio/video versions of Move the Sticks with Daniel Jeremiah and Bucky Brooks by producing show elements, including All-22 XO videos in Adobe Premiere.

NFL FREELANCE Various (2015-Present)

Host/Emcee for DIRECTV's 2017 Fantasy Football Draft Party in El Segundo, CA with Eric Dickerson (HOF '99). Host of the L.A. Slant podcast with high-profile guests including Brian Billick, Keyshawn Johnson and Warren Moon (HOF '06). Utilized vast football knowledge to identify and generate interesting statistics, storylines and information on deadline for the consideration of ESPN NFL Insider Adam Schefter during the 2015 NFL season.

PAC-12 NETWORK Freelance Reporter (2017 Season)

Served as sideline reporter for UCLA's spring football game. Invited to attend PAC-12 Talent Bootcamp.

DENVER BRONCOS Digital Media Correspondent (2016 Season)

Produced and edited video packages and conducted on-camera interviews for DenverBroncos.com and BroncosTV during 2016 training camp and preseason.

BLEACHER REPORT Featured Columnist (2014)

Produced engaging quality, thought-provoking and innovative content on the NFL and The Washington Redskins. Content was featured on Bleacher Report's Team Stream app as well as weekly newsletters, and amassed over 230,000 article-reads.

SPORTSTALK 980 WTEM Producer/Board Operator (2000-2004)

Producer/board operator for live and syndicated programming in the Washington Metro Area.

SPORTS BUSINESS EXPERIENCE

LOS ANGELES LAKERS Director, Corporate Partnerships (2006-2015)

Prospected, conceptualized, and consummated fully integrated, multi-layered partnership agreements with blue-chip clientele consisting of media (TV + radio), digital (online + mobile), social media integration, in-arena presentations, promotions, premium hospitality, special events, VIP experiences, and road trips featuring players, coaches, legends, and Laker Girls, publications, community relations, and other innovative monetizable assets. Exhibited a high degree of knowledge in the practices and principles related to the sale, negotiation, implementation, and execution of the contractual corporate partnership process to ensure that all elements were delivered in accordance with the provisions and standards of a world-class organization. Proven track record of meeting sales targets through sophisticated and profitable sponsorship platforms by leveraging cutting-edge approaches to amalgamate marketing, media, digital, public relations, community relations, and fan integration. Self-motivated team player with the ability to communicate and develop solid relationships with colleagues, decision makers, high-level executives, media insiders, and professional athletes. Member of the Back-to-Back NBA World Champion Los Angeles Lakers (2008-09 & 2009-10 NBA seasons).

THE WASHINGTON REDSKINS Marketing Coordinator (2004-2006)

Elicited new partnership opportunities while cultivating and executing successful marketing campaigns to fulfill current partnership agreements. Effectively worked with functional teams (e.g., sales, client services, digital, etc.) to develop engaging copy for marketing messaging. Assisted in the coordination of the owner's corporate sponsor client party in Detroit, MI during the week of Super Bowl XL. Contributed to the development and execution of the Redskins' first-ever fan appreciation festival, The Redskins Beach Blitz.

OVERVIEW

A strong interest in the production of entertaining and informative text and broadcast content. Fluent in multiple media and production platforms. Strong sports knowledge and advanced-level recall of current and historical statistics, news, events, and milestones. Ability to write copy, shoot, and edit video/audio in a deadline-driven environment. Well versed in multiple functions of a professional sports organization.

20 YEARS OF SPORTS MEDIA & MARKETING EXPERIENCE

13 COMBINED SEASONS WITH MARQUEE NFL & NBA TEAMS

9+ YEARS OF PRODUCING ORIGINAL PRINT & BROADCAST CONTENT

PORTFOLIO

Television demo reel, radio hits, and writing samples are available to view online at: chrishayre.com

EDUCATION & HONORS

NORTHWESTERN UNIVERSITY 2016

Medill School of Journalism, Evanston, Illinois
MSJ, Broadcast Journalism

*McCormick Foundation Scholarship Recipient

*Member of KAPPA TAU ALPHA, the National Journalism Honor Society

*Harrington Award Winner for Work in Sports Specialization

JAMES MADISON UNIVERSITY 2004

Harrisonburg, Virginia
BS, Sport Management / Minor in Business

TECHNICAL SKILLS



RECOMMENDATIONS

References are available upon request.