

**State Information Officers Council presents
“Get the Media Attention You Want”
July 2005**

Presenter Biographies



Stuart Drown, City Editor

Stuart has been city editor of The Bee for the past three years where he has worked both on the city desk and as a business editor. He was born and raised in the Bay Area, he spent most of his professional career outside of California working for magazines, newspapers and a wire service – primarily covering business news.

His college education was in economics and public policy. His journalism skills were learned on the job.

As a business reporter and editor, he frequently relied on corporate public relations professionals as well as agency people both to learn about a company or an industry or being pitched on product or a story line connected to a new or repositioned product.

He finds that working with information officers in city, county and state government is far different than working in a corporate arena, and far different from when he first covered Metro issues as a reporter.

They are the same, however, in one key way, he said, "I'm usually more comfortable working with people with whom I've built up some sort of rapport and where a relationship is based on credibility and trust."

Having traveled the nation, he is happy to be back in California. He and his family now live in Davis where his children attend public schools.



Jay Alan

News Director, Radio Personality



From covering Presidential campaigns to being a popular and trusted TV anchorman in major market television, Jay Alan has spent more than 15 years as an anchorman, reporter, and leading media personality. His political coverage gained the trust of many politicians and took him to Presidential inaugurations.

Starting in small market radio and television, Jay's career took him to Wausau, Boise, Spokane and Roanoke before landing in the nation's 16th largest market, Phoenix, as the weekend anchor and reporter at CBS affiliate KPHO-TV. He crossed the state covering stories before being promoted to weeknight, prime-time anchor.

During this time, his viewership grew and his popularity led him to be asked to regularly fill in as a radio talk show host on one of the most popular radio stations in the market. At the same time he continued covering stories such as Senator John McCain's presidential campaign. He also co-hosted a prime-time, town hall meeting with CBS Anchor Dan Rather.

In the spring of 2000, Jay accepted an offer to be prime-time anchor for the Fox affiliate in California's capital city of Sacramento, the 19th largest television market in the country. Three successful years later, Jay decided to return to radio with one of the leading stations in the country. He joined the staff of NewsTalk 1530 KFBK as afternoon drive co-host with the popular Kitty O'Neal.

Jay was born in Sheboygan, Wisconsin and graduated from Dordt College in Sioux Center, Iowa with a degree in Communications.

He has a wife, Laura, and three beautiful daughters ages 16, 14 and nine who he enjoys spending as much time with as possible. He also enjoys tennis, skiing and golf in his free time.



Lisa Marie Burcar
Assignment Editor

Lisa has been assignment editor with KCRA for the past six years. She began her career at KOMO in Seattle (ABC affiliate) as a news assistant, where she ripped scripts and ran teleprompter before she landed a job as assignment as planning editor. She worked there for two years while studying at Seattle University. Upon her graduation, Lisa traveled abroad for four months, during which she visited 12 countries as part of the "Semester at Sea" program. "It was the best time of my life," Lisa said of that trip. She studied Morocco, Egypt and Turkey all before the attacks of 9-11-01 changed tourism in those countries. When she returned, she took a position with KOAT in Albuquerque, New Mexico. Like KCRA, it is a station "within the Hearst family." She works the weekend assignment desk 3 days a week planning, field producing, and conducting research for reporters. She also gathers all of the elements for anchor packages or for stories planned for the weekend.



Kevin Tansey
News Assignment Manager

Kevin has been a member of the News10 team for 26 years, first as a photojournalist and more recently as an assignment manager. As a photojournalist, he has covered many of the major events of the time including the 1989 Loma Prieta Earthquake, the fall of the Berlin Wall and Princess Diana's funeral. He has also covered several Olympic, World Series and Super Bowl events. In the last five years he has also served as assignment manager where he has worked with several State Information Officers. Kevin lives in Folsom with his wife, two "beautiful" daughters, a dog, cat, and two birds.



Susanne Grant
News Assignment Editor

Suzanne Grant has worked professionally in broadcasting since she was a teenager. She has a substantial background in radio as well as television news and production. She has been with CBS13 News (KOV) for two years. Prior to that, she was Anchor/Executive

Producer for the launch of Clear Channel's KGET AM/TV News Talker in Bakersfield, has been the Local Morning Anchor for Capitol Public Radio in Sacramento, and will again host the annual KVIE (PBS) Art Auction in September.



Rowena Shaddox
News Assignment Editor

Rowena made the move to Fox 40 more than two years ago as the weekend assignment editor, finding the stories you see on Saturdays and Sundays. She also reports on-air and has brought stories to Fox 40 including the only T.V. interview with Curtis Dean Anderson following his arrest for the murder of Xiana Fairchild of Vallejo; and the only interview with SF attorney Robert Noel after his release from prison in the infamous dog mauling case.

Prior to coming to FOX 40, Rowena worked 10 years as crime reporter for the Daily Republic newspaper in Solano County, where she also covered spot news and the courts.

She and her husband of 20 years live in Vacaville with their two daughters: a sophomore at CSU Sacramento and a third grader. The San Francisco native is also a 15-year thyroid cancer survivor.