

Sabrina Lochner
Telecommunication – News and Public Affairs
Class of 1993



By: Keyauna Morris

Sabrina Lochner, a 1993 Fresno State graduate, was introduced to sports journalism at a young age. She always loved the game of football and as a kid started scorekeeping at Little League games. At age 16, she interned for KNTV. She graduated from high school at 17 and took her lower division general education at a community college.

Lochner intended to pursue her education at San Diego State, but fell in love with Fresno State after her first visit. The Bulldog spirit persuaded her to continue her studies here. She graduated with a degree in telecommunication with an emphasis in news and public affairs.

“I chose this major because I love it!” Lochner explained. “I didn’t do this because it was going to be a career that was going to pay me a lot of money because it didn’t. I just loved what I did.”

Lochner went the extra mile to grow in the media industry. She made sure to network with other clubs and programs such as RTDNA and APTRA. She had been warned that it’s not necessarily what you know, but who you know that will get you your first job.

After graduating with her bachelor's degree, Lochner landed her first big broadcasting job with KFOX 95.7 as the overnight DJ on the weekends. She also worked for KMPH news radio as a sports writer, editor and producer. After nine months of experience, she decided to move back to northern California.

Lochner worked in television news for 15 years in the Bay Area. Her positions ranged from writing, reporting, producing, editing and public relations for news stations. She spent most of her years at the assignment desk for KNTV news.

"I loved that I never had the same day twice," Lochner said. "There's always something new; there's always something going on. I liked the aspect of getting to know different things."

At the tail end of her television news career, Lochner was given the opportunity to produce a technology talk show called "Press Here" on KNTV. This was her first opportunity to produce television news. It was a position she enjoyed and allowed her to be more flexible with her time.

Although her producer position allowed her to be more flexible with her time, Lochner decided she needed to retire from the 24/7 news environment. She wanted to make more time for her blossoming daughter and family. She is now the social media marketing coordinator for Richmar Associates. She spends more time with her family and volunteers in her community.

"I do miss working in the newsroom," Lochner admitted. "Every time there's breaking news I get that extra little rush and feel my hands tingle and I'm like yes! I wish I was in the newsroom."

Lochner encourages students to explore while they are young and find their passion. She advises students to try the things that they are curious about. If students do not like what they try, she encourages them to try something else.

"If it's not making you happy, move on!" Lochner said. "If you love it, the money will come, but your happiness is more important than your paycheck."