

**Annette Newell**

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**Experience**

May 2011-October 2012

Live Reporter/fill in News Anchor

WNCN (NBC) Raleigh/Durham/Fayetteville NC ADI #24 Increased morning newscast ratings more than 100% Specialties in live breaking news, exclusives, investigative reporting Worked with national "Today Show" on stories including search for soldier Kelli Bordeaux, and Alaina Giordano case that ignited firestorm about custody rights for parents with cancer

2009-2011

Primary News Anchor, 5, 6 and 11 p.m.

WCTI (ABC) and WXFI (Fox) New Bern/Greenville ADI#100 Helped station achieve 12 rating, 23 share at 6 p.m., leading the market Doubled evening news share and doubled or tripled all key demos 2nd in market research for "viewer recruitment" (Magid 2008)

Telethon Host, Producing, Editing, Web skills

2006-2009

Primary News Anchor, 6, 10, and 11 P.M., and I-Team Reporter WNCT-TV (CBS) New Bern/Greenville/Washington/Jacksonville ADI #100 Credited in national "Broadcasting and Cable" magazine with keeping ratings strong #1 at 6 and 11 p.m.

Increased ratings and key demos to station's highest levels in at least 5 years, #1 at 11, tied or at #1 at 6.

I-Team Reports resulted in significant ratings jumps of 30-80% Helped supervise and mentor staff of reporters and producers.

Was responsible for and appeared in entries that won Associated Press Awards for "Best Newscast" and "Outstanding News Operation."

Champion, Triangle Business Journal News Anchors Stock Market Derby

2002 -2006

News Anchor and Reporter

News 14 Carolina (24 hour news station), Raleigh/Durham NC ADI #24, and Charlotte, NC ADI#25 Anchored the highest rated newscasts, and reported, for all- news station serving both top 25 markets.

Emphasis on anchoring and reporting live breaking news, special coverage and elections. Host, "Your Health," and "In Depth" segments.

2000 - 2002

News Anchor and Medical Reporter

Central Florida News 13 (24 hour news station) Orlando, FL ADI #19 Anchored newscasts and reported for all - news station.  
Hosted "Health Headlines," "Your Health," and "Your Fitness" daily segments.  
Weekly contributed stories to Tampa affiliate, Bay News 9.  
Served as station's spokesperson in campaign for National Kidney Foundation of Florida.

1998-2000 Primary News Anchor, 6 and 10 p.m.  
KTVA-TV (CBS) Anchorage, Alaska and statewide Anchored weeknight newscasts, also reported for and hosted health segment in 5 PM newscast.  
More than 100% ratings increase year to year. Won numerous awards.

#### Awards

- \* RTDNA Murrow Award, "Best Continuing Coverage," 2011
- \* Best Political Reporting," RTDNA North and South Carolina, 2010
- \* Best Election Coverage," RTDNA North and South Carolina, 2010 • Best Spot News," RTDNA North and South Carolina, 2009 • Best Newscast," RTDNA North and South Carolina, 2009 • Best Newscast," North Carolina Associated Press, 2010 • Outstanding News Operation," North Carolina Associated Press, 2008 • Emmy Nomination, "Best Daily Newscast," 2000 • Radio Television News Directors Association National Health Reporting Award • National Press Foundation Fellowship • American Women in Radio and Television Series Reporting Award • National Broadcasting Society Grand Prize for a Series • Best Newscast," Alaska Press Club and Alaska Broadcasters Association • Best Reporting," "Best Consumer/Business Reporting," "Best Series," "Best Health Reporting" Alaska Press Club.
- Scripps Howard Journalism Scholarship
- Best Large Market News Story," American Heart Association awards • Named to "Anchors as Newsroom Leaders," Poynter Institute • Named to Don Fitzpatrick's Anchor "Picks that Click"

#### Education

Harvard University, enrolled in Masters program for journalists

University of Florida, Gainesville, Florida Major – Telecommunication Journalism, High Honors, 3.8 G.P.A.

National Merit Scholar

Wentworth Scholar (top 30 students at University of Florida)

Poynter Institute

Completed "Anchors as Newsroom Leaders" program led by CBS' Bob Schieffer

National Press Foundation Fellowship

completed program in Washington D.C. On Government and Financial reporting

#### Related Skills

- Very active in community service; hosted many events for Raleigh Masquerade Ball for Children with Birth Defects, National Gymnastics Day World Record in Chapel Hill, North Carolina March of Dimes, East Carolina Vocational Center, Diabetes Walk, National Kidney Foundation, American Heart Association, American Cancer Society, Family Center for Abused Children, Rotary
- Co-founded literacy program “11 News Read to Succeed” in Anchorage schools
- Volunteer and M.C. for "Greater Charlotte Heart Ball," "EPCOT Center Gift of Life Run," “Five Miler for Cancer Research,” “Mayor’s Midnight Sun Marathon,” “Heart Run.”
- Hosted numerous telethons for MDA and Children’s Miracle Network.
- Member of minority journalists’ association, NABJ.
- Two years college level Spanish.