

# JEFF RIVENBARK

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## ANCHOR / REPORTER

### PERFORMANCE PROFILE

- 15 years of journalism experience in television, digital media and public relations
- Experience anchoring local newscasts and reporting for an Emmy nominated, nationally-syndicated TV newsmagazine
- Proven track record of cultivating news sources and community contacts with diverse audiences and stakeholders
- High-integrity personal character and professional work ethic

### EXPERIENCE HISTORY

#### Reporter (freelancer)

"Carolina Impact," WTVI (PBS), Charlotte, NC (Feb. 2014 - present)

- **Reporting/Writing** – Conducted interviews and produced packages for the station's weekly newsmagazine, *Carolina Impact*
- **Organization Skills** – Responsible for coordinating shoots and scheduling interviews on a wide range of topics

#### Reporter/Producer

"America Now," Raycom Media, Charlotte, NC (2011-2014)

- **Pitching Stories** – Proven ability to identify, pitch and present original news stories relevant to a national audience
- **Reporting/Writing** – Adept at researching data, tackling complex subjects, and providing in-depth analysis
- **Investigations** – Conducted a number of investigative stories pertaining to security data breaches and health concerns
- **Videography/Editing** – Proficient operating HD MMJ cameras and editing with Grass Valley Edius software
- **Social Media** – Engaged viewers regularly via Facebook, Twitter, and other social media platforms to promote upcoming stories and/or solicit viewer tips
- **Tech-savvy** – Highly skilled understanding the functionality of the Worldnow Producer to publish stories and other digital content onto [www.AmericaNowNews.com](http://www.AmericaNowNews.com).
- **Detail-oriented** – Scheduled interviews and coordinated logistics for stories shot on location across the country
- **Database Management** – Responsible for generating weekly report tracking stories in development to share with our production team in Los Angeles

#### Digital Journalist

WBTV.com (CBS), Raycom Media, Charlotte, NC (2008-2011)

- **Strategic Thinker** – A track record of results achieved from applying metrics, audience research and journalism experience into news strategy and tactics to enhance value of WBTV's emerging multi-platform news properties
- **Attentive to Story Packaging and SEO** – Increased visibility of website content through Search Engine Optimization
- **Web Development** – Collaborated with producers and reporters to create web-only content for digital news consumers
- **Producing** – Posted live video of breaking news, reporter packages, web articles and supplemental background documents to enhance digital news coverage
- **Deadline Driven** – Ability to remain calm in a high-stress, deadline-intensive environment
- **Positive Leadership** – Excellent team collaboration and people management skills
- **Special Achievement** – Increased content and visibility of WBTV.com which resulted in winning the 2010 Associated Press "Best Website Division 1 Award"

#### Adjunct Professor (part-time)

The University of North Carolina at Charlotte, Charlotte, NC (2003-2004, 2006, & 2014)

- **Communication** – Experience lecturing several college-level courses in The Department of Communication Studies
- **Flexibility** – Led courses in topics such as *Broadcast News Writing*, *Introduction to Journalism*, *Public Relations* and *Public Speaking*
- **High Standards** – Challenged students to develop critical thinking skills and adhere to an uncompromising commitment of fairness, ethics and professionalism

### **Assignment Editor**

WBTV (CBS) Raycom Media, Charlotte, NC (2005-2008)

News 14 Carolina (Time Warner Cable), Charlotte, NC (2003-2005)

WCCB (FOX), Charlotte (2001-2003)

- **Newsroom Management** – Facilitated editorial meetings and generated in-depth enterprise story ideas
- **Leadership** – Mobilized photographers, reporters and news helicopter (WBTV) to respond to breaking news situations, and alerted producers to updates, corrections and/or opportunities to enhance coverage of news events
- **Producing** – Planned, organized and wrote scripts for anchors and reporters
- **Problem Solving** – Ability to quickly assess logistical issues prohibiting news crews from meeting deadlines and implementing alternative strategies
- **Copyediting** – Performed fact-checking of reporter and producer scripts as well as content on website
- **Research** – Knowledge of FOIAs, public records and investigative techniques
- **Highly Organized** – Proficient using ENPS to document updates and crew assignments to ensure all newsroom staff was appropriately informed of the latest developments

### **Public Relations Specialist**

The North Carolina Department of Health and Human Services, Raleigh, NC (2000-2001)

- **Executive Communications** – Collaborated with public health stakeholders to strategize marketing collateral needs
- **External Relations** – Interviewed and networked with all levels of the Immunization Branch and other branches of public health to enhance partnerships with public and private healthcare providers
- **Project Management** – Oversaw, copyedited and created monthly publication distributed statewide to 100 health departments and 1,200+ private healthcare providers
- **Proofreading/Copy Editing** – Proofread and edited all correspondence/marketing deliverables
- **Media Relations** – Served as the media contact for local and national press requesting interviews or information about childhood immunizations, or other crisis issues such as the high incidence of statewide rubella cases in 2001

### **Anchor/Reporter**

WNCT (CBS), Greenville, NC (1999-2000)

KQTV (ABC), St. Joseph, MO (1997-1999)

- **Communication** – Anchored morning, noon and primetime newscasts as assigned
- **Diversity** – Hands-on knowledge of and experience with special coverage, features, enterprise and investigative reporting and breaking news.
- **Dedicated** – Anchored and reported during WNCT's 6-days of continuous coverage of the flood following Hurricane Floyd which resulted in the station winning a national Edward R. Murrow Award
- **Writing** – Conducted interviews, shot B-roll, wrote and edited news packages on a variety of topics including politics, government, education and health
- **Producing** – Produced a 1-1/2 hour weekday morning newscast and scheduled multiple live guests for interview segments
- **Community Relations** – Enhanced stations' visibility in the community by volunteering, emceeding and participating in a number of community events

## **EDUCATION**

REGENT UNIVERSITY - Virginia Beach, VA - **Master of Arts Degree** in Journalism

THE UNIVERSITY OF NORTH CAROLINA - Wilmington, NC - **Bachelor of Arts Degree** in Communication Studies