**Glenn Cassie**

**725 N. Center Parkway, Apt. W203**

**Kennewick, WA 99336**

**(714) 330-5330 -** **glenncassienews@gmail.com**

**CAREER HIGHLIGHTS**

• Conversational and personable anchor who connects with viewers.

• Strong presence on the set and in the field.

• Dynamic newsroom leader and mentor.

• Excellent live reporter and storyteller.

**BROADCASTING EXPERIENCE**

**Primary Anchor/Reporter October 2015 to Present**

**KNDU/KNDO, Kennewick (Tri Cities), WA**

• Increased ratings by 45% for primary evening newscasts at 5:00 p.m. and 6:00 p.m.

• 6:00 p.m. newscast is the highest rated in the market.

• Consistently earned dominant number one ratings in all 10 counties in the 11:00 p.m. newscast (solo anchor show), from third month of employment to present.

• Recently gained a number one ratings lead over the legacy news station in Yakima that previously held a two-to-one ratings lead in the market for many years.

• Increased ratings for Fox newscast by 57%.

• Created weekly reporting franchise featuring local and unique storytelling.

• Newsroom mentor and leader.

• Active in the community, regularly hosting community events.

**Reporter January 2014 to September 2014**

**WHIO (#1 rated CBS affiliate in the country), Dayton, OH**

• Live breaking news reporter for multiple primary newscasts.

• Develop exclusive content across multiple platforms.

• CBS News covered two of Glenn's enterprise stories.

**Reporter/Sportscaster May 2005 to December 2013**

**ESTV-3 (El Segundo Cable Television), El Segundo, CA**

• Reported, produced and wrote for bi-monthly magazine news program.

• Developed sources to generate exclusive stories.

• Color analyst and sideline reporting for high school football & basketball games.

**Reporter/Fill-In Anchor/Sportscaster November 2007 to July 2009**

**HCTV-22 (Hawthorne Cable Television), Hawthorne, CA**

• Sourced and reported innovative stories for award-winning news magazine.

• Color analyst for high school basketball team.

• Fill-In anchor

**EARLIER PROFESSIONAL EXPERIENCE January 1995 to November 2010**

World-class sales and leadership skills developed at several Fortune 500 companies in the healthcare/medical device industry, working in sales and executive management, building sales teams and managing multi-million dollar business units.

**PROFESSIONAL AFFILIATIONS**

• Society of Professional Journalists

• National Association of Broadcasters

**LEADERSHIP/COMMUNITY INVOLVEMENT**

• Habitat for Humanity

• Alzheimer's Association

**TECHNICAL EXPERTISE**

• Premier

• ENPS

• iNews

**EDUCATION**

Penn State University, University Park, PA

B.A., Labor & Industrial Relations

Dean’s List

**PERSONAL**

• Triathlete

• Avid tennis player

• Musician