

Sherry Christian

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Summary

Three decades of broadcast communications experience that includes gathering news, coming up with story ideas, communicating varying messages on a daily basis, community involvement, meeting deadlines, organizing and hosting community events and promoting and marketing myself and my employers in 5 different television regions across the country.

EXPERIENCE

WHP CBS 21, Harrisburg, PA *News Anchor*

July 2002 - July 2019

- Morning News Anchor who helped improve ratings to their highest point in the newscast's history
- Produced stories for "Making a Difference" series that consistently received the most responses from viewers
- I enjoyed the reputation of being the most involved member of the news team when it came to community events and projects
- Organized two community projects as part of the "CBS 21 Day of Caring Projects"
- Produced and Anchored special live broadcast of CBS 21 News This Morning" at Hersheypark

WWJ, WKBD, Detroit, MI *News Anchor*

January 1999 - January 2002

- Anchored the weekend evening news for both stations
- Reported live during the weekday evening news
- Hosted live telethon for charity

WMAR, Baltimore, MD *News Anchor*

November 1993 - July 1998

- Anchored the weekend evening news and was a regular fill-in for weekday morning newscast
- Reported live during weekday evening news
- Reported for sports during special live sports show
- Covered the MLB Allstar Game in Philadelphia for News & Sports

SKILLS

Strong writing/storytelling skills

Solid word editor with hyper-focused attention to detail in traditional broadcast formats and Social Media platforms

Ability to meet deadlines under highly pressurized circumstances

Strong people skills with a highly sought after ability to provide constructive criticism that leads to positive results

AWARDS

Mid-Atlantic Region NATAS Emmy Award for "Best Morning Newscast" 2017

Pennsylvania Association of Broadcasters Excellence in Broadcasting Award 2018 for "What Justifies Police Use of Force?"

Pennsylvania Associated Press Broadcasters Association 1st Place Feature "A Friend in Need" 2010

WPDE, Florence, SC

News Anchor

September 1992 - Nov 1993

- Anchored the Weekday Evening News

WTXL, Tallahassee, FL

News Anchor/Public Affairs Dir.

July 1986 - November 1992

- Produced weekend evening news where I also got experience in technical production including operating audio, studio cameras and technical board
- Reported for weekday evening news
- Was promoted to Public Affairs Director where I also did on location taped reports called "Tallahassee Minute" and was responsible for coming up with topics and editing the segment
- Promotions Director

EDUCATION

University of Florida, Gainesville — B.S. Telecommunication

May 1981 - May 1986