

DAVE COCHRAN

traditional & new media content creator
news/weather - anchor/producer/reporter

CAREER SUMMARY

Award winning television and radio on-air talent working as a news director, news anchor, weather anchor, reporter and producer. Successfully transitioned from "old" or traditional media to new media as the sole creator of a popular video podcast about bicycle racing and iTunes using Mac OSX and Final Cut Pro. The show is supported by social media feeds including: Facebook, Twitter, Google + and unThink. All feeds are managed with Hootsuite.

VIDEO RESUME LINKS

www.talentapes.com/davecochran or www.iCycle1000.com/DaveCochranVideo.wmv

EXPERIENCE

WEEKDAY A.M. WEATHER ANCHOR/CO-HOST, KIII-TV, CORPUS CHRISTI, TX - 8/2006 - 8/2011

Examine weather data from a variety of sources, then prepare and present customized forecasts for the Coastal Bend of Texas during Kiii-TV's morning newscasts using Weather Central's 3d LIVE & ESP LIVE systems. Primary weather center computer system administrator. Created content for KIII's Facebook, Twitter and other on-line streams. Also responsible for content creation and co-hosting 3 News 1st Edition.

WEEKDAY A.M. NEWS ANCHOR/CO-HOST, WCIV-TV, CHARLESTON, SC - 10/2003 - 4/2004

Prepare and anchor news for Good Morning Charleston and local news for Good Morning America. Other duties include writing and packaging special reports & some general assignment reporting.

WEEKDAY A.M. NEWS/WEATHER ANCHOR WSET-TV, LYNCHBURG-ROANOKE, VA - 8/1996 - 10/2003

Prepare and anchor news and weather during Good Morning Virginia and News 13 Midday. Primary evening back-up news anchor. Other duties include writing and packaging special reports & general assignment reporting. Prior to current position, anchored weekend news and weather and reported general assignment news three days a week. On occasion, I had to produce, write and anchor the midday news.

WEEKDAY A.M. NEWS/WEATHER ANCHOR, WOLO-TV, COLUMBIA, SC, - 3/1994 - 8/1996

Produced and anchored morning news and weather. General assignment reporting. Primary evening back-up news anchor. Prior to my arrival, WOLO only covered the GMA Cut-in's. Basically, I single-handedly created their :30 minute morning newscast.

WEEKDAY REPORTER/BACK-UP ANCHOR, KNDO-TV, YAKIMA, WA - 7/1993 - 3/1994

General assignment reporter including live shots. Also produced five p.m. newscasts, shot spot news. Primary backup news, weather and sports anchor.

EVENING NEWS ANCHOR, KJCT-TV, GRAND JUNCTION, CO - 8/1990 - 7/1993

Started as weekend weather anchor/weekday reporter. Promoted to morning news and weather anchor after three months on the job. Also hosted KJCT's News 8 Forum, the station's 30-minute public affairs program. Nine months later, promoted to anchor/producer of primary week night newscasts.

RADIO CAREER, 10/1981 - 8/1990

Employed as a DJ during high school. Transitioned to News Reporter/Anchor and/or News Director in the late 80s.

Stations included: KVOR/Z-93, Colorado Springs, CO, KVMT, Vail, CO, KCCY, Pueblo, CO, KIMN/KYGO, Denver, CO, KRYT, Pueblo, CO, KNZZ/KJYE, Grand Junction, CO & KATS, Yakima, WA.

EDUCATION

- University of Southern Colorado, Pueblo, CO - B.A. Journalism, 1984
- Pikes Peak Community College, Colorado Springs, CO - AAS, Broadcasting, 1982
- Roy J. Wasson High School, Colorado Springs, CO - Diploma, 1979

CERTIFICATIONS AND AWARDS

- AWARD: Best of the Best, Corpus Christi - Local TV Meteorologist 2010
- CERTIFICATION: League of American Bicyclists - League Cycling Instructor 2010
- CERTIFICATION: Private Pilot's License. 125-plus hours in small, single engine aircraft.
- AWARD: Best Male News Anchor by the readers of The Burg newspaper, 2002
- AWARD: 1st place, Best Regularly Scheduled Newscast, Colo. Broadcasters Assn. '89
- AWARD: 2nd Place, Best Entertainment Program, Colo. Broadcasters Assn. '89

OUTSIDE INTERESTS AND SKILLS

DISTANCE CYCLING - I compete in long distance bicycle races including: Hotter 'n Hell 100 in Wichita Falls, TX, Jalapeño 100 in Harlingen, TX, Conquer the Coast in Corpus Christi, TX, Tour de Gruene in Gruene, TX and Tour de Goliad, Goliad, TX My bicycling adventures are chronicled in my on-line video diary at www.iCycle1000.com.

SAILING - I own and have lived aboard a 1974 Grampian sailboat. the boat has sailed off shore waters of the Atlantic Ocean near Charleston, SC, off shore waters of the Gulf of Mexico near Corpus Christi, TX and at Virginia's Smith Mountain Lake. The Marietta, named after the previous owner's grandmother, is a 23-foot sailboat that comes with a trailer, so boat and owner are very mobile.

NOVEL & MAGAZINE WRITING - My first full length novel, Sailing Marietta was published in February of 2007. I've created and maintain a website for the book at www.mariettabooks.com. A second book is in production. I've also written several stories for the sailing magazine Latitudes and Attitudes.

WHAT SETS MY WORK APART

At every station on my resume, I'm one of the audience's favorites because I'm able to break through all the technology and connect with viewers. Connecting with viewers is what helps build and maintain audience and ratings. In fact, the ratings on every show I've worked on were either number one or trending upward. I'm also one of management's favorite employees because I'm what a former news director called a "Low Maintenance Anchor." You won't deal with excessive sick days and I'm always ready to come in on days off when you need me to fill in. You'll get someone who contributes to the overall product with story ideas, a willingness to participate in all levels of news gathering and a commitment to making the station I work for better than anyone else on the dial.