

# DIANNE SHERRATT

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## NEWS BROADCASTER & REPORTER

### *10 Years On-Air Experience / Personable Presence / Connects With Viewer*

- Dynamic and resourceful professional with history of providing compelling on-air coverage as news anchor, traffic reporter, and station correspondent for breaking news and special events.
- Reporter and writer noted for ability to research, write, develop, and deliver news items in upbeat style with emphasis on accuracy, brevity, and depth.
- Cultivates positive relationships across all newsroom hierarchies, including producers, fellow on-air personalities, and behind-the-scenes personnel.
- Seasoned reporter noted for ability to improvise, as necessary, remain composed during equipment malfunctions, and draw on broad range of experience to handle any unpredictable broadcast situations.
- Solidifies contacts in the field & collaborates with cross-functional teams to ensure highest quality production.
- Leadership qualities enhanced by natural enthusiasm, thorough industry knowledge, and dedication to carrying out station mission.

### SUMMARY OF STRENGTHS & QUALIFICATIONS

- ♦ Organizational Skills
  - ♦ Initiates & Develops Features
  - ♦ Production Experience
  - ♦ Deadline-Driven
  - ♦ Detail Oriented
  - ♦ Voiceover Talent
  - ♦ Conflict Resolution
  - ♦ Team Player
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### PROFESSIONAL EXPERIENCE

#### NEWS 12 NJ, Edison, NJ 2001-2010

##### Traffic Reporter (2005-2010)

- Played integral role on live broadcast morning team for popular news program.
- Researched, wrote, produced, and presented live traffic reports and updates in studio and on-location.
- Reported on special project segments and served as occasional correspondent.

##### Selected Achievements:

- 400% increase in viewer-ship over 18 month period, 2009-2010.
- Initiated update of traffic graphics and traffic segment from old school techniques to state-of-the-art graphics.
- Established close working relationships with Department of Transportation, state agencies & other informants.
- Served as reliable, accurate, and authoritative on-air presence for growing viewer-ship.
- Reported live from Washington, DC, on Inauguration Day, 2009

#### NEWS 12 TRAFFIC & WEATHER, Woodbury, NY 2001-2005

##### Traffic Reporter

- Gathered, developed, produced and presented accurate, informative reports on road conditions in New York's Tri-State area; reported live on location and in studio, on the quarter hour.

#### WMBC-TV 63

##### Anchor/ Writer/ Reporter, West Caldwell, NJ 2000-2001

- Anchored daily evening newscast, arranged & scripted stories; reported on human interest pieces.
  - Hosted weekly show highlighting local clergy.
  - Revised scriptwriting process to ensure greater efficiency and accuracy, method adopted by station.
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**Education**     *Diploma, Connecticut School of Broadcasting*, Hasbrouck Heights, NJ  
*B.S. Equine Studies, Centenary College*, Hackettstown, NJ

**Skills**             Final Cut Pro / ENPS / i-news / Avid Media Manager / Truview Traffic Systems

**Special Interest**     Accomplished equestrian who has both competed and trained at the highest level of show jumping.