

# ERIC GREENE: Vaccinated

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## TELEVISION NEWS ANCHOR

— Reporter | Prime-Time Host | Executive Producer | Editor | Mentor —

- ◆ **Catapulted ratings and market share** in various geographies (including West Coast, East Coast, and Midwest) through quality newscast delivery, appeal to diverse audiences, and utilization of interactive digital platforms.
- ◆ **Mentored and developed high-performing newsroom teams**, fostering competitive spirit, aggressive reporting, and old-school journalistic integrity and dedication. **Guest Lecturer** at Kent State University, San Francisco City College, Pace University, and Associated Press workshops, coaching students and peers in journalism best practices.
- ◆ **Entrusted with large, global assignments** in Middle East and Europe due to mental agility and broad knowledge of current issues, key players, and history. Committed lifelong student of the news and Trivial Pursuit champ.
- ◆ **Holistic understanding and appreciation of various newsroom roles** gained through 20+ years of experience.
- ◆ **Awards & Honors include:** Best Spot News (WVBA), Best Program Series & Chairmen's Award (NECTA), Ohio Excellence in Journalism Award (SPJ & Cleveland Press Club), General Reporting Emmy (Cleveland Chapter), Best Feature (Illinois AP). Produced *A Search for Peace* documentary archived by Steven Spielberg in the Film and Video Archives of the US Holocaust Memorial Museum in Washington, D.C.

*"Eric brings a sensitive delivery with just the right amount of energy to any story he presents. He is memorable as an anchor and has excellent story selection skills as a writer and producer. He is a hard worker and loyal to his own work product and the product of the station that employs him."* — Jack Keefe, former News Director, WIFR

### CORE COMPETENCIES

End-to-End Production Cycle ▪ Broadcast Journalism ▪ Team Leadership & Development ▪ Breaking News ▪ Strategic Planning ▪ Interviewing ▪ Social Media Marketing ▪ Video Production ▪ Global Reporting ▪ News Writing ▪ Digital Media ▪ Documentaries

## CAREER HISTORY

**KNBN (NBC Affiliate) NewsCenter 1 ▪ Rapid City, SD ▪ 2018 to Present**

**Anchor, Reporter, Producer**

Joined small newsroom and jumpstarted cultural transformation, propelling team to increase competitiveness against larger, more established Fox affiliate. Solo anchor for 6pm and 10pm newscast, and 10pm producer. Collaborate with Executive Producer to write and develop 6pm newscast. Independently produce late-night newscast including graphic and video editing.

- **Surged viewership** by outpacing and outperforming competition in 6pm newscast, leveraging interviewing finesse, appeal to diverse audience, expertise in sorting and prioritizing information, and digital news platforms.
- **Energized reporter team** through coaching and mentoring, resulting in enhanced writing and context of stories.
- **Maximized capabilities of small newsroom** in pursuit of key stories such as Wyoming tornado. Championed on-site coverage of devastation in spite of distance, gained management buy-in, and captured superior coverage.
- **Partner with upper management to optimize newscasts** and provide recommendations for on-brand promotions.

*"Eric's teachings have had a huge impact on the KNBN newsroom, and many times shape the way our story is presented for the better. Since he joined KNBN, I have seen the quality and the standards of our work increase."*—Calvin Cutler, Weekend Anchor, KNBN

**WEEK/WHOI (NBC & ABC Affiliates) ▪ Peoria, IL ▪ 2013 to 2017**

**Anchor, Host, Reporter, Producer**

Positioned WHOI as a force to be reckoned with in the market as solo Anchor and Producer of 5:30pm and 10pm newscasts.

- **Elevated WHOI newscasts** from 3rd to 2nd place in main demographic, the first ratings increase in 30 years.
- **Selected to host** bimonthly prime-time *Ask the Attorney* and *Docs on Call* programs due to audience appeal and broad knowledge of healthcare/legal topics. Also chosen to host successful telethons and Peoria Journal Star Spelling Bee.
- **Informed and educated public** as lead anchor for Affordable Care Act coverage due to robust ability to convey complex, dry information in an engaging manner.
- **Tapped for highly promotable special reports** and political interviews such as Chris Kennedy during governor race.

**WVVA (NBC Affiliate) ▪ Bluefield, WV ▪ 2010 to 2012****Anchor, Host, Reporter, Producer**

Contacted by former co-anchor to become lead evening news anchor for #1 NBC affiliate in the country. Anchored and produced 11pm newscast and served as copyeditor, coach, and mentor to staff of 20 people.

- **Achieved double-digit ratings increases** and consistently realized triple the ratings of evening news competition.
- **Trained 20-person team** through formal writing seminar, workshoping larger market scripts and empowering team to find their styles while establishing and refreshing best practices.
- **Hosted weekly public affairs program** touching on potpourri of topics relevant to community including politics.
- **Received “Best Spot News Award”** for coverage of Virginia Tech shooting in 2011 (WV Broadcasters Association).

*"Eric is a fantastic and talented anchor with a vast knowledge of the broadcasting industry. He has taken on a role as a mentor many times to fledgling journalists, and he continues to nurture those relationships. His compassion, determination, and experience (among other things) truly make him an amazing colleague."* – Charli Hathcox, Executive Producer, WVVA | WLKY | WTNH

**WCTI/WFXI (ABC & Fox Affiliates) ▪ New Bern, Greenville, Washington, NC ▪ 2010****Executive Producer, Assistant News Director**

Managed team of six producers in researching, writing, editing, and shaping newscast. Partnered with News Director and gained new perspective on business aspects of broadcasting and leadership in the trenches.

- **Head editor for all news copy**, conducted writing seminars to unify staff on proper story structure.
- **Coached all anchors and reporters** one-on-one with constructive, actionable feedback that boosted performance.

**WPMT (Fox Affiliate) ▪ Harrisburg, Lancaster, York, Lebanon, PA ▪ 2009 to 2010****Nighttime Executive Producer**

Hired to steer format and launch two half-hour evening newscasts in temporary role.

- **Developed and executed dynamic newscasts** emphasizing interactive digital platforms including Facebook component and “Video of the Day” in order to compete with three established affiliates.

**NEWS 12 CONNECTICUT ▪ Norwalk, CT ▪ 2004 to 2008****Morning Co-Ancor, Daytime Solo Anchor, Editor**

Joined regional cable network round-the-clock news operation with large market spanning New York, Connecticut, and New Jersey. Played role in media planning, breaking news strategy, social media promotions, and quality testing. Supervising Copyeditor for three-and-a-half hour news block, Anchor and Reporter for News 12 New Jersey.

- **Co-anchored #1 morning newscast in cable universe**, outperforming NBC, ABC, CBS, and Fox in NY/CT market.
- **Hosted 2006 Best Program Series winner** (awarded by New England Cable & Telecom Association) and 2007 NECTA Chairman’s Award winner for *Education Notebook* as well as *What’s Cooking* weekend programs.
- **Spearheaded writing seminar** for 50-person staff focused on scriptwriting techniques for audience engagement.

*“Having worked as Morning News Producer on a program anchored by Eric Greene, I can verify that he is adept at handling a wide variety of demands: hard news, interviews, breaking news features, education stories and even cooking segments. He is a seasoned professional who would be an asset to any news organization.”* – Mike Bryant, Producer, News 12 Connecticut

**Early Career Roles Include:****WVNY (ABC Affiliate) ▪ Burlington, VT / Plattsburgh, NY / Montreal, QC ▪ Anchor, News Director, Executive Producer**

Drove creation, development, and launch of WVNY news operation, including building three-person investigative unit, guiding the format, and designing the opening, graphics, fonts, and music for debut. **Generated four consecutive books of ratings growth** through success of programming. Brought veteran ABC News correspondent Barrie Dunsmore out of retirement for weekly commentary, sparking national write-ups and promos from ABC heavyweights Ted Koppel and Peter Jennings.

**WOIO/WUAB (CBS & UPN Affiliates) ▪ Cleveland, OH ▪ Anchor, Host**

**Galvanized 20% ratings** increase as Morning Host, ascent of noon broadcast to third place, and 11pm newscast to second place in the market. As WUAB Weekend Anchor, entrusted with major domestic/international stories, reporting live from

Jordan, Israel, Poland, and London. Hosted prime-time specials such as town hall meetings, telethons, and July 4th Extravaganza.

**KTVU (Fox Affiliate) ▪ San Francisco, Oakland, CA ▪ Anchor, Host**

**Quadrupled ratings in a challenging California market** as host of daily talk show, interviewing prominent political and cultural figures. Anchored breaking news coverage of major weather events with demonstrated ability to ad-lib and hosted specials including Chinese New Year's Parade, Easter Seal Telethon, and Earthquake Relief Concert and Telethon.

*"Eric Greene is a passionate, smart working professional.... who does it the right way, factual! Eric is open to learning about difficult community issues... he is always willing to do whatever it takes to advance the story beyond the competition."* – Brian Johnson, former NBC Photojournalist | KingFilms LLC, Atlanta

## EDUCATION & AFFILIATIONS

**Tulane University**, New Orleans, LA | History & Political Science degree track

Member, Illinois News Broadcasters Association

## ADDITIONAL COLLEAGUE ENDORSEMENTS

*"As an Assignment Manager, Eric made my job so much easier. He consistently came in with current and workable story ideas, not just for himself but for other reporters as well. Eric also managed to foster an atmosphere where young reporters could come to him and other leaders for guidance without feeling less than. His steady leadership consistently kept our news room afloat. It was a pleasure working with him."* – Vain Colby, former Assignment Manager, WVVA

*"Eric Greene is a consummate professional; thorough in his research and always prepared. He is trusted by his audience and an objective voice in news."* – Karen Yokimizo, former Producer, KTVU

*"Perhaps what I admire most about Eric is his desire to see others succeed. From the moment I met him, he's always offered his time and resources to anyone who needs it, whether it be looking over a package script, or even offering to come in on his days off to help look over newscasts for young anchors/producers like myself. When reporters make deadline after a hectic day, or when a live shot comes together like clockwork, many times Eric's advice is behind them."* – Calvin Cutler, Weekend Anchor, KNBN

*"Eric Greene is not only a seasoned pro with rock solid writing skills and humor that warms any living room, he is also a witty, kind, and generous coworker who brightens the newsroom. He goes above and beyond to nurture and develop rookies and is a real team player. Any station would be brightened by his presence."* – Nancy Barnes, former Anchor, News 12 Connecticut