

CATHERINE BALSLEY

1062 Shields Road
Youngstown, Ohio 44511
330-727-8444
E-mail: Cathbosley@gmail.com

PROFESSIONAL EXPERIENCE:

4/2005-Present

WOIO-TV-19, CBS/WUAB-TV- 43 - Cleveland, Ohio

REPORTER/ANCHOR (3/2017-Present)

- *Research, write and present general assignment news including regular live field reports*
- *Anchor breaking new segments from Alert Desk set and fill-in anchor for various newscasts*
- *Monitor story impact/solicit story response and update stories via various social media platforms*

CHIEF HEALTH CORRESPONDENT/ANCHOR (8/2015-12/2016)

- *Presented daily medical and health reports based on close work with major medical/research facilities, especially throughout Northeast Ohio, following the latest techniques, studies, breakthroughs and outstanding patient stories*
- *Monitored story impact/solicit story response via social media and station website*
-respond to feedback
-use feedback to determine story progression/follow-up
- *Active with multiple charitable organizations through speaking, emceeing and taking part in general volunteer work*

ANCHOR

- *Anchored 3 1/2 hour weekday morning newscast (12/2011-8/2015)*
- *Anchored noon newscast (12/2008-8/2015)*
- *Corresponded regularly with viewers via social media regarding current news and notified them about new stories they could expect in upcoming newscasts*

REPORTER

- *Presented general assignment news (4/2005-12/2008)*
- *Developed close working relationships with various community leaders, organizations, law enforcement agencies, business leaders, etc.*

8/1994 - 1/2004

WKBN-TV-27, CBS -Youngstown, Ohio

ANCHOR

- *Anchored and assisted in writing weekday morning and noon newscasts (3/2001 – 1/2004)*
- *Anchored and produced "Medical Matters" franchise (3/1999- 1/2004)*
- *Anchored 5:00 p.m. Newscast (6/1997- 12/1998)*
- *Anchored weekend 6:00 p.m. and 11:00 p.m. newscasts (1/1997- 6/1997)*
- *Made appearances and spoke at various charity/community events frequently*

PRODUCER

- *Produced various newscasts on an "as needed" basis, which included deciding news content, developing story sequence and flow, serving as primary show writer and managing news crews (1/1997 – 1/2004)*

REPORTER

- *Presented general assignment and medical news through constant research and cultivation of reliable contacts in all facets of the community (8/1994 - 6/1997)*

8/1993 - 7/1994

WROC-TV-8, CBS - Rochester, New York

REPORTER/PRODUCER

- *Researched and presented general assignment news*
- *Researched, field produced and wrote "8 ON YOUR SIDE" consumer franchise*

3/1993 - 8/1993

WETM-TV-18, NBC - Elmira, New York

ANCHOR/PRODUCER

- *Anchored and produced weeknight newscasts*
- *Organized news crews and evening news coverage*

11/1989- 3/1993

WICU-TV-12, NBC - Erie, Pennsylvania

REPORTER/ASSIGNMENT EDITOR

- *Researched and presented general assignment news*
- *Determined weekend news coverage and coordinated news crews*

EDUCATION:

BACHELOR OF ARTS: TELECOMMUNICATIONS

Kent State University, Kent, Ohio; 5/1989

Minor: Advertising/Marketing

Minor: Political Science

- *Cum Laude Graduation*
- *Golden Key National Honor Society*
- *Brett Hope Memorial Award-Leadership in Broadcast News*

PROFESSIONAL HONORS:

EMMY AWARD NOMINATION

- *Best Feature Reporting, 2013*
- *Best Morning Newscast, 2013*

OHIO ASSOCIATED PRESS AWARDS

- *Best Feature Reporting, 2002*
- *Best Broadcast Writing, 2001*

REFERENCES

Brian Sinclair

Assistant News Director
WOIO-TV-19 / WUAB-TV-43
(216) 367-7302
bsinclair@woio.com

Andrew Kabat

Partner
Haber, Polk, Kabat, LLP
Cleveland, Ohio
(216) 325-0106
akabat@haberpolk.com

Liz Straub McGarry

Director of Development
Hospice of the Valley
Youngstown, Ohio
(330) 788-1992
Liz_McGarry@mercy.com

Jack Staph

President of Cleveland Marathon, Inc.
Rite Aid Cleveland Marathon
Cleveland, Ohio
(216) 378-0140
JackStaph45@gmail.com

***More References Available Upon Request**