

Taylor Bruck

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taylorbruck.com

Experience

Spectrum News 1 OH, Cleveland and Columbus, Ohio

June 2020-Present

Anchor / Reporter / Multi-Media Journalist

- Anchor “Your Weekend on Spectrum News 1” Saturday and Sunday mornings
- Produce TV packages and VOSOTS for anticipated and breaking news for the 24/7 statewide newscasts
- Go live from events and report breaking news from the studio and on scene
- Produce social media reels for multiple platforms, garnering 133+ thousand followers and millions of views
- Transform broadcast pkgs into web stories optimized for digital using strong visuals, SEO-friendly headlines
- Produce 30-minute TV specials on topics when timely, including an Emmy-winning Public Affairs Program

WOUB Public Media, Athens, Ohio

Sept. 2016-May 2020

Anchor, Multi-Media Journalist

- Anchored live, half-hour evening newscast, *Newswatch*, on WOUB-HD
- Produced TV packages and VOSOTS for Newswatch
- Reported on both anticipated and breaking news for broadcast and woub.org
- Generated social media versions of TV packages for WOUB’s social media platforms
- Assisted in producing Newswatch when not reporting

TODAY Show, New York City and Universal City, California

Sept.-Dec. 2018 & June-Aug. 2019

Intern, Researcher

- Researched show guests, prepared interview questions, collected information and fact-checked stories
- Conducted 300+ interviews, including celebrities like Jameela Jamil, flagged strong sound bites for producers
- Found and booked people for interviews, scoured social media to find sources for stories
- Produced TV package on struggles still faced by the LGBTQ+ community 50 years after the Stonewall Riots
- Selected b-roll and pictures for editors to enhance stories
- Assisted in field producing on shoots with celebrities like Jennifer Aniston and Adam Sandler

Skills

- Interviewing/Public Speaking
- Social Media
- Videography (HD Camera, DSLR, iPhone)
- Audio and Video Editing (Adobe Premiere)
- Writing (Broadcast, Print)
- AI Tools
- AP Style
- Multitasking

Awards

- GLAAD-nominated and Emmy-Award winner for Outstanding TV Journalism Segment “Demystifying Trans Identities”
- Emmy Award for Best Public Affairs Program: “Remaking Ohio: The New Power Play”
- Ohio APME Award for Best Use of Photography

Education

Ohio University, Athens, Ohio
E.W. Scripps School of Journalism
B.S. in Journalism
Major: Broadcast Journalism
Minor: Spanish, Marketing