Marissa Perlman

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Experience

***Lead Reporter,* KOVR, Sacramento, CA** **March 2019 – Present**

- Lead dayside reporter for the 4, 5, 6 and 6:30 pm newscasts.
- Weekend and Weekday Fill-in anchor
- Enterprise and produce live, breaking news
- Produce and cover live reports for CBS Owned stations across California
- Heavy use of Social Media to develop sources and gain contacts

***Weekend Evening Anchor,* WIVB, Buffalo, New York** **February 2018 – March 2019**

- Solo Anchor for Weekend 6/10/11- broadcast
- MMJ and lead field reporter for 6pm week-day newscasts
- Main fill-in Anchor for weekday newscasts Monday-Friday
- *Evening Anchor/Reporter,* WIVB, Buffalo, NY Responsible for monthly promotable pieces

***Morning Anchor/Reporter,* WIVB, Buffalo, NY** **April 2015 – February 2018**

- Solo Anchor for Weekend two-hour broadcast
- MMJ and lead field reporter for 6pm week-day newscasts
- Main fill-in Anchor for morning newscasts Monday-Friday
- Responsible for monthly promotable pieces
- Taught Journalism at the University of Buffalo

***Interim News Director,* WETM, Elmira/Corning, NY** **October 2013 – February 2014**

- Held position concurrently with News Anchor responsibilities
- Oversaw November Ratings Period
- Led and trained newsroom staff during HD transition
- Held weekly reporter writing/training meetings
- Daily communication with sales, production, web departments and General Manager
- Responsible for scheduling and employee relations in the newsroom

***Evening Anchor,* WETM, Elmira/Corning, NY** **May 2013 – April 2015**

- Solo Anchor/Producer for 5:30PM and 10PM weekly newscasts
- Co-Anchor for 6pm and 11pm weekly newscasts
- Cultivated and maintained relationships with state and local leaders
- Host of weekly 30 minute community affairs program "Community Focus"- Producer and Anchor
- Originated and developed weekly segment, "Twin Tiers Hot Spots," highlighting area activities; solo shot,
  edited and produced
- Anchor of "Health Matters" – segment interviewing area doctors on health trends
- Live Field Anchor for primetime newscasts including flooding and Nascar race coverage
- Host/M.C. for area community events including "Susan G. Komen, Twin Tiers, Race For The Cure," "The Tribute to Women," and "Jefferson Community Service Awards"

- Cultivated stories online and maintained social media presence

***Morning/General Assignment Reporter,* WETM, Elmira/Corning, NY** **June 2012 – May 2013**

- Responsible for daily live shots in the field and in studio
- Responsible for producing, shooting, and editing daily packages for morning and primetime newscasts
- Shot, wrote and edited stories for air and web; provided up to the minute reports on social media

Education

Syracuse University, S.I. Newhouse School of Public Communications **May 2012**

Bachelor of Science, Broadcast and Digital Journalism

Awards

- Two-time **Edward R. Murrow Award winner**-RTDNA: Winter Weather Coverage, "Inside the Epidemic"
- **"Best Newscast"-** Lead Reporter for "Remembering Carl Proper "–NYSBA 2012
- **"Best Newscast"-** Live Field Anchor for "Watkins Glen Flooding" – NYSBA 2013
- **"Best Feature" Nomination**-"Tommy Hilfiger," "Armed and Female" - NYSBA 2013
- **Panelist**-2014 Congressional Debate, 23rd District