

Barbara Brosher

storyteller

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EXPERIENCE

Indiana University Studios

COMMUNICATIONS CONSULTANT (MARCH 2021 TO PRESENT)

PRESIDENTIAL COMMUNICATIONS AND PUBLIC AFFAIRS SPECIALIST (SEPTEMBER 2019 TO MARCH 2021)

- Works with key stakeholders across the university to develop communications strategies and content, utilizing original storytelling, earned media and email marketing
- Strategizes how to position university leaders as experts on emerging newsworthy topics
- Writes and pitches stories that highlight IU's leadership during the COVID-19 pandemic, and as one of the nation's leading public research universities
- Works across teams to ensure consistent messaging on key issues
- Deployed university-wide emails on behalf of IU president with precision on tight deadlines

WFIU/WTIU

SENIOR NEWS EDITOR (OCTOBER 2015 TO SEPTEMBER 2019)

NEWS PRODUCER/JOURNALIST (AUGUST 2014 TO OCTOBER 2015)

- Edited daily news content of Indiana's largest public media outlet
- Pitched, shot, wrote and edited in-depth reports for weekly television news program
- Produced weekly in-depth radio features that ran on NPR member stations throughout Indiana
- Anchored news headlines segment of weekly television news program
- Filed daily stories for radio and television newscasts

WNDU-TV

MULTIMEDIA JOURNALIST AND WEEKEND ANCHOR – JUNE 2011 TO JULY 2014

- Shot, wrote, edited and reported stories working as a multimedia journalist
- Executed solo live shots using TVU technology
- Anchored one-hour Sunday morning show
- Engaged viewers via social media on Facebook and Twitter using SocialNewsDesk

SKILLS

- Web content management systems
- Salesforce Marketing Cloud
- Liveclicker
- Adobe Premiere
- Adobe Audition

EDUCATION

Eastern Illinois University

CHARLESTON, ILLINOIS

- Major: Broadcast Journalism, Minor: English

REFERENCES

Ryan Piurek | Assistant Vice President for Strategic Communications, IU | 812-340-1018, rpiurek@iu.edu
Sarah Neal-Estes | News Director, WFYI | 812-881-5236, sestest@wfyi.org
Mary Keck | Communications Manager, IU Studios | 812-320-6117, marykeck@iu.edu