

Barbara Brosher

storyteller

CELL | 309-532-2450
TWITTER | @BABSOFBTOWN
EMAIL | BABSBROSHER@GMAIL.COM
WEBSITE | BARBARABROSHER.COM

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 multimedia storytelling, earned media and email marketing to reach target audiences
- Positions university leaders and faculty as leading experts through proactive and breaking news media pitching
- Conducts on-camera interviews with IU experts and edits clips for social media and media kits
- Writes and pitches stories that highlight faculty research, staff service, student engagement and the Board of Trustees
- Works across teams to ensure consistent messaging on key issues

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

SKILLS

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

EDUCATION

Eastern Illinois University

CHARLESTON, ILLINOIS

- Major: Broadcast Journalism, Minor: English

REFERENCES

Ryan Piurek | Assistant Vice President for Public Affairs, IU | 812-340-1018, rpiurek@iu.edu

Tyler Lake | Producer/director, WTIU | 812-219-8848, clake@iu.edu

Mary Keck | Presidential communications, IU Studios | 812-320-6117, marykeck@iu.edu