

Caroline Reinwald

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Professional journalist, expert communicator with 10+ years writing experience. Cultivated, researched, edited and produced 4,000+ news stories. Contributed to more than a dozen state and regional award-winning productions.

PROFESSIONAL EXPERIENCE

HEARST TELEVISION, WISN-TV 12 NEWS

Milwaukee, WI

Investigative Journalist

2018 – Present

- Conducted 2,800+ interviews investigating topics from medical care, education, politics, business/finance, public safety, community outreach, civil rights and environmental disasters.
- Cultivated relationships and built a network of 250 primary sources, enabling swift communications and reporting of exclusive, need-to-know information.
- Demonstrated flexibility and adaptability in transferring skills from journalism to communications by working with multiple departments in strategic writing and messaging, working with first responders in crisis communication and organizations in public relations reports.
- Managed tight deadlines with multi-departmental teams, adapted quickly to changing news cycles, demonstrated ability to advise and closely collaborate with crews and office by efficiently communicating gathered information and making decisions in the field.
- Exhibited strong interpersonal skills, decision-making and advanced leadership abilities. Mentored junior reporters and video journalists, establishing a positive team culture.
- Produced and delivered multimedia content across TV, digital, print and social media platforms. Shot and edited video for TV, social and digital media, as well as wrote web stories for each report. Demonstrated proficiency in different writing styles for each platform.
- Regularly made public record requests of various governmental and public safety offices, gaining access to important written and recorded video and audio media such as 911 calls, criminal complaints and body camera footage.

COX MEDIA GROUP, WHIO-TV NEWS CENTER 7

Dayton, OH

News Reporter, Fill-in Anchor

2016 – 2018

- Pitched enterprise story ideas, conducted thorough research on each topic, wrote dependable, understandable stories and delivered them orally via television twice daily.
- Kept abreast of emerging trends and technologies in media and communications, attended workshops, personal and group consulting sessions and learned new writing skills for television and digital media.
- Fostered deep understanding of ethical and legal issues surrounding writing and journalism, including libel, invasions of privacy, freedom of speech and public vs. private space and information.
- Collaborated with editors and videographers to write compelling news stories that met editorial and organizational company standards.

TRIBUNE MEDIA, WQAD-TV NEWS 8

Moline, IL

News Reporter, Fill-in Anchor

2014 – 2016

- Spearheaded day-turn and long-term projects with news managers, editors and video journalists.
- Developed expertise in conducting investigative research, media requests and storytelling.
- Absorbed strong, quality writing and interviewing skills by working closely with advanced, senior reporters.
- Responsible for planning, cultivating, pitching enterprise news story ideas and delivering them with excitement.

TECHNICAL SKILLS

- Microsoft Office: Word, Excel, Outlook and Teams
- ENPS, Adobe Premiere Editor, Adobe Lightroom, iMovie, FinalCut Pro, Zoom and FaceTime
- Social Media: Facebook, Twitter, TweetDeck, Bitly, Instagram, Snapchat, Reddit and TikTok
- Professionally proficient in Spanish

AWARDS, NOMINATIONS AND VOLUNTEER WORK

- Regional Emmy nominations: [Waukesha Parade Tragedy](#) and [Miller Brewery Rampage](#).
- Contributions to Wisconsin Broadcast Association Awards for Excellence: [2022 Best Continuing Coverage](#), [2022 Best Spot News](#), [2022 Best Significant Community Impact](#), [2021 Best Evening Newscast](#), [2021 Best Continuing Coverage](#).
- 175+ hours volunteer work with Big Brothers Big Sisters of Metro Milwaukee

EDUCATION

UNIVERSITY OF TENNESSEE

Knoxville, TN

Bachelor of Science in Journalism and Electronic Media, Minor in Political Science