

Rachel Pierce

Anchor/Reporter

Represented By The NWT Group, 817-987-3600 carolynkane@thenwtgroup.com

EXPERIENCE:

WBBH NBC2, Fort Myers, FL
Morning Anchor

August 2014 – Present

WOI-TV ABC5, Des Moines, IA

July 2008 – August 2014

Main Anchor, 5 PM, 6 PM and 10 PM newscasts

- Extensive election coverage, including hosting the two-hour post Republican presidential candidate debate show.
- Went to Los Angeles twice and created six (6) behind the scenes pieces on *Dancing With the Stars* and *Entertainment Tonight*.
- Part of the news team that participated in two skits with Stephen Colbert on *The Colbert Report*. Script and direction provided by their staff.
- Responsible for "One Classroom at a Time" franchise which awards a one thousand dollar grant for a special project each month to a local teacher selected by a business panel.
- Emcee for all station-sponsored events including but not limited to Bras for a Cause, Light the Night for Sight, Chili Cook-off for the Leukemia Lymphoma Society, Making Strides Against Breast Cancer Walk, Taste of Southside Des Moines, Salvation Army, and Iowa State Fair.
- Reached out to viewers daily via news station blog, Facebook and Twitter pages.

WOWT Channel Six News, Omaha, NE

June 2006-June 2008

Weekend Morning Anchor, 7 - 9 AM newscasts

- Consumer Reports Reporter
- Weekday Reporter
- Fill-in Anchor for all newscasts
- Host of Heartland Focus. Booked guests and selected topics timely to the Omaha market for this regular Saturday afternoon half-hour show.

WQOW TV-18, Eau Claire, WI

January 2004-June 2006

Morning Anchor, Daybreak News, 5-7 AM

- Fill-in Anchor, 5 PM news and weekend news reports.
- Assisted in news show production. Booked up to three guests for daily satellite and/or in-studio interviews. Arranged live shots for morning reporters.
- Hosted regular feature packages including *Pet of the Day* segment filmed area Humane Associations which selected one animal featured every Thursday in the evening news.

British Broadcasting Company, Washington, DC
Summer Internship

April thru September 2003

KFOR News Channel 4, Oklahoma City, OK
Summer Internship

May thru September 2002

EDUCATION:

Oklahoma City University, Oklahoma City, OK

December 2003

B.A., Mass Communications with Broadcasting Emphasis, GPA: 3.80

Awards: Leadership Institute Scholarship, University Scholarship, National Journalism Center Scholarship, Varsity Golf Scholarship

COMMUNITY SERVICE:

Variety, the Children's Charity

2008-Present

Board Member

Participate in raising and distributing three million dollars annually to at-risk children in Iowa. Host for the annual weekend spring Variety the Children's Charity Telethon airing on ABC5.

Ashworth Road Baptist Church

2008-Present

Des Moines, IA

Sunday School Teacher 2nd and 3rd grade students