

Ashley Ketz

Represented by The NWT Group 817-987-3600
CarolynKane@NWTgroup.com

EXPERIENCE

KARK- TV (CBS) Little Rock, AR (September 2013 - Present)

Evening Anchor/Reporter

- Co-anchor of 5, 6, and 10 p.m. newscasts.
- Launched the highest rated 4pm newscast in the market.
- Write scripts nightly for newscast, social media and web.
- Develop story ideas and enterprise special reports.
- Host community charity events and make public appearances.

KOLR- TV (CBS) Springfield, MO (September 2012 - September 2013)

Evening Anchor/Reporter

- Co-anchor of 5, 6, and 10 p.m. newscasts.
- Write scripts nightly. for newscast, social media and web.
- Contribute story ideas and enterprise special reports.

KFSM-TV (CBS) Fort Smith/Fayetteville, AR

Evening Anchor/Reporter (April 2009 – August 2012)

- Co-anchor of dominant number one ranked 5, 6, and 10 p.m. newscasts.
- Part of team that helped double the ratings performance of nearest competitor.
- Promoted to solo anchor of recently launched 9 p.m. newscast on duopoly station KXNW-TV 34.
- Developed, wrote, and delivered “Healthwatch” segment in 5 p.m. newscast.
- Anchor breaking news situations and anchor in the field as assigned.
- Contributed story ideas and enterprised special reports.

Morning Anchor/Reporter

(January 2007-March 2009)

- Promoted to weekday co-anchor of *5NEWS This Morning*.
- Part of team that helped double the audience of next competitor and continued to gain viewers.
- Anchored and reported breaking news live in the field, accountable for weekly “Crimestoppers” package, anchored and reported in noon newscast.
- Wrote and updated scripts for live cut-ins to network morning show.
- Coordinated and conducted in-depth guest interviews that helped develop lasting contacts in the community.

Weekend Morning Anchor/Weekday Reporter

(July 2006-December 2006)

- Promoted to solo anchor position on 2-hour weekend morning newscast.
- Responsible for on-set interviews with guests.
- Wrote, edited and reported stories live and on-tape for weekday newscasts.

General Assignment Reporter

(April 2006-June 2006)

- Sole reporter that gathered news in Northwest Arkansas newsroom on weekends.
- Worked and managed under minimal supervision in a bureau-like setting.
- Wrote, edited and reported news and feature stories during the week.

KATV-Channel 7 (ABC) Little Rock, AR

News Internship

(Summer 2005)

- Learned hands-on from news veterans at an Emmy award-winning station.

UATV, Fayetteville, Arkansas

Reporter/Anchor/Producer

(Fall 2004 - Spring 2006)

- Trained to shoot, write, and edit packages covering campus and local news.
- Produced and supervised all elements of a half-hour live newscast.
- Reported award-winning news and feature stories for news magazine show “On the Hill”.

EDUCATION

B.A. in Broadcast Journalism

May 2006

University of Arkansas, Fayetteville

AWARDS

- **2017 -Team Murrow Award** - Excellence in Social Media (Victory over Violence)
- **2016 -Team Murrow Award** Excellence in Innovation (Election Night coverage on Facebook Live)
- **2015 -Emmy Nomination**, Specialty Assignment Report-News Series for “Massage Misconduct”
- **Arkansas Broadcasters Association Tuition Scholarship**, Recipient.
- **Society of Professional Journalists**, Mark of Excellence Award, First Place In-Depth News Reporting, 2006.

LEADERSHIP AND COMMUNITY INVOLVEMENT

- **Lemke Alumni Society Board**, University of Arkansas, 2011-Present.
- **Vice Chancellor’s Alumni Advisory Council**, University of Arkansas, 2008-Present.
- **Komen Ozark for the Cure**, 5NEWS Team Captain, 2007-Present.
- **Alzheimer’s Association**, Memory Walk Emcee and Spirit Award Recipient.