

# Ava Pukatch

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## EDUCATION

### The University of North Carolina at Chapel Hill

Bachelor of Arts within UNC Hussman School of Journalism and Media: Journalism Concentration  
Second Major in Political Science  
May 2022

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## HONORS/AWARDS

Eugene L. Roberts, Jr. Prize

Lillian Chason Scholar

Stempler Scholar

Andy and Cindi Griffith Scholar

Best Student Sportscast – RTDNAC 2021

Best All-Around Radio Newscast – Mark of Excellence Society of Professional Journalists 2022

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## SKILLS

- Adobe Audition, Adobe Premiere Pro, Adobe Illustrator, Adobe Photoshop
- AP Style
- WordPress
- Social Media Platforms
- Microsoft Suite
- Search Engine Optimization

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## REFERENCES

John Robinson – Stempler Professional in Residence (robinsjl@email.unc.edu)

Adam Hochberg – WUNC Editor (ahochberg@unc.edu)

Brighton McConnell – 97.9 The Hill News Director (brighton@wchl.com)

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## EXPERIENCE

### Social Media Producer

#### 97.9 FM The Hill WCHL and Chapelboro.com

April 2022 – Present

- Runs [Twitter](#), [Facebook](#), [News Instagram](#) and [Promotional Instagram](#) pages receiving an average 500K impressions on Twitter and reaching 15K Instagram accounts and 30K Facebook accounts.
- Creates graphics accompanying news stories
- Writes engaging copy tailored to each platform

### Reporter

#### 97.9 FM The Hill WCHL and Chapelboro.com

January 2021 – Present

- Reports 150+ audio wraps covering Orange County, NC on local government, UNC Chapel Hill, elections, transit, business, development and arts
- Writes 225+ AP Style web stories on [Chapelboro.com](#)

### Reporter/Producer

#### Carolina Connection WCHL 97.9 FM

August 2020 – May 2022

- Reported 35 stories and short-form interviews
- Edited multitrack stories through Adobe Audition
- Led weekly collaborative pitch meetings with reporters
- Anchored and produced 16 newscasts

### Station Manager

#### UNC Student Television

May 2019 – December 2021

- Chairwoman of the producer executive board
- Oversaw 10 different shows, providing feedback and oversight for novice-experienced filmmakers
- Managed equipment checkout room
- Oversaw \$50,000 annual budget

### Reporter/Producer

#### Carolina Week, Carolina Now

January 2020 – April 2021

- Created VO/VOSOT/PKG for weekly broadcast shows
- Created rundowns and manages pitch meetings
- Edited video with Adobe Premiere