



BETH HAYNES

CONTACT



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Knoxville, TN



Linkedin.com/bethhaynes

EDUCATION

BACHELOR OF SCIENCE

Communications & Broadcast
Journalism

Minor in Political Science

University of Tennessee

EXPERTISE

Storytelling

Writing

Content Creation

Journalistic Ethics

Communications

Public Speaking

Media Relations

Media Training

Building Relationships

Public Relations & Marketing

PROFESSIONAL PROFILE

I've spent nearly 30 years building relationships and telling impactful stories on-air and behind the camera to inform, connect and empower community. I'm ready to share my talents for storytelling and connection beyond the TV newsroom. As an award-winning journalist, I'm a clear communicator, writing and delivering information with ease in studio, on location or in-person. I am creative, calm and resourceful in stressful environments and enjoy collaborating with a team.

EXPERIENCE

NEWS ANCHOR | WBIR-TV & WTNZ-TV

September 2002 - November 2022

- Delivered news, sports and weather stories as well as breaking news and interview segments during 4 p.m., 5:30 p.m., and 10 p.m. live broadcasts reaching a DMA of 500,000+ homes
- Enterprised, wrote and produced original content for TV, digital, social media platforms
- Field produced and anchored live coverage, road shows and specials
- Managed multiple social media pages with 30K+ audience
- Made critical decisions under tight deadlines, easily pivoting from light-hearted to serious content with a versatile personality
- Mentored and led multimedia journalists to build connections and enhance storytelling
- Pitched, wrote and produced three, week-long, multi-platform projects highlighting infertility, teen suicide and the revitalization of East Knoxville. All three reached thousands of viewers online and on-air and earned Emmy nominations. The East Knoxville series won an Edward R. Murrow regional award.
- Engaged with local community and developed sources across Tennessee to build relationships and identify needs, issues for impactful storytelling
- Represented station as a community liaison, board member and ambassador
- Emceed special events for East Tennessee nonprofits
- Earned multiple Emmy nominations and Tennessee Associated Press Award of Excellence in documentary, serious feature news and speciality assignment categories

NEWS ANCHOR & MULTIMEDIA JOURNALIST | WGXA-TV

2000 - 2002

- Pitched, shot, wrote, edited and anchored news and enterprised content for TV and website in Macon, Georgia
- Covered breaking news- shot video, interviews and reported live to share factual information quickly and accurately on-air
- Fostered relationships with sources across Middle Georgia to earn trust
- Served as media witness to Georgia's first execution by lethal injection



BETH HAYNES

COMMUNITY INVOLVEMENT

UT CCI Advisory Board

Sertoma Center My Life Board

TN Achieves Mentor

Leadership Knoxville Mentor

Leadership Knoxville, Class of 2017

UT Chancellor's Associates

American Heart Association
Circle of Red

Junior League of Knoxville Advisory Board

Habitat for Humanity
Women's Build Volunteer

Alzheimer's TN Honorary Co-Chair

Leukemia & Lymphoma Society
Woman of the Year Runner Up

Hope Initiative Volunteer,
Cokesbury United Methodist Church

East Tennessee Children's Hospital
Child Life Volunteer & Dancing with
the Knoxville Stars Contestant

SOCIAL MEDIA



@BethHTV



@BethHaynes_TV



@BethHaynesTV

EXPERIENCE (Continued)

NEWS ANCHOR & MULTIMEDIA JOURNALIST | WKAG-TV

1999 - 2000

- Shot, wrote, edited, produced, reported and anchored news for multiple newscasts
- Covered breaking news with shooting, editing and reporting under a tight deadline
- Gained invaluable experience fulfilling many roles from manager to on-air talent in a small market
- Fostered relationships with community to accurately cover news and information from Middle Tennessee to Western Kentucky

BROADCASTING PUBLICIST |Walt Disney World Media Relations

1998 - 1999

- Worked with top 50 network affiliates nationwide to pitch stories, coordinate coverage and produce press events across organization for theme parks and resorts in Orlando, Florida to the Disney Cruise Line Terminal in Port Canaveral, Florida
- Wrote media releases and produced original content to promote new attractions and special events, including the launch of Disney Cruise Line, Epcot's Test Track experience and Hollywood Studio's opening of Rock 'N' Roller Coaster
- Partnered with cast members across departments to maintain brand and messaging

AWARDS & ACHIEVEMENTS

SPIRIT AWARD | Helen Ross McNabb Foundation

2021

The Spirit Award recognizes individuals who have supported the efforts of the McNabb Center and Helen Ross McNabb Foundation, and have worked selflessly to improve lives in their community

EDWARD R. MURROW AWARD | Radio Television Digital News Association

2022

RTDNA honored "The History of East Knoxville Beyond the Headlines" with a regional Murrow award in the News Series category. I pitched, wrote, produced and anchored the weeklong series that aired on TV and digital platforms

MEDIA AWARD | Tennessee Association of Mental Health Organizations

2017

Recognizes media professional who made outstanding contributions to Tennessee's behavioral health system and the people it serves.

OUTSTANDING COMMUNITY ADVOCATE | University of Tennessee, College of Education, Health & Human Sciences

2015

VOLUNTEER WORK

BETH HAYNES 12 DAYS OF CHRISTMAS | Helen Ross McNabb Foundation Online Auction Host and Committee Chair

2012 - Present

- Nonprofit fundraiser raises more than \$100,000 annually for more than 2,500 children and families who receive services at the McNabb Center and are in need of holiday assistance
- Lead a committee of 20-30 volunteers and serve alongside to secure sponsorships and hundreds of auction items from local businesses
- Promote auction across TV, radio, print and social media to engage viewers
- Auction net profit increases 10%-20% each year and has raised more than \$600,000 in the last 11 years