

HAYLEY BRAUER

EDUCATION

BACHELOR OF JOURNALISM (*BJOURN*)

Ryerson University
(Sept. 2010 – April 2014)

Final Year Grade Point Average: 3.94

Dean's List

ONTARIO SECONDARY SCHOOL DIPLOMA

Pine Ridge S.S.
(Sept. 2006 – June 2010)

Grade 12 Average: 93%

PROFESSIONAL EXPERIENCE

THE RYERSONIAN

Reporter/Producer

Toronto, ON

(Oct. 2013 – Dec. 2013)

As a reporter and producer at The Ryersonian, I created multiplatform news content for television, print and online. I pitched, produced, filmed, edited and reported field stories in the Toronto area. In addition, I wrote copy stories for weekly broadcasts, gathered video content from newswires such as the Canadian Press and Reuters, edited visuals, floor directed news broadcasts, assisted in the show's lineup and hosted live broadcasts. As for the other news platforms, I worked closely with editors to meet deadlines and produce creative content for multiple news mediums. I used SEO while analyzing trends and metrics while publishing content to achieve maximum viewership. Some of this content includes feature stories, live blogging, creating interactive news stories, engaging with audience through social media, "Q and A's" and hosting live webcasts.

BELL MEDIA

Intern segment producer, Canada AM, CTV

Scarborough, ON

(Sept. 2013 – Oct. 2013)

While at Canada AM, I was responsible for the conceptualization, organization, production and implementation of remote and field shoots as well as editorial content for Canada AM. I proposed and developed unique story ideas daily during story meetings. I constructed stories from research to production and post-production. In addition, I was responsible for all production elements as they relate to editorial content. I planned, booked guests and facilities, wrote copy and scripts, and oversaw edits. During story meetings, I would help shape daily program concepts, develop long-term ideas and assist in rights clearance for story segments. I created content for multi-platform broadcast, web and completed other projects as assigned including specials and live shoots.

SHEAR ENERGY ENTERTAINMENT

Singer/Live Entertainer

Ajax, ON

(June 2009 to Present)

I am currently a part-time singer in the company performing multiple tribute acts such as ABBA and Taylor Swift. I also sing in a top-40 dancing and singing troupe called "The Pow Zone". I tour across the country performing corporate and private events, weddings, and festivals. Notable performances include the Toronto Moneris awards gala (2014), opening for Sean Kingston at Sawfest in Slave Lake, Alberta, the Ottawa Super Ex, Bon

Soo in Sault St. Marie, Toronto Zoo New Years Eve, Taste of Lawrence and Brampton New Years Eve.

ROGERS TELEVISION

Rogers TV Durham (Oshawa, ON)

Studio Crew Volunteer

(Oct. 2012 – April 2013)

My duties ranged from camera operation, floor direction, production assisting, set setup/strike, and guest liaison. I work on the shows Daytime (Durham edition) and Talk Durham. I also helped with the Pickering Santa Claus parade mobile production and was an on-camera reporter for the Pickering Mayor's Gala. Rogers TV has provided me with excellent teamwork skills, as I must work with different studio crewmembers each week.

CANADIAN OLYMPIC BROADCAST CONSORTIUM

CTV/TSN (Toronto)

Scarborough, ON

Production Intern

(July 2012– August 2012)

During my internship at CTV/TSN, my role was to assist directors, producers, technical staff and on air talent during the London 2012 Olympics. My tasks ranged from creating production documents and reception work, building online content, to assisting television personnel during live broadcasts. This style of television required quick thinking, problem solving and taking direction.

EXTRACURRICULAR TRAINING AND SPECIAL SKILLS

Professionally Related University Courses:

TV Documentary

- I produced the 25-minute documentary *Chemical Valley: A Toxic Tale* for a broadcast journalism capstone practicum assignment.

Intro to Video/TV Journalism

- I worked as a reporter, camera operator, VTR operator, audio editor, live anchor, non-linear editor and copywriter.

Online Reporting Workshop

- This course consisted of completing a 1500 word feature story (published in the Huffington Post), live blogging, website creation, SEO and reporting.

TV Production Techniques

- During this course, I created green screen productions, worked as non-linear editor, created graphics to television, edited audio, lit sets and shoot locations, and operated cameras.

Reporting for TV Workshop

- Worked as a producer, anchor, reporter, copywriter, non-linear editor, and audio editor.

Ethics and Law in Journalism

- Course discussed libel laws, managing legal and ethical quandaries, and FOI requests for members of the media.

Sampling the Beats

- Focused on political, lifestyle, health and science feature reporting and review writing.

Sociology of Gender

- Critically analyzed the historical and cross-cultural expressions of gender inequality and its consequences for both men and women.

Women, Power and Politics

- Examined public policies in Canada relating to women and work, sexuality, health, family and political representation.

Social Class and Inequality

- Investigated the distribution of power and wealth in society and how it reproduces patterns of inequality over time while shaping individual choices and experiences.

Other Technical Skills:

Producing online, television and print content, knowledge of CP style, iNews, Adobe Photoshop, Adobe Indesign, Adobe Premiere Pro, Adobe Audition, Adobe After-Effects, Adobe Acrobat, basic animated graphic building with Photoshop (lower thirds, lists, progressive boards), graphic design, non-linear editing, Precis, Digital SLR camera usage, Panasonic AG-AC90P camera operation, Panasonic P2 HD camera operation, studio camera operation, copy editing, floor direction, copy writing, Microsoft Office (Word, Powerpoint, Excel, Outlook), Google Analytics, live blogging, website design, creating pitches, WordPress, ScribbleLive, Storify, Scoop.it, strong understanding of social platforms such as Facebook, Twitter, LinkedIn, Tumblr and YouTube.

ACHIEVEMENTS, CERTIFICATIONS, EXTRACURRICULAR

Ontario Scholar Recipient (2010), Media Literacy Award (2010), CEP Local 79M Ken Steele Memorial Scholarship (2010), CEP Local 79M Todd Wonacott Memorial Scholarship (2012), SOCAN Member (Society of Composers Authors and Music Publishers of Canada), Ontario Smart Serve Certified, Schwan's USA Cup Soccer Finalist 2006, Breakthru 2013 performer (charity event for the SickKids hospital).

Hobbies and Interests:

Soccer, songwriting, piano, health and physical fitness, cosmetology, graphic design, watching documentaries, reading non-fiction novels.

REFERENCES PROVIDED UPON REQUEST THROUGH WEB CONTACT FORM