



Ashley Ketz

Represented by **The NWT Group**

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<https://NWTgroup.com/client/ashleyketz>

Awards

- **2017 Team Murrow Award**
Excellence in Social Media
- **2016 Team Murrow Award**
Excellence in Innovation
- **2015 Emmy Nomination**
Specialty Assignment Report
- **2007 Regional Emmy**
Best Newscast (reporter)
- **2007 Associated Press of Iowa**
1st Place Series
- **2007 NBNA Eric Sevareid Award**
1st Place Series

Local 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

Social Media



AshleyKetz



@AshleyKetz
6.3K followers



@AshleyKetzNews
6.3K followers



@ashnolan
1.2K followers

EXPERIENCE

KARK-TV, Little Rock, AR

Evening Anchor/Reporter

September 2013 – Present

- Co-anchor of 5, 6 and 10 p.m. newscasts
- Launched the highest-rated 4 p.m. 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, Springfield, MO

Evening Anchor/Reporter

September 2012 – September 2013

- Co-anchored 5, 6 and 10 p.m. newscasts
- Wrote scripts nightly for newscast, social media and web
- Contributed story ideas and enterprised special reports

KFSM-TV, Fort Smith/Fayetteville, AR

Began as a **general assignments reporter** in April 2006 and rose to **co-anchor** of the No. 1-ranked 5, 6 and 10 p.m. newscasts.

April 2009 – August 2012

Evening Anchor/Reporter

- Part of team that doubled the ratings performance of nearest competitor
- Promoted to solo anchor of 9 p.m. newscast on duopoly station KXNW
- Developed, wrote and delivered “Healthwatch” segment in 5 p.m. newscast

January 2007 – March 2009

Morning Anchor/Reporter

- Anchored and reported in noon newscast; co-anchored “5NEWS This Morning” on weekdays
- Accountable for weekly “Crimestoppers” package
- Wrote and updated scripts for live cut-ins to network morning show

July 2006 – December 2006

Weekend Morning Anchor/ Weekday Reporter

- Solo anchor 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

EDUCATION

University of Arkansas

2006

Bachelor of Arts degree in broadcast journalism