



Matthew Herchik



Represented by **The NWT Group**

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

News Anchor with 8+ years of experience in broadcast journalism, leveraging storytelling and anchoring skills to enhance viewer engagement and trust.

Proficient in digital software and technologies, with a proven track record of boosting viewership through compelling narratives. Committed to innovative content delivery and continuous professional development, fostering strong relationships with audiences and colleagues alike.

Skills

- Engaging and adaptive delivery
- Creative storytelling
- Deadline management
- Technology proficient
- Relationship building

Leadership

- Netcare Access; Corporate Board Member 2022 - Present
- Big Brothers Big Sisters; Contributor 2021 - Present
- Pelotonia; Participant 2022 - Present
- Ohio Hospital Association; Contributor 2024
- Brain Injury Association of Ohio; Contributor 2023
- Byron Saunders Foundation, Contributor 2022

Social Media



@MatthewHerchik
2.1K followers



@MatthewHerchik
1.2K followers



@matthew_herchik
1.5K followers



Matthew Herchik

EXPERIENCE

WCMH, Columbus, OH

Weekend Anchor/MMJ

November 2020 — Present

- Deliver weekend news with clarity, enhancing view engagement, and trust
- Coordinate with team to ensure seamless broadcast operations
- Analyze viewer feedback to improve content relevance and quality
- Resolve on-air issues swiftly, maintaining broadcast standards
- Boosted weekend viewership through compelling storytelling

WITN, Greenville, NC

New Bern Bureau Chief/Weekend Anchor

August 2018 — October 2020

- Conduct exclusive interviews with high-profile political figures, enhancing station's credibility
- Lead coverage on major national events, delivering timely and impactful news stories
- Manage remote operations efficiently, ensuring seamless news production and delivery
- Develop strong source relationships, consistently generating compelling story ideas
- Anchor weekend newscasts, maintaining high viewer engagement and trust

WHIZ, Zanesville, OH

Reporter/Anchor

January 2017 — July 2018

- Anchored and produced live sports shows, enhancing viewer engagement and content quality
- Reported on Ohio State athletics, delivering timely and accurate sports coverage
- Conducted interviews with Big Ten coaches, showcasing strong communication skills
- Managed digital content, increasing online reach, and audience interaction
- Built relationships with local sports figures, enriching news content, and community ties
- Supported both news and sports-based content production for on-air and digital platforms

EDUCATION

Ohio Media School, Columbus, OH

2016

Diploma: Television and Radio Broadcasting

Ohio University, Athens, OH

2009

Bachelor of Science: Sports Management, Business Administration