



TORI PETRY

sports broadcaster

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EDUCATION

Bachelor of Arts in Telecommunication News 2010-2014
Honors College at the University of Florida
Minor: Communication Studies
Outside Concentrations: Sports Management and Meteorology

Scouting Academy Spring 2016
16-week online course on proper football evaluation

Study Abroad Program May 2011
UF College of Journalism in Florence, Italy

JOURNALISM EXPERIENCE

DETROIT LIONS

Multimedia Journalist

Detroit, MI
August 2014 – Present

- Anchor, sideline/feature reporter, host, analyst and producer for Lions website, TV partners
- Grew digital video views from last among 32 NFL teams to as high as 7th as team's first MMJ
- Shoot, write, edit, post every video under "Tori Petry" tab on Lions site, often as one-man band
- Conduct postgame sideline interviews for FOX Sports Detroit's live postgame show
- Write, report and produce weekly opinion/analysis segment for website titled "Tori's Take"
- Travel to games, Pro Bowl, NFL Draft, NFL Combine and community events to shoot/report

MY OCALA TV

Host

Ocala, FL
June 2013 – July 2014

- Co-hosted a brand-new monthly community TV show featuring local people, places and events
- Began as original Lake County Style TV host then transitioned to My Ocala TV in May 2014
- Correspondent for specialty segments including fitness, features and events

WUFT-TV SPORTS

Anchor and Reporter

Gainesville, FL
August 2012 – May 2014

- Scripted, edited video, and anchored sportscast on WUFT's "First at Five" newscast
- Beat reporter for Gator Football, Gator Gymnastics, and Gator Swim & Dive
- Reported in live shots and look-lives from various Gator sports events
- Enterprised, shot, wrote and edited feature packages on Gainesville area sports

NBC SPORTS' FLORIDA SPORTS TALK RADIO

Motorsports Reporter

Ocala, FL
January 2012 – July 2014

- Wrote online content regarding recent developments, topics, and events in motorsports
- Co-hosted weekly 3-hour motorsports show, called and booked drivers as guests
- Interviewed drivers and crew chiefs in pits and victory lane for live radio broadcasts of races
- Covered the NASCAR Speedweeks events, Daytona 500, and the NHRA Gatornationals

ESPNW MOTORSPORTS

Freelance Writer

August 2012 – June 2013

- Pitched stories, interviewed, researched, and wrote motorsports articles for espnW

ESPN

Production Intern

Bristol, CT
June – August 2012

- Worked as Production Assistant in Euro 2012, MLB, NASCAR, and NBA Draft
- Produced on-air packages and clipped video from files for MLB on ESPN and NASCAR
- Traveled to work on-site in the TV truck for MLB and NASCAR on weekends off
- Pitched an article to espnW and was published on their home page, led to later freelance work

ATHLETICS

DETROIT DARK ANGELS

Defensive Back

Westland, MI
April 2015 – June 2016

- Cornerback in women's full-pads, full-tackle football league, Women's Football Alliance
- Deepen football IQ by learning first-hand, studying film and playing in practice and games

SKILLS

Adobe Premiere

- Edit approx. 15-25 videos per week on this platform

Social Media

- Verified on Twitter
- Built followers up to over 12K
- Live chat with fans on Periscope
- Share behind the scenes on Instagram and Snapchat

Adobe Creative Suite

- Good knowledge of Photoshop
- Edit templates in After Effects
- Export in Media Encoder

Videography

- Shoot with various JVC and Sony broadcast cameras
- Frequently use Sony FS700

Content Management Systems

- Post from WordPress & NFL CMS

AWARDS

Graduated Summa Cum Laude and Top 10 in Class

2013 NBS-National Award Finalist & 2014 Regional Winner in Video Sports Categories

2008 National Academy of Television Arts & Sciences Student Awards in Sports

Top 5 Finalist for the National Academy of Television Arts & Sciences Jim McKay Memorial Scholarship

Association for Women in Sports Media Broadcast Intern and Scholarship Recipient

Kappa Tau Alpha Journalism Honor Society Member