

KEELY ARTHUR

Anchor/Reporter

Madison, WI 53703 | (608) 509-8130 | keelyarthur1305@gmail.com

Anchor and award-winning reporter with extensive shooting, writing, and editing experience. Social media expert with consistent top market rating for viewer engagement. Manage stories from conception to broadcast, working individually and as part of a team. Deliver pre-planned and breaking news content both in studio and on-air. Maintain a list of short- and long-term story ideas; pitch stories and use good news judgment to deliver original and compelling packages and specials. Actively involved with the community, regularly participating in community fundraisers and outreach activities.

WORK EXPERIENCE

Anchor and Reporter

WISC-TV, Madison WI

September 2015 – Present

Generate content for all News 3 Now newscasts, as well as for WISC-affiliate, WMSN-TV (FOX 47 Madison). News 3 Now this Morning Weekend anchor and weekday reporter.

- Lead breaking news reporter and fully qualified MMJ. Shoot, write, edit, and produce accurate and unbiased news stories.
- Reputation for getting exclusive interviews, pitching unique story ideas, and delivering engaging and polished live shots.
- Awarded the Wisconsin Broadcaster's Association, 2018 Best Investigative Reporting and 2017 Best Continuing Coverage

Reporter

WBKT-TV, La Crosse WI

August 2014 – September 2015

Dayside reporter for the CBS-affiliate News 8, focused on social media engagement. Fill in as the anchor for primetime shows.

- Awarded the Wisconsin Broadcaster's Association, Best Spot News 2015

News Reporter Intern

WISC-TV, Madison WI

January 2014 – August 2014

Shot, wrote, and edited on-air and live content; and fronted packages.

Sports Reporter Intern

WKOW-TV, Madison WI

September 2013 – December 2013

Independently filmed and edited sports content, including NCAA sports and Prep football. Maintained and updated content on the sports and news webpages.

EDUCATION

B.A. in Journalism and History, University of Wisconsin-Madison, Madison, WI
2013

SKILLS AND CERTIFICATIONS

- Cross-platform social media leader
- Multi-source research expert using web content, databases (including LexisNexis), social media, newspapers, news magazines, technical papers, and legal reports to source and confirm content
- Solo, on-the-spot live shots using LiveU
- Fluent in Avid, Lakaan, iNews
- Sony XD and Panasonic P2 cameras
- Dreamweaver, Adobe Photoshop

SELECT COMMUNITY INVOLVEMENT

- **Buddy Check 3:** appear live on- and off-air for the ongoing News 3 breast cancer awareness program that raises funds for the Susan G. Komen foundation.
- **University of Wisconsin-Madison PEOPLE program:** provide career advice and mentorship to under-represented and low-income first-generation college students.
- **Koats for Kids:** promote and organize the annual Koats for Kids winter clothing drive in partnership with the non-profit group, Community Action Coalition, now in its 30th year. In 2015, over three thousand coats were raised as part of Channel 3's efforts.

REFERENCES

- **Eric Franke:** News 3 Now main anchor, (608) 213-9591. Eric is a current coworker and mentor. We've worked together since 2014.
- **Mike Koval:** Former Madison Chief of Police, (608) 440-1192. He's served as a source and interview subject since 2014.
- **Dave Delozier:** NPPA Photographer of the Year, (303) 919-1829. Dave is a former coworker at WISC. He's been a mentor of mine since 2014.