

# Pruett Norris

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## Education

Appalachian State University, Boone, NC

- Bachelor of Science in Electronic Media and Broadcasting
  - Bachelor of Arts in English, Concentration in Film Studies
  - Honors College Graduate
  - Summa Cum Laude
  - Chancellor's List: 2020 - 2023
  - Dean's List: Fall 2022, Fall 2023, Spring 2024
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## Experience

**828newsNOW.com**

May 2024 – Present

**Staff Reporter**

- Wrote, researched and pitched 3–5 stories a day with an emphasis on the arts and lifestyle scene
- Delivered thoughtful, timely film criticism on a weekly basis as a member of the North Carolina Film Critics Association
- Worked with a small staff to write accurate, insightful and informative copy on a competitive level with the broader Asheville media scene
- Created engaging and personality-driven social media content to market stories and site output

**Morgan's Comics**

May 2024 – September 2024

**Team Member**

- Guided customers to comics, books and games according to their specific tastes and interests with a wide-ranging knowledge of contemporary and classic pop culture
- Organized around the shop to create inviting, easily accessible displays and shelving
- Opened and closed the store on a regular basis, handling cleaning, cash register, and customer service duties simultaneously
- Created long-lasting relationships with regular customers by remembering their names and interests and maintaining a positive and friendly attitude

**The Land of Oz**

September 2022 – September 2024

**Performer**

- Performed as “Scarecrow” during the 2022 *Autumn at Oz* event, singing, dancing, and improvising in full costume for three consecutive weekends
- Performed as “Winkie Guard” during the 2023 and 2024 *Autumn at Oz* events, improvising, entertaining crowds, and guiding guest traffic through the park in full costume for three consecutive weekends

**90.5 WASU The App FM**

January 2021 – May 2024

**On-Air Talent**

- Hosted two hours of music every week with a lively and engaging radio personality
- Produced and hosted *App 1800*, a half-hour interview show with interesting community members and their stances on current issues

- Ran the News Department as Assistant News Director from August 2022 to May 2023 broadcasting weekly news stories and training reporters to record on-air news spots
- Produced and co-hosted *The Morning App*, an hour-long morning talk show covering topics in the news and pop culture three times a week, from Spring 2021 to Fall 2023

## **The Appalachian**

March 2023 – May 2024

### **Multimedia Editor**

- Created audio and video content for The Appalachian in order to boost engagement and enrich stories
- Coordinated strategies with each desk to determine specific multimedia content tailored to their needs
- Managed multimedia team of five reporters producing audio and video content
- Attended several conferences to represent The Appalachian and gave presentations on a range of topics including podcasting

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## **Skills**

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|--------------------|--------------------------|--------------------|------------|
| • Adobe Audition   | • Adobe Premiere Pro     | • WordPress CMS    | • AP Style |
| • Zoom H6 Recorder | • Social Media Marketing | • Google Workspace | • Canva    |
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## **Awards & Recognition**

- Appalachian State College of Arts & Sciences Outstanding Senior Award (2024)
  - 1st Place Best Headline, “Vampire flick ‘Abigail’ is a bloody pirou-letdown,” College Media Association Pinnacle Awards (2024)
  - 3rd Place Best Multimedia Package, “Father Duck,” College Media Association Apple Awards (2024)
  - Finalist, Podcast (Conversational): “Mountaineer Media Swap,” SPJ Region 2 Mark of Excellence Awards (2024)
  - Finalist, Cultural Criticism: Film reviews by Pruett Norris, SPJ Region 2 Mark of Excellence Awards (2024)
  - Gertrude McDaris Ruskin and Sidney H. Ruskin Scholarship Recipient (2020-2023)
  - William Cullen Colburn Memorial Scholarship Recipient (2020-21, 2023)
  - Kate Peter Scholarship for English Recipient (2023)
  - Dr. Heymann Scholarship for English Honors Student Recipient (2022)
  - Golden/Stella Choi Scholarship Recipient (2022)
  - Appalachian Excellence Scholarship Recipient (2020)
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## **References**

- Dee Pridgen, News Editor, 828newsNOW.com  
- (828) 367-8174  
- denise@828newsnow.com
- Dr. Joseph J. Gonzalez, Department of Interdisciplinary Studies, Appalachian State University  
- (828) 262-2443  
- gonzalezjj@appstate.edu
- Dr. Allison Bennett Dyche, Department of English, University of Pittsburgh  
- (912) 344-0069  
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