

WILLIAM CLARK RUHLAND

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EXPERIENCE

NASCAR Media Group, *Digital Assets Logger* (January 2008 -Current)

Logging digital assets, both still photography and video produced by NASCAR Media Group into the Digital Asset Management System, adding data tags to each individual content file to be easily accessible for production. Assisting at racetracks during race events and helping design the NASCAR.com apparel/merchandise catalog.

Lynchburg News & Advance, *Sports Copy Editor/Layout Designer* (May 2007 -January 2008)

Designed layout for an award winning sports section for a 30,000-circulation daily newspaper, including information boxes, photo captions, headlines, and story & photo placement. Also edited local sports stories and participated in daily budget meetings with news staff on stories pertaining to Central Virginia.

WDBJ7-TV, *Intern* (Summer 2006)

Wrote, edited and recorded local sports stories to air on WDBJ-TV in Roanoke, VA. Learned to assimilate local sports broadcasts from professionals of the highest-rated television station in the Central and Western Virginia market.

WDBJ7-TV, *Friday Football Extra*, Statistician (Fall 2005, Fall 2006)

Maintained statistics and notes to write high school football game highlights for the highest-rated local and regional television sports show televised weekly on Friday nights for the scheduled football season.

ESPN, Camera Operator, Spotter (October 2006 - Current)

Operated an HD camera during a live collegiate football game broadcast on national television. Experienced, firsthand, the production of a live broadcast from one of the best in sports television and entertainment media. Also spot for camera operators for live NASCAR broadcasts for both Sprint Cup and Nationwide Series broadcasts.

Collegiate Times, Associate Sports Editor and Senior Staff Writer (Fall 2003-Spring 2007)

Served as an Associate Sports Editor, Senior Staff Writer and Staff Writer in the sports department of a daily college newspaper at Virginia Tech. Wrote features, columns, event previews and recap stories on a variety of sporting events, meeting production deadlines. Represented paper at all sports press conferences. Served as the beat writer covering the nationally ranked Virginia Tech Football team for three years. Wrote editorial columns and feature articles on the nationally ranked Virginia Tech men's Basketball team. Photographed, edited and captioned shots for publication. Produced and hosted a sports podcast broadcasted bi-weekly on collegiatetimes.com.

The Roanoke Times, Intern (Summer 2005)

Wrote articles and summaries for local and regional sporting events in Central and Southwest Virginia. Covered the Salem Avalanche minor league baseball team and Amateur Athletic Union (AAU) events. Assisted with layout of the sports section of a daily 100,000 circulation statewide newspaper.

Fincastle Herald, Intern (Summer 2004)

Wrote stories about people and events for a Botetourt Co., VA weekly paper and took photos to accompany stories.

ESPN Clear Channel Radio, "*Greg Roberts Live*", Intern (2002- 2003)

Served as an assistant to the host on a daily two hour radio sports broadcast. Operated the sound-board and researched supporting sports information on the internet.

LBHS *Sportswire Newsletter*, Creator, Editor and Feature Writer (2002- 2003)

Wrote, edited and published a weekly sports update for Lord Botetourt High School.

Self Employment, (Summers 2002 through 2007)

Performed weekly landscaping services for neighborhood clients, while continuing paralleling internships.

SKILLS

- Proficient in Avid and Final Cut Pro
- Proficient in Photoshop, InDesign and Quark
- Proficient in Microsoft Word
- Skilled in still and video photography
- Skilled in Adobe After Effects
- Web page design

EDUCATION

- Graduate of Virginia Tech
Major- Communication: GPA 3.2/4.0
- Honor Graduate of Lord Botetourt High School

HONORS

- 2007 First place, Mid-sized Sports Page, Virginia Press Association
- Virginia Tech Hokie Ambassador (2006)
- Hollerin' Hokies President (2005, 2006)
- Boy Scouts - Eagle Scout & Adult Leader
- National Honor Society member
- Honor Roll Student in High School
- Principal's Scholar
- Ruritan Medal of Honor Recipient
- Ruritan Club member
- Red Cross Volunteer
- WDBJ7 & Lions Club Volunteer Award

REFERENCES

-Mike Stevens, former Sports Director, WDBJ-TV

15 E. Clay Street, Salem, VA, 24153
(540) 375-4112

-Travis Wells, Sports Director, WDBJ-TV

2807 Hershberger Rd. NW, Roanoke, VA 24017
(540) 344-7000

-Bill Roth, ISP Sports

250 S. Main St., Suite 224, Blacksburg, VA 24060
(540) 961-7604