NICK TABBERT

2140 Crescent Avenue | Eau Claire, WI 54703
Phone: (608) 738-5528 | Email: tabbertnick@live.com | Reel: https://bit.ly/tabbertnick
Twitter: @news18tabbert| Facebook: @tabbertnews18

SPORTS DEPARTMENT VISION

Entertaining and Informative Storytelling

- Captivating video for highlights and features
- Creative writing, analysis and perspectives
- Stories you can't find in your newsfeed
- A feature story every day

Fast-Paced Shows

- Make the most of our time, ensure balanced coverage
- Creative use of graphics, pictures, social media

New Ideas for Sports Features

- Outdoor sports/activities
- "You Make the Call!"
- Series on breaking down tape with high school team(s)
- "Thank an Official" spotlight series
- 30-min Specials: high school kickoff, state and college championships

Digital-First Mindset

- Timely articles and posts
- Emphasis on local content, web extras
- Links to stories through social media, embedded tweets
- Nightly Facebook lives
- Unique social media coverage of Packers, Badgers games
- Throwback Thursday
- Expand to Instagram, Tik Tok

Efficiency within Newsroom

- Daily and weekly planning emails
- Thinking six months ahead
- Promote others' work on social media
- Tease stories before they air via promos, social media