

BARRY FULMER

Driving sales and profitability through exceptional and innovative transformational leadership.

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ACCOMPLISHMENTS

AWARDS

- Seven-Time Emmy Award Winner
 - Three-Time Edward R. Murrow Award Winner
 - Three-Time AP Award Winner (includes News Excellence)
 - Silver Circle (Emmy) for 25 Years of Outstanding Achievement and Education
 - Distinguished Knight Award for Lifetime Achievement, Central Pennsylvania College
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PROFESSIONAL ACHIEVEMENTS

- Led a team of journalists from last place to first as a market leader
 - Launched six additional newscasts that are #1 in the market
 - First in market to use augmented reality for weather and news
 - Market leader in web and social media
 - WDRB.com as the most viewed media website in KY
 - First to launch “Just In” ticker for snow closings
 - First in market to bring text alerts to viewers (highest subscriber base in the nation)
 - Hired print journalists and sports columnist to grow digital properties
 - Fostered the growth and influence of journalists to improve performance and grow ratings
 - Negotiated Nielsen and Comscore contracts for Block Broadcast Group resulting in savings over \$3.3M
 - Created successful drone program and guidelines adopted by Block Broadcast Group
 - Created and led WDBR’s first gubernatorial candidate debate in 2019
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PROFESSIONAL TRAVEL

- Three visits to Ukraine to teach and mentor journalists with UMPP partnership
 - Visit to country of Georgia to teach and mentor journalists, U.S. State Dept./UMPP
 - Italy, Austria, Dubai trips with clients to build relationships for TV station
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CONTINUOUS IMPROVEMENT

- Poynter Institute, Leadership Training
- Loyola University, Leadership and Development