



# Catherine Baum

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Agawam, MA

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## PROFESSIONAL ACCOMPLISHMENTS

### Videography

Shoots, edits and produces video reports for GazetteNET.com and Easthampton Community Access Television. Proficient in iMovie, Final Cut Pro, Adobe Premiere, GarageBand and Audacity.

*"Catherine Baum is one of our most active videographers. She's relentlessly pursuing this and it's of great value to our audiences, especially our growing online audience," – Larry Parnass, editor, Daily Hampshire Gazette*

### Research

Researched facts and figures using LexisNexis databases for news articles and sidebars published in the Independent on Sunday in London. Proficient in LexisNexis news, legal and statistical databases. Researched still images and accompanying copyright laws for use in "Anthropology 101," awarded best short film on environmental preservation at the 2007 Hollywood Artist Film Festival.

*"I especially appreciated Catherine's orientation towards solutions rather than problems. In her hands, everything that we wanted was doable." – Wayne Brittenden, director, "Anthropology 101"*

### Photography

Photographed images for accompanying stories in the Daily Hampshire Gazette and The Republican in Massachusetts.

Photographed images for "Anthropology 101," an education documentary about nuclear destruction, which inspired a version by the Young Vic theatre in London. Proficient in Photoshop, InDesign.

### Writing

Wrote 600 articles in two years, during which time the Daily Hampshire Gazette was named 2007-2008 and 2008-2009 New England Newspaper of the Year by the New England Newspaper Association, besting about 30 newspapers in the 13,000 to 22,500 daily circulation category. Proficient in SAXoPRESS, AP Style, Microsoft Office (Word, Excel, Outlook, Access, PowerPoint).

### Web Design

Created Web site portfolio. Proficient in HTML code.

## EXPERIENCE

### Reporter, Writer

Daily Hampshire Gazette, Northampton, MA. 2007-Present

The Republican, Springfield, MA. 2001-2007

The City Eagle, Syracuse, NY. 2007

The Post-Standard, Syracuse, NY. 2006-2007

### Reporter, Researcher

The Independent on Sunday, London, UK. 2006

### Photographer

"Anthropology 101", London, UK. 2006

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**EDUCATION**

Dual Bachelor of Arts, Newspaper, Political Science, Syracuse University, Syracuse, NY.

**AWARDS/  
RECOGNITION**

Toastmasters International Competent Communicator award, delivered 10 public speeches in eight months; evaluated in speech organization, word choice, gestures, voice, research and visual aids

Essential Skills for the Digital Journalist, Poynter Institute, one of 18 reporters chosen for training in multimedia reporting

2008 Reporters Institute, Society of Professional Journalists, one of 36 reporters chosen from a pool of 82 applicants for journalism training

Pi Sigma Alpha National Political Science Honor Society, top one-third in university class with Bachelor of Arts in political science

S.I. Newhouse School of Public Communications Dean's Scholarship; Syracuse University Merit Scholarship

**ASSOCIATIONS**

**Society of Professional Journalists**, Member

Trained in writing and reporting, ethics and multimedia at conferences in New York, Maine and Washington, D.C.; completed Investigative Reporters and Editors Better Watchdog Workshop

**Toastmasters International**, Mentor Program Coordinator for Pioneer Valley Toastmasters Club

Matches and tracks progress of mentors and mentees; Delivers monthly informational speeches and television presentations; Evaluates member speeches in bimonthly meetings

**Young Professional Society of Greater Springfield**, Member

Networks and volunteers with young professionals who represent various corporate, non-profit and cultural organizations in western Massachusetts.

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## WEB SITE PORTFOLIO

Web site, [www.catherinebaum.com](http://www.catherinebaum.com), an online portfolio of Catherine Baum's work that includes:

- **Bio:** A brief description of Catherine Baum
- **Resume:** Work experience, interactive resume timeline and testimonials to Catherine Baum's work
- **Recent Accolades:** Accomplishments, event summaries, ongoing projects
- **Video:** Video reports published on GazetteNET.com and Easthampton Community Access Television, both of which are based in western Massachusetts
- **Print:** Select articles published in the Daily Hampshire Gazette, The Post-Standard, The Republican, Independent on Sunday, City Eagle and Daily Orange. Articles are categorized by breaking news, budgets and numbers, column, feature, in-depth, localizing national news, profile and quick hits
- **Film:** A short clip of "Anthropology 101", reviews of the film and footage of the Artist awards ceremony
- **Photo:** Story-telling images of people, nature, culture, history and business for personal and professional use
- **Design:** Newspaper layout created in Adobe InDesign
- **Seminars:** Photos and descriptions of completed professional development
- **Links:** Journalism news, organizations, multimedia and online reporting tools
- **Contact:** Form to message Catherine Baum; links to Baum's Facebook, Twitter, LinkedIn and Flickr pages