

BAILEIGH BOCKOVER

941-539-4550
bockoverbaileigh18@gmail.com
Greenville, NC

Professional Summary

Dynamic and versatile Anchor/MMJ with a proven track record of excelling in fast-paced newsroom environments. Skilled in live interviews, breaking news coverage, and producing compelling digital content. Known for adaptability, stepping seamlessly into any role from field reporting to streaming desk anchoring all while maintaining accuracy, poise, and deadline discipline.

WITN-TV Channel 7 – Anchor/MMJ

Gray Media | 2023–Present

Key Achievements:

- **Increased and maintains strong ratings performance** for assigned shows, contributing to station growth and audience loyalty.
- **Demonstrates exceptional time management skills, consistently achieving high productivity than peers.**
- **Promoted from MMJ to Anchor/MMJ within 90 days of hire**
- **Strong collaboration with government officials, PIO's, first responders, and educators** in locations often found challenging.
- **Chosen as lead reporter for a monthly sponsored segment**
- **Selected as keynote speaker/emcee for multiple events**, including a human trafficking awareness program, Humane Society annual fundraiser, and Greenville Newcomers Club luncheon.
- **Approached by Lenoir County Schools leadership to consider applying for their Public Information Officer position** due to strong community presence and communication skills.
- **Known in the station for influencing others in social media strategies to increase community engagement.**
- **Selected as Grand Marshall for Williamston, NC Christmas Parade.**
- **Proven adaptability in almost every facet of the station.**

Promotions & Responsibilities:

- **Anchor two weekday shows (3 PM & 4 PM)** while continuing to report in the mornings.
- **Conduct 1–2 live interviews daily, totaling up to 10 live interviews per week.**
- **Report live VOSOTs end of each day and package stories for evening shows; produce 3+ web articles daily.**
- **Shoot, write, and edit all personal content using Edius.**
- **Fill in anywhere needed, including streaming desk anchor on short notice.**

- Filled in as Sports Director during leadership transition, producing weekly sponsored content without prior sports background.
- Lead reporter for monthly sponsored Hometown Hero segment, spotlighting individuals who make a difference in the community.
- Maintain composure, professionalism, and a polished on-air presence in high-pressure situations.
- Consistently arrive at pitch meetings prepared with original, community-focused story ideas.
- Selected as co-host two years in a row for annual telethon to fund for Maynard Children's Hospital.
- Host of adoption segment for the Humane Society of Eastern Carolina.
- Lead reporter for presidential rallies in Greenville and other political events in the state.
- Assist with interviewing process of new hires and training new reporters.

Skills:

- Master of time management
- On-air anchoring & live reporting
- One of the first staff members trained to learn and excel at **streaming desk**
- Interviewing & storytelling
- Filming, writing & editing (Edius)
- Web & digital content production
- Social media strategy
- Breaking news & deadline management
- Community engagement & public speaking
- Team collaboration & training
- Adaptability & multi-role coverage

Memberships:

- Radio Television Digital News Association (RTDNA) — Member since 2025

Education:

University of South Florida
 B.A. Mass Communications – Broadcast News
 2023