

Charlie Haldeman

6400 Cold Water Dr. Waco, Texas 76712

(254) 717-5055

charlie@charliehaldeman.com

More than 25 years of experience in television, radio, and digital
An award-winning journalist and leader with a background in news content, programming,
engineering, marketing and sales

A leader who loves breaking news, deadlines, and the pressure of live television

Professional Experience:

KXXV-TV Waco, Texas (Raycom Media)

July 2016-Present

News Director

Transferred to take over fledgling operation shortly after Raycom Media acquired station
Led transformation of news & content offerings from distant third in market to fastest growing newscasts
in the Waco-Temple-Killeen DMA and a solid second place according to Comscore
Responsible for leadership and growth of 50 content and operations employees
Oversees content on KXXV.com and multiple mobile apps covering Central Texas
Strategic planning and execution of action items to grow audience share
Leads a management team and executes station vision for 30+ hours of local content
Leads content efforts for OTT, traditional digital platforms, and mobile efforts

KPLC-TV Lake Charles, Louisiana (Raycom Media)

October 2010-July 2016

News Director

Responsible for staff of 40+ news & operations dept. employees
Oversaw content on KPLCTV.com and other microsites covering Southwest Louisiana
Kept department under budget while exceeding performance goals
Trained staff on station strategy, operational procedures, principles of journalism, and safety
Trained staff on HD ENG procedures and the transition from analog standard definition
Fill-in as Anchor, Reporter, Producer, and any other position needed

KXII-TV Sherman, Texas (Gray Television)

December 2006-September 2010

News Director/Evening Anchor

Originally hired as AM Anchor/Reporter in January 2006, promoted in November 2006
Responsible for staff of 22 news dept. employees
Anchored evening newscasts 5p, 6p, 9p and 10p
Moderator for Sunday morning local forum program
Lead reporter on various local and regional stories
Trained staff on station strategy, operational procedures, principles of journalism, and safety
Implemented local high definition newscasts and new ENG procedures

City of College Station, Texas
Office of Public Communications & Marketing

March 2004-January 2006

Broadcast Media Specialist

Built government access television channel from the ground up.

Shot, edited, produced original programming

Designed and built broadcast control room, including the installation of a robotic camera system

KBTX-TV Bryan/College Station, Texas (Gray Television)

2001-2004

1998-1999

Anchor, Reporter, Producer

Editor, Camera operator, Production Assistant, Voice-over Talent

Lead reporter on local and regional stories, OMB when needed

Promoted to Assignments Editor, Producer, Anchor in 2003

Worked through the ranks from AM video editor to Anchor

KORA-FM Bryan/College Station, Texas

1996-2001

Afternoon Air Talent

Program Director

Responsible for staff of 15 employees

On air from 3p-7p daily

Instrumental in the creation and production of a number of original programs

Kept department under budget while maintaining top status in Arbitron ratings

Responsible for building and maintaining partnerships with local advertising clients

Other Broadcast Experience

On the air at the following stations:

KKBQ-FM Houston

KLLI/KYGL Texarkana

KKYR Texarkana

KZRB New Boston, Texas

KCAR Clarksville, Texas

KTKX New Boston, Texas

Education

Texas A&M University

Journalism, Agricultural Journalism

Blinn College

Mass Media

Texarkana College

De Kalb High School, graduate with honors

Awards, Training, Active Membership

Investigative Reporters & Editors (IRE)

2014-Present

Edward R. Murrow Award regional winner for Documentary

2018

Poynter Institute Smart Conference at Vanderbilt

2017

RTNDA

2006-Present

Edward R. Murrow Award regional winner for Feature Reporting

2007

RTNDF Workshop, "Tough Times, Smart Managers" Columbia, SC

2009

RTNDF Workshop, "News Decision-making" Jacksonville, FL

2009

Carole Kneeland Project, "Advanced Media Leadership" Phoenix

2008

REFERENCES

Eric Duncan
Vice President/General Manager
KXXV-TV
Waco, Texas
(254) 651-9192
eduncan@kxxv.com

Tim Ingram
Regional Vice President
Raycom Media
New Orleans, Louisiana
(504) 418-5199
tingram@raycommedia.com

John Ware
Vice President/General Manager
KPLC-TV
Lake Charles, Louisiana
(337) 802-7487
jware@kplctv.com

Jim Serra
Vice President/General Manager (Retired)
KPLC-TV
Lake Charles, Louisiana
(337) 802-8143
jserrakplc@gmail.com