



LUCY SEGAL BIO

lucysegal.com hobokenmedia.com

917-273-2437 lucysegal@comcast.net

Born and raised in the tri-state with a genuine New York sensibility, Lucy Segal has had an extraordinary multimedia career that began with her first professional love: television. Fortunately, she has been able to steadily freelance all these years, while she and her husband were parenting their three children. Now that the “kids” are all teenagers, she is moving forward with even greater gusto. And in fact, has been doing so in a variety of ways, such as segments for WNBC’s popular *New York Live*, along with appearances on nationals like TODAY and FNC. Additionally, Lucy has filled-in as a Prime-Time anchor at News 12 NJ, live on-air for multiple shows a shift and also solo fill-in anchoring on weekends. Previously she has freelanced anchored for ABC digital’s *News Now*, doing Live anchor updates for the network’s website, its news cut-ins for MTVU and hosting their Entertainment show. Even more recently Lucy has been in the Time Life infomercial with Peter Noone and MorningSave for weekend *Inside Edition*. And, is co-founder and coveted consultant at www.hobokenmedia.com with broadcasting pioneer, TV Exec EJ Richards.

Over 20 years ago, Lucy started out as an on-air cable reporter. While working to obtain a Masters Degree in Journalism, she was reporting and anchoring the news for the three major Long Island television stations, PBS/WLIW, cable/News 12 Long Island, and the CBS O&O, WLNY. Lucy quickly went from producing individual segments to producing the entire newscast, along with overseeing its diverse staff and even handling the challenging demands of copy editing.

In all these decades of her beloved career, Lucy only spent one year off-camera when she and Andrew first started their family. However, even during that time she focused her talents as Supervising Producer for Susie Essman's shows at the Metro Channel. It was there that Lucy created and line produced live from the control room, all the while utilizing innovative techniques to integrate digital platforming as it was just emerging.

The next stop for Lucy was the Wall Street Journal's WBIS-TV network where she interviewed captains of industry such as John Bogle - founder of Vanguard, and home-grown successes like PR guru Howard Rubenstein, and Tim and Nina Zagat. Lucy pitched and wrote all of her own stories with little, if any, editing from the Senior Producers.

It was around this time that she began her decade long dive into teaching executive presentation skills and doing media training. Lucy found it both challenging and exciting. Challenging in the extensive study involved to become an instructor, plus the work to maintain that title, and then excitement for the rewards of watching the participants grow. This gave her the amazing opportunity to work with leaders and staff in virtually every industry. Plus, she had the chance to do private one-on-ones, and even style make-overs with all from politicians to pop stars. The skills honed at Communispound were most useful in terms of building her messaging muscle and providing the invaluable tools of knowing each audience. This was all highly applicable in the dozen years she spent as one of the top-selling on-air guests at Home Shopping Giant QVC. Between Communispound and QVC Lucy has trained and/or represented some of the greatest brands and businesses of our time.

Spending those QVC years on live, unscripted national television for hours at a time, fielding phone calls and interacting with Middle America and the 90+ million loyal QVC viewers was priceless. Both conversational talk and direct-to-camera style come natural to her and are clearly a flair she possesses. She often says "Knowing you are relating with others, and sometimes even supporting them, is my greatest reward professionally. Nothing means more than feeling connected, from either side of the lens." As demonstrated in her work, Lucy passionately reaches out to the audience sharing personal stories to help others achieve their goals. By being open, vulnerable and authentic she explores the universal commonalities that resonate with viewers.

Lucy loves her work and looks forward to taking it to the next level with the benefits of today's ever-morphing multimedia. Being part of a technology that can now provide relevancy and impact on a micro-level, in such a big world, truly increases human connectedness and brings us all a step closer to unity.