

Michael Henrich

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Profile:

- Emmy Award-winning television and digital journalist-turned-public relations professional
- Content creator and strategist with a knack for written and visual storytelling
- Media relations expert who cultivates assets to secure earned news coverage
- Collaborative colleague and relationship builder driven by team success

Selected Skills:

- Strategic Thinking
- Media Coaching
- AP Style
- Content Management Systems (WordPress)
- Social Media
- Crisis Communications
- Videography
- Audience-centric Communication Strategies
- Media Pitching
- Public Speaking
- Video Editing

Professional Experience:

Henrich Communications, LLC – Founder, Boston, MA 2021 – Present

- Performed media training of client newsmakers in preparation of television and web interviews.
- Secured earned media coverage in top 10 Nielsen Designated Market Areas, including Boston and Washington, DC, for b2c tech company and b2c garment company.
- Providing full suite of services for launch of b2c youth activity pack company Preschoolables, LLC, including website design and management (WordPress/WooCommerce), social media strategy, logo design, video commercial production and editing, and media relations consulting that resulted in feature article in JewishBoston.com.

Boston 25 News WFXT-TV – Reporter/Anchor, Boston, MA 2015 – 2021

- Drove ratings success for six-hour morning television newscast producing 12 on-air reports daily.
- Generated story ideas and content by cultivating sources in a variety of industries, government bodies, and public relations agencies, while assessing the news value of story leads.
- Shepherded trend and issue stories through every phase of production, including idea conception, coordination and execution of interviews, video production, target audience identification and marketing strategy coordination.
- Wrote engaging original packages and live report scripts for broadcast and created bylined website copy and shareable infographics as companion digital content.
- Optimized social media content to develop 15K-person following on Instagram, Facebook and Twitter; influenced online community to boost television ratings, page views and social interaction.

Fox 59 News WXIN-TV – Reporter/Anchor, Indianapolis, IN 2012 – 2015

- Reported daily and served as the primary substitute anchor for the market's top morning newscast.
- Engaged large, live audiences while serving as emcee of the Special Olympics Annual Plane Pull and St. Vincent Health's Shine a Light on Lung Cancer, among other charity fundraising events.
- Coached and mentored junior journalists and interns in on-air performance, public speaking, media relations and professionalism.

NBC 24 News WNWO-TV – Anchor, Toledo, OH 2011 – 2012

- Led team to anchor 2.5-hour weekday morning newscast, which included booking, writing interview questions, conducting guest interviews, creating demo segments with visual storytelling elements, and writing and copy-editing broadcast and digital scripts.

- Pitched, produced, and hosted 30-minute, solutions-focused special reports and roundtable discussions on the rise of violent crime in the City of Toledo.

Fox 25 News KOKH-TV – Weekend Anchor/Reporter, Oklahoma City, OK 2009 – 2011

Fox 44 WFFF-TV/ABC 22 WVNY-TV – Reporter/Anchor, Colchester, VT 2007 – 2009

News 12 Interactive – Digital Producer, Woodbury, NY 2006 – 2007

ABC News – Desk Assistant, Washington, DC 2006

Community Service:

Temple Shir Tikva – Board of Trustees, Wayland, MA 2019 – Present

- Leads membership outreach and creates strategies for new member recruitment.
- Plans, executes, and hosts in-person and virtual engagement events.
- Manages membership committee and responsibilities, including overseeing mentorship program.

Awards:

- Emmy Award – Continuing Coverage (National Academy of Television Arts and Sciences - Boston/New England Chapter) - 2018
- Six additional Emmy Award nominations between 2010-2019 in the Best Reporter, Spot News, Continuing Coverage, and Sports Special Report categories.
- Won awards in the Spot News, Defending the Disadvantaged, and other news categories from regional chapters of the Society of Professional Journalists, The Associated Press, and state broadcast associations.

Education:

The George Washington University, Washington, DC

Bachelor of Arts

Major: Political Science

Minor: German Language & Literature