



# Avery Bales

Media and Journalism Student

## About Me

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Passionate, hardworking, and creative storyteller that thrives in the environment of sports media. Enjoys filming, editing, and producing content that tells the deeper stories that go in the sports world.

## Work Experience

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May-August 2023 and 2024

Raycom Sports

Production Assistant

- Sorted archival footage of ACC Basketball
- Assisted on live sets as well as interviews
- Logged footage
- Assisted in editing of various projects

Aug 2023-Present

GoHeels Productions

Worker

- Worked on various broadcasts of UNC athletics
- Replay Assist, Bug Operator, Cam Operator

Jan 2025-Present

Sports Xtra

Reporter

- Worked to produce video content each week
- Worked control room positions
- Chapter Assist for Women's Lacrosse Documentary: 'Cashing Receipts'
- Director for broadcast

## References

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**Rob Reichley**

Raycom Sports, VP/EP

**Phone:** +1 (704)-651-3267

**Email:** Rob.Reichley@raycomsports.com

**Lauren George**

Asst. Athl. Dir.-Go Heels Prod./ACC Net.

**Phone:** +1 (919) 962-6000

**Email:** lgeorge@unc.edu

## Contact

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📍 Charlotte, NC

## Education

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Bachelor of Arts in Media  
and Journalism

**UNC Chapel Hill**

2022-2026

## Skills

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- Video Production
- Adobe Premiere Pro
- Camera Operation
- Post-production editing
- Broadcast Sports

## Language

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English