



DIANN BURNS

Experienced Anchor, Reporter, Writer, and Field Producer with a proven track record for delivering ratings.

Summary of Qualifications

Highly successful in the number 3 market as top anchor and trusted journalist, connecting with viewers through groundbreaking reports, compelling storytelling and visibility in the community. Versatile and enterprising in live breaking news, exclusive interviews and special segments. Reliable in being fast, first and accurate. Developed ratings successful franchise segments. Stellar deadline writer, researcher and field producer, covering the gamut: sports, politics, consumer and lifestyle. Guest co-host on radio, including all news, urban and talk formats.

Experience

Prime time Anchor
Field Producer

Reporter
Print Journalist

Field Anchor
Radio guest host

Events Emcee

Writer
Web Host

Career Achievements

9 Emmy Awards, one national: spot news, live breaking news, anchoring
First African American woman on weekly prime time news in Chicago
Crain's Chicago Business, 100 Most influential
Chicago Magazine and Chicago Sun Times viewer favorite
Mentor for youth honored by 100 Black Men
Guest lecturer for high schools and universities
Today's Chicago Woman Hall of Fame

Work History

President, Diann Burns Entertainment, Orange County, California 2012 – present

Develop original news and non-news content for the web and TV

- Manage medium market TV news talent in content and performance on camera.
- Host webinars and live events

Next TV, Fox TV, Chicago 2010 – 2012

* **Host** for reality-based business program. Partnered with the Chicago Urban League to develop the featured entrepreneurs and grow their businesses.

CBS 2 Chicago 2003- 2008

Anchor, Reporter 5, 6, and 10pm News

- Generated audience-specific franchise reports on consumer, urban trends and lifestyle, as well as special reports for ratings and daily newscasts. Created "Dinner with Di," and own garden segment.
- Field anchor, live, for major sports events, including World Series, Marathon. Proven ratings growth. Garden segment published in local newspaper. Live guest on radio, cross talk and promoted news.

ABC 7 Chicago 1985 – 2003

Anchor, Reporter for Number One rated 5 and 10pm news

- Created ratings winner, "Another Look" segment, based on own research.
- Reporter and field anchor: both National Political Conventions, Chicago Bulls, White Sox Championships, plus Cubs run.

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ABC 7 Chicago *continued*

- Moderator, political debates, town hall meetings
- Conceived franchise segments: consumer, lifestyle and sports.
- Developed successful sweeps specials. Exclusive interviews. Breaking news reports. Enterprise reporting.
- Dominated ratings.

WCMH Columbus, Ohio 1984- 1985

- * Anchor and Reporter. Live on location. NewScope 4, a magazine program.

WPIX TV 11, New York, New York 1981- 1984

- * Field Producer, Writer, Reporter.
- * Broke into television news as a writer, field producer straight out of college.
- * Researcher, interviewer and writer scripts for anchor special reports.

Awards

Emmy Award: National Academy of Arts and Sciences. Blue Line Emergency News and Documentary 2007

Emmy Award: Reporter. Northern Illinois University shootings Spot coverage and breaking news 2007-08

Emmy Award: Reporter. Blue Line Emergency Spot coverage and breaking news 2006-07

Emmy Award: Host. Chicago Marathon. Sports Programs 2003-04; 2004-05; 2005-06

Silver Dome Award: Illinois Broadcasters Association Best News Anchor 2005

Emmy Award: Anchor. 2003-04

Emmy Award: Reporter. Utica Tornado News Specials 2003-04

Emmy Award: Reporter. 9-11-02 The New Homeland News Specials 2002-03

National Association of Black Journalists Award. Sports Reporting. Hoops Too Soon

Education

Columbia University of New York, Master of Science 1981

Cleveland State University, Bachelor's 1979



Personal Highlights

Diann is an accomplished television journalist and one of the most recognized in the region. Her ability to be candid, insightful and engaging helped her connect with viewers and dominate in the ratings in Chicago, reporting on local, national and international news.

Viewers trust her and rely on her for enterprise reporting and accuracy. Through her research, Diann provided the only in-depth report on the looming foreclosure crisis long before it hit. She developed the news segment, "Cold Case," *before* it became a television show. Diann reported from Los Angeles on the Unabomber, the Rodney King beating and she anchored live newsroom coverage of the OJ Simpson bronco chase from the newsroom in Chicago. She covered U.S. Aid efforts in Somalia during the famine crisis, and was not embedded with the military. She is versatile, covering both National Political Conventions; the Nelson Mandela U.S. tour; the Bulls NBA Championship runs, the White Sox World Series, and the Cubs efforts. It was Diann who broke the story that Phil Jackson was leaving Chicago to coach the Lakers.

Her resume includes exclusive interviews with notables, such as President Barack Obama, Oprah Winfrey, Michael Jordan and Mayor Richard Daley. She landed the only interview with the young man arrested in the killing of Michael Jordan's father. Other ratings blockbusters include exclusives with controversial newsmakers: singer R. Kelly, Bulls GM Jerry Krause, and Mike Tyson, who invited her on his shopping spree for an interview as he swirled in controversy. Diann broke the worldwide exclusive, showing Reverend Jeremiah Wright Jr. speaking in public for the first time after the firestorm over his sermons, and the impact on the Obama Presidential campaign.

The Chicago Sun Times picked up her breakthrough investigation into the role of DNA science in solving crime. She was the first in local television to report on the legal ramifications of the AIDS epidemic on crime. Diann appeared a regular guest on radio, in various formats, including news, talk, urban and sports, in studio and from a special booth at her station, incorporating news promotion in the course of big fun.

Partnering with the Chicago Urban League, Diann hosted Next TV, a business and lifestyle show, entirely on location. She is also a partner with the entertainment industry. With a background in theater, she has appeared on stage in dramatic productions and musicals. Diann is a member of SAG with movie credits, including "Richie Rich," "Primal Fear," and "Negotiator." She had a recurring role in "BOSS," the television drama aired on Starz and just completed filming, "Every 21 Seconds."

Diann's journalism career began during college, hired by the Cleveland Plain Dealer, where she covered suburban government and won an award for reporting on education. Also in Cleveland, she was sports editor and columnist, photographer and reporter for the Cleveland Call and Post. Her break came when she wrote freelance articles for the "New York Times," and "Hoop Magazine," a publication by the NBA.

A strong advocate for children, education and health, she is a mentor for youth in general as well as young journalists. Diann also donates her time and efforts to the community, for which she has received numerous awards and recognition.