

"4 Questions Journalist Spotlight" with WATC TV 57's Jennifer Eichelberger

Leff's Atlanta Media's Weekly Feature Conversation with an Atlanta Journalist

Each week, in partnership with Leff's Atlanta Media (www.leffsatlantamedia.com), Atlanta Daybook presents our "Journalist Spotlight." Mitch Leff offers a conversation with a journalist in the Atlanta market, asking them four questions that'll help you learn more about local Atlanta media. What makes them tick? What's new at their media outlet? What drives them?

This week we're talking with Jennifer Eichelberger, a producer at WATC TV 57, an independent, non-commercial, Christian broadcaster. In addition to producing the station's flagship show, "Atlanta Live," she is also a frequent host. A West Virginia native and a true coal miner's daughter, Jennifer has lived in Atlanta for twelve years.



What kind of story makes you proud to be a TV producer?

The story that makes me proud to be a television producer is highlighting the people of the community that are making positive changes in other people's lives.

What's new and different about what you're doing at WATC TV 57?

WATC TV 57 has recently started producing a few new programs. "Magnify" is a 30-minute inspirational music program. "On the Move with JoAnna Ward" is a health and fitness program.

"This is My Story" focuses on guests who share their life-compelling story and how they were able to overcome adversities. Cancer survivors, domestic abuse survivors and homelessness are some examples.

We also still produce the long running "Friends & Neighbors" and "Babbie's House."

What is the best and worst thing about your job?

The best thing about my job is that I have the opportunity to meet so many great people from all over the world. The worst thing about my job is last minute guest cancellations; especially with our flagship program, "Atlanta Live," which airs live, nightly.

What's the coolest thing people should know about me?

The coolest thing that people should know about me is that I have a sparkling sense of humor. I am also involved in various organizations that serve the community. Finally, I love being married to my wonderful husband, Dr. Herbert Eichelberger. Did I mention that he has excellent culinary skills?

About Jennifer:

- **Last Book Read:** "Midnight in the Garden of Good and Evil" by John Berendt
- **Favorite Restaurant:** This is hard because my husband is very creative in the kitchen and his food is so good! But if I have to choose a restaurant, I would say Cafe Intermezzo.
- **Favorite Guilty Pleasure:** Garrett Popcorn — cheese and caramel

- **Local getaway:** Savannah
- **Favorite non-work hobby:** I love working out – boot camp is my favorite, and I am a flutist and I enjoy photography.
- **Twitter:** @Royalpsalms
- **Instagram:** @jenministries

Mitch Leff is the president of Leff & Associates Public Relations (www.leffassociates.com), an Atlanta-based PR agency. Leff also operates Leff's Atlanta Media (www.leffsatlantamedia.com) an online database with contact info for thousands of Atlanta-based journalists, and Mitch's Media Match (www.mitchsmediamatch.com), a service that connects Atlanta journalists with local experts and sources. Contact him at mitch@leffassociates.com, (404) 861-4769, on Twitter (@mitchleffPR), or on Facebook at Leff & Associates.

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