

# 2007 Hall of Fame Inductee

## Ava Ehrlich

*Class of 1968*

Ava Ehrlich is an Emmy Award winning television news producer and community volunteer. As a 30-year news veteran, she is considered one of St. Louis' most influential women journalists.

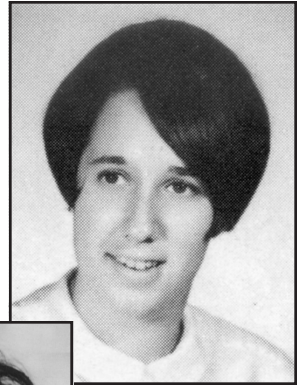
Since 1985, Ehrlich has worked at KSDK-TV in various producing roles. She is currently the station's Executive News Producer and the only woman that is part of the local NBC affiliate's news management team. As coordinator of the station's internship program, Ehrlich has mentored more than 600 university students in their pursuit of journalism careers. Additionally, she has worked at WXYZ-TV in Detroit, Michigan and KMOX Radio in St.

Louis as well as serving as an adjunct professor at Washington University.

Ehrlich is a 1968 graduate of University City High School. She earned a bachelor's and master's degree in broadcast journalism from Northwestern University and a second master's degree in urban affairs from Occidental College.

Ehrlich has won numerous awards for broadcast journalism and her community service work with various cancer organizations. In 1988, she created the Breast Cancer Community Project Series that ran during KSDK newscasts which ultimately led to the station's current involvement with the Susan G. Komen Breast Cancer Foundation and the St. Louis chapter's Race for the Cure event. As a result of Ehrlich's involvement, KSDK provided extensive on-air promotion and coverage of the event, which in turn has led to record numbers of race participants as well as dollars raised.

She is a member of several community organizations and is often invited by local universities to lecture on broadcast news. Ehrlich and her husband, Barry Freedman, are the parents of two sons.



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