

Crystal Edmonson

Broadcast journalists are often nomads who move from market to market in search of bigger stations and bigger stories.

Crystal Edmonson says working as the **Atlanta Business Chronicle's** broadcast editor has allowed her to partner with a variety of news operations without having to leave her home town.

"There have always been new opportunities here for me," she said. "It's been great to see Atlanta grow, to volunteer and to contribute to the community and build relationships. I've had all the benefits of the broadcast business without moving."

A graduate of Emory University with a master's degree from Northwestern University, Edmonson started at the Chronicle in 1998.

Her first assignments were working on The **Atlanta Business Chronicle** Report and Atlanta Now, which aired on a local cable television station. She also provided features for Chronicle Profiles, a cable show hosted by Chronicle Publisher Ed Baker and filled in on a radio show on a local talk station.

In 2003, the paper formed a partnership with the local public radio station, WABE. Edmonson now provides daily business news reports for that station, as well as for a sports-talk station and jazz station. In addition, she serves as a liaison to Atlanta's NBC affiliate which airs Chronicle stories each week and frequently emcees the paper's business events.

Preparing packages for the PBS station is particularly fulfilling, she said, "Because I can exercise those reporter muscles."

A series on investment fraud and another on real estate foreclosures allowed her to cover those topics in depth, she said, providing insight and analysis to the stations' sophisticated listeners.

Working for the Chronicle, she said, is an asset in reporting radio

stories.

"The reputation of the Chronicle is such that people receive me warmly because they know the story will be reported accurately and with integrity," she said. "You don't have to prove yourself before you even start the interview."

She also appreciates **ACBJ's inclusive, entrepreneurial culture, which supports employee initiative.**

An example, she said, is the company's **Minority Internship Program**. Edmonson is chairman of the committee that oversees the program, now in its third year. **Chairman Ray Shaw** was quick to approve the program and consistently supportive, she said.

"It's great being able to have that kind of access to the **chairman** of the company and have the freedom to build something year after year," she said. "When someone cares about the people who work for and with them, that means a lot."