



Eric King



Represented by **The NWT Group**

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<https://NWTgroup.com/client/ericking>

Culturally fluent, composed, deadline conscious, self-starter with a demonstrated ability to multi task, and thrive in fast-paced environments. Experienced major-market anchor/reporter. Murrow and Emmy award-

EXPERIENCE

WHAS, Louisville, KY Morning Anchor/Special Projects Reporter/Producer 2021 — Present

- Anchor of "Good Morning Kentuckiana"
- Write, research and present news content for all WHAS 11 broadcast platforms
- Manage developing and breaking news content on live air with high levels of composure and a focus on accuracy, clarity, and respect for facts
- Develop, produce and write special projects, including documentaries
- Copy edit all newscast content, serving as the last set of eyes on copy before broadcast to the 48th largest television market in America, serving more than 1 million people daily

WHAS - Great Day Live, Louisville, KY Host 2021

- Promoted to M-F Morning Anchor
- Host and Anchor of personality and talent driven community and lifestyle show communications plans to increase public awareness
- Shoot, Edit, and conduct interview segments and additional video content

Transit Authority of River City Director of Marketing & Communications 2020 — 2021

- Develop and implement strategic marketing and communications plans to increase public awareness
- Conduct media outreach with developed story angles and strategic content
- Develop and implement internal and external communications strategies, including video shooting and editing

C2 Strategic Communications Senior Strategist 2018

- Managed multiple client accounts for various contracted services including public relations and marketing, communications consulting, brand management, media training and crisis communications
- Managed time and efficiency of projects with respect to budget in terms of client contracts
- Developed and wrote news releases, newsletters, web content, speeches, talking points, presentations, and other collateral marketing materials and social media posts
- Planned media availabilities, news conferences, public meetings and professional conferences

WLKY-TV News Anchor/Special Projects Reporter/Producer 2016 — 2018

- Wrote, researched and presented news content on air for WLKY's top rated 5pm weekday newscast
- Managed, developed and maintained community source list to ensure accurate and inclusive content
- Managed developing and breaking news content on live air with high levels of composure and a focus on accuracy, clarity and respect for facts
- Developed, produced and wrote special projects, including documentaries
- Copy edited all newscast content, serving as the last set of eyes on copy before broadcast to the 48th largest television market in America serving more than 1 million people daily

Education

University of Louisville
May 2002
Bachelor of Arts - Sociology

Diversity Executive Leadership
Academy
June 2020
Cultural Diversity Professional
Certificate

Social Media



EricKing



@EricKingLouisville
7.9K followers



@TVsEricKing
9.8K followers



@tvsericking
1.9K followers

NBC Universal, Dallas, TX**News Anchor/Reporter**

2013 – 2016

- Breaking news reporter for one of the largest morning shows in America
- Midday news anchor
- Live field reporter during national emergencies: Ebola Outbreak/Weather Emergencies/Border Crisis etc
- Wrote, researched and presented news content for NBC's Southwestern Bureau and 5th largest television market in America, serving more than 7 million people locally, with extended national reach

WLKY-TV, Louisville, KY**Reporter/Anchor**

2009 — 2013

- Midday Anchor
- Special Project writer
- General assignment reporter
- Wrote/Researched/Presented news content daily
- Cultivated sources

FOX 13 News, Memphis, TN**Reporter**

2007 — 2009

- Morning show reporter
- Wrote/Researched/Presented news content daily
- Cultivated and maintained sources