

Karla Leal

Represented by The NWT Group
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Experience

Reporter, WSNS, Chicago, IL

August 2013 – Present

Main Anchor/Reporter, Social Media Manager, Weather Forecaster October 2009 – August 2013

NEYE Telemundo Austin/KEYE, Austin, TX

- Anchored Telemundo Austin's local newscasts at 5p.m. and 10p.m Monday through Friday.
- Anchored special live 'on location' ½ hour show franchise "My Hometown" and "El Poder de Saber" segments.
- Gathered, compiled, wrote, edited, co-produced and reported daily news contents live on set, or on location if needed.
- Enterprised, produced, and reported daily or special reports in Spanish and English for both TV affiliates.
- Generated all the news content for Immigration and Circuit of the Americas Racing (F1) news beats, via live reports, news packages, on set interviews, and online content.
- Produced and uploaded web content (w/ photos, audio & videos)for our website & social media platforms
- Prepared and presented 'on set' and 'on location' live weather forecasts for our shows using Weather Central.
- Active in station promotions, speaking engagements within the community & as presenter of journalism workshops.

Independent Multimedia Journalism Trainer

October 2011 – August 2013

- Trained fellow journalists & students in the communication field, in the areas of digital storytelling, social media and on camera or online performance.

Main Anchor and Reporter, KKEY, Telemundo, Bakersfield, CA October 2006 – September 2009

- Anchored the only Spanish-language newscast in Kern County and fill-in anchored for the NBC affiliate.
- Produced, reported and edit video of special report series in Spanish and English locally and abroad.
- Gathered, wrote, edited video & scripts and reported daily news contents live.
- As Fill-In Producer: Facilitated news show content and made editorial decisions.
- Participated in station promotions, speaking engagements and hosted live events for several non profits.

Weather Anchor/Reporter/Fill-in Anchor**December 2005 – October 2006**

- Prepared and presented ‘on set’ and ‘on location’ live weather forecasts for our show using AccuWeather.
- Wrote, edited, and reported specialty and/or daily news stories under extreme deadlines along with live shots.
- Gathered, wrote and presented the news solo or with a co-anchor.

Bilingual Traffic Reporter, Clear Channel, Airwatch Radio, San Diego, CA**Fall 2005**

- Compiled and announced regular traffic reports on air to radio stations in the San Diego County.
- Updated and translated commercials from English to Spanish.

“Latina Spirit” Show Host, CAN-TV, Chicago, IL**November 2004 – August 2005**

- Conducted interviews and hosted a bilingual 30-minute show focused on empowering Latina Women.
- Worked with production staff and co-hosts by field producing, researching and pitching show themes.

Internships**NAHJ Convention, Fort Worth, TX****June 2005**

- Bilingual Reporter/Anchor, Television Student Project

WSNS, Telemundo, Chicago, IL**Spring 2005****KFMB, San Diego, CA****Summer 2004****WLS, Chicago, IL****Spring 2004****Education****Columbia College Chicago, Chicago, IL****June 2005**

Bachelor of Arts, Journalism: Broadcast Journalism concentration

Southwest College, Chula Vista, CA**December 2011**

A.A., Transfer Studies with Honors

Northwestern Center of the Arts, Tijuana, Mexico**September 2011**

A.A., Theatre Arts: Acting concentration

San Diego School of Broadcasting, San Diego, CA**September 2000**

Certificate: Spanish Radio & TV Announcing

Honors and Affiliations

- International Center for Journalists (ICFJ) Fellowship Recipient: Multimedia Reporting, 2011 & 2012
- Covering Drug Trafficking online course at UT Knight Center for Journalists, 2011
- Texas Associated Press Broadcasters award for reporting series “Emprendedores de la recesión”, 2009
- Named Austin, Texas’ Favorite Spanish Language News Anchor by “Ahora Sí” readers, 2009
- Institute of the Americas (IOA) Fellowship Recipient. Seminar: Migration of HIV/AIDS, Summer 2008
- Winner of Kern Press Club Award, for Best Light Feature TV Reporting, 2008 & 2009
- Emmy nominations for “El Arte de la Charrería” reporting series in 2008 & “El Sueño Mexicano” series in 2007
- APTRA Academy, Anchoring and Reporting Mentor, 2007
- National Association of Hispanic Journalists, Member, June 2004-Present

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No Whining Talent