

# Adam Hooper

Represented by The NWT Group  
817.987.3600 SandraRichards@NWTgroup.com



## Experience

### ***Anchor, KLAF/KADN, Lafayette, LA***

**March 2016 – Present**

- Co-Anchor 5, 6, 9, and 10pm newscasts
- Work one-on-one with reporters to give them advice and guidance on how to improve their story telling
- Responsible for script approval before any story hits the air
- Report live in the field during special news or breaking news events
- Work with producers to improve their stacking and writing skills
- Influential in the redesign and implementation of the updated news studio

### ***Anchor/Reporter, KSPR, Springfield, MO***

**April 2013 – August 2015**

- Co-Anchored 2-hour morning & Midday newscast
- Reported weekly
- Produced content for KSPR.com
- Updated Twitter and Facebook
- Emceed St. Jude's Telethon

### ***Reporter/Fill-in Anchor, KSLA, Shreveport, LA***

**April 2011 – April 2013**

- Widened and engaged our audience through the use of social media
- Utilized cell phone technology to shoot tease video for the web and Skype for on-air coverage
- Enterprised detailed, special coverage for Bossier City beat in an effort to recapture a portion of the market where KSLA struggled in viewership
- Organized, produced, blocked, anchored and reported for a special edition of KSLA News 12 as part of a five week campaign called "On the Road with KSLA"
- Reported live from NASA in Cape Canaveral Florida for the historic last space shuttle launch

### ***Reporter, KPLC, Lake Charles, LA***

**2008 – 2011**

- Responsible for providing timely coverage of useful and available technology
- Assigned to cover all of the important decisions coming out of the Lake Charles City Council meetings
- Filled in at the anchor desk on weekends and weekdays at noon

### ***Part-time Weekend Reporter***

- Enterprised, shot, wrote, and edited light news stories for weekend broadcasts

### ***News Assistant***

- Edited all of the VOs, SOTs, and PKGs that were not given to a reporter for the day
- Edited, proofed and operated all fonts and full screens in a broadcast.

## **Education**

**McNeese State University – Lake Charles LA**

**2004 – 2008**

Bachelor of Science in Mass Communication with a concentration in television journalism

### ***Campus Involvement***

- Contributed to “Inside McNeese,” a student conducted class, which produced a weekly television newscast that aired on public access television
- Took part in BCM (Baptist Christian Ministries) activities both on and off campus

### ***Internship***

- Completed an internship at KPLC 7 News.

## **Community Involvement**

- Wrote, directed, produced, and anchored a documentary on Hurricane Rita. The process involved on-camera interviews with State Senator Willie Mount, State Representative Brett Geymann, Louisiana Governor Kathleen Blanco, Westlake Mayor, Dudley Dixon, and Police Chief, Jeremy Cryer.
- Volunteered at the Grace Ministries – spent time with and gave advice to young children.

## **Skills**

- Windows, Mac OS
- Edius
- ENPS
- World Now
- Adobe Premier Pro
- Adobe Photoshop, Adobe InDesign
- Microsoft Word, Microsoft Excel, Microsoft PowerPoint
- Pinnacle Studio