

# Kasey Cunningham

Represented by The NWT Group  
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## Experience

***Reporter/Multimedia Journalist, WRAL, Fayetteville, NC***

**March 2018 – Present**

***Reporter/Multimedia Journalist, WAVE, Louisville, KY***

**March 2015 – March 2018**

- Shot, wrote, edited, reported as a one-woman band
- Enterprised exclusive story pitches for day-turn deadlines to help grow the 11 p.m. newscast from third to a competitive number two
- Developed contacts and sources giving the station an edge or exclusive angle on stories for 11 p.m. newscast
- Produced active live shots to engage viewers and bring them to the scene
- Wrote timely and urgent new stories for web with “digital first” mindset to provide unique content to platforms
- Used social media platforms (Facebook, Twitter, Instagram, Facebook Live) to tease story, break exclusive updates and garner audience for TV story (up to 600,000 views on Facebook stories, close to 4,000 shares on high traffic posts)

***Multimedia Journalist, WECT, Wilmington, NC***

**September 2013 – February 2015**

- Shot, wrote, edited and reported as one-woman band
- Enterprised lead stories for two different networks, FOX Wilmington at 10 and WECT News at 11
- Operated LiveU technology for engaging, self-run live shots

***Citizen Journalist/Freelance News Reporter, Montgomery Community Media, Montgomery County, MD***

**August 2011 – August 2013**

- Reported, shot and edited news video as a one-woman band for MCM website
- Vlogged, blogged and reported on high profile events in Montgomery County using digital and social media
- Taught MCM courses: Final Cut Pro, Editing, Field Production, Studio Production, Field Camera and Citizen Journalism
- Created lesson plan and taught “Smart Video” course, teaching mobile shooting, editing and other digital media trends

***Web Writer/MMJ Producer, Carnegie Institute for Science, Washington, DC*** Sept 2011 – Sept 2013

- Produced, shot, and edited science content videos for department website and YouTube channel
- Wrote breaking science stories for department website in addition to Carnegie press releases

- Created and updated content for department website with latest science headlines and departmental news
- Reported as official press at national conferences: Lunar and Planetary Science Conference in Houston, Texas and the American Geophysical Union Conference in San Francisco, California

## **Internships**

<b>WHAG, Hagerstown, MD</b>	<b>Spring 2011</b>
<b>Maryland Public Television- Owings Mills, MD</b>	<b>Summer 2011</b>
<b>Clear Channel Communications BIG 100.3 &amp; 97.1 WASH FM- Rockville, MD</b>	<b>2007-2008</b>

## **Education**

<b>Shippensburg University</b>	<b>May 2011</b>
Bachelor of Arts: Communications and Journalism, Emphasis in Electronic Media	

## **Awards**

- Kentucky Television News Photographers Association – 2nd Place Solo Video Journalist
- Regional Emmy Nomination; Human Interest Story – “Sights Set on the Extra Mile”
- Kentucky Associated Press; 3rd Place Best Multimedia Journalist 2016
- Kentucky News Photographers Association; 2nd Place Writing - “Rolling the Credits on Wild and Woolly Video”
- Radio Television News Association of the Carolinas; 2nd Place Best Health Story -“Gavin’s Story”

## **Skills**

- Edius, ENPS, Sony, JVC, WorldNow, Facebook analytics, Final Cut Pro 7 and 10, Adobe Audition, Sennheiser wireless microphones, Canon Vixia HF R20 HD

## **Community Involvement**

- Youth Volunteer, Cabbage Patch Settlement House (2016-Present)
- Assistant Coach, Girls on the Run (2015 Season)