

ROSA FLORES

Represented by The NWT Group : (817) 987-3600 : CarolynKane@NWTgroup.com

BROADCAST JOURNALISM EXPERIENCE
CNN, New York City, New York
Correspondent

July 2013 - Present

WBRZ-TV News 2 ABC Affiliate, Baton Rouge, LA
Anchor/Reporter

June 2012 to July 2013

- Copy edited and anchored the 4pm newscast
- Regularly fill in anchored for the 10 pm newscast
- Regularly turned lead stories for 10 pm newscast
- Uncovered soil contamination in the East Baton Rouge Parish School District, which led to the testing of all schools in the district

WDSU-TV 6 News NBC Affiliate, New Orleans, LA
Reporter

April 2010 to June 2012

- Covered President Barack Obama's visits to Louisiana during the Gulf oil spill
- Delivered daily live reports from along coastal Louisiana and Mississippi
- Enterprised stories that regularly drove the energy of newscasts
- Uncovered benefit delays in the Louisiana unemployment process
- Uncovered city-wide lead contamination problem
- Produced Spanish packages and interviews for station website

KHOU-TV 11 News CBS Affiliate, Houston, TX
Reporter

Sep 2007 to April 2010

- Designed multi-media interactive live shots that were adopted by KHOU-TV
- Enterprised stories that regularly drove the energy of newscasts
- Covered breaking news
- Established extensive sourcing and contact database
- Language skills enabled me to break exclusive stories

KWTV-News 9 CBS Affiliate, Oklahoma City, OK
Reporter

Aug 2005 to Sep 2007

- Uncovered a 5 million dollar hole in the state budget
- Enterprised stories which regularly lead newscasts
- Covered breaking news and investigative stories
- Live on a daily basis for multiple newscasts
- Established extensive sourcing and contact database
- Language skills enable me to break exclusive stories

KVR NEWS 9/Texas Newswatch, Austin, TX
Reporter/Producer/Anchor

Feb. 2004 to July 2005

- Shot and wrote compelling news packages
- Delivered conversational reporting and live anchoring
- Set-up live-shot camera and lighting; ran prompter, camera and tapes during live newscast

KTBC FOX-7, Austin, TX
Intern

Jan. 2005 to April 2005

- Covered stories side-by-side with reporters, wrote and edited news packages

SKILLS

- Fluent in Spanish and English
- Computer Skills: INews, EZNews, CAR, Access, Word, Excel and Power Point, Blogger

EDUCATION

The University of Texas At Austin

Bachelor of Journalism – Broadcasting July 2005

Master of Professional Accounting Dec. 2001

Bachelor of Business Administration Dec. 2001

Certified Public Accountant test Nov. 2001

PROFESSIONAL ASSOCIATIONS

- Member The National Association of Hispanic Journalists 2005 - Present
- Member World Affairs Council of Houston 2009-2010
- Member Powerful Women International 2008 - 2008
- Member Investigative Reporters and Editors 2007
- Member/President Oklahoma Chapter- NAHJ 2006-2007
- Vice President/ Co-Founder Oklahoma Chapter-NAHJ 2005
- "El Noticiero" Reporter National Chapter-NAHJ 2005
- Association of Latino Professionals in Finance and Accounting Board Member 2002-2003

HONORS

- RTDNAF's Michele Clark Fellowship, 2012
- Emmy Nomination, Lead Dangers, Suncoast Emmys, 2012
- 1st Place In-Depth Series, Lead Pipe Dangers, La. AP Awards, 2012
- 2nd Place Sports Story, Football Fanatic, La. AP Awards 2012
- Memoir published in UT-Austin Accounting Department Centennial book, 2012
- Metcalf Institute for Marine and Environmental Reporting Fellowship, 2012
- Emmy Nomination, Lead Contamination, Suncoast Emmys, 2011
- 3rd Place Best Investigative Reporting, Unemployment Delays, La. AP Awards, 2010
- Metcalf Institute for Marine and Environmental Reporting Fellowship, 2011
- Peter Jennings Project for Journalists and the Constitution Fellowship, 2011
- Progreso, published a history book Arcadia Publishing, 2010
- Emmy Nomination, Chaos At Nimitz, Texas Lone Star Emmys, 2008
- Francis C. Moore, Medical Journalism Excellence Harris County Medical Society, 2009
- 2nd Place Best Spot News Story/Individual Texas Associated Press Broadcasters, 2008-2009
- Nicholas B. Ottaway Foundation Fellowship Investigative Reporters and Editors Boot Camp, 2007
- 1st Place Television Feature Story Tulsa Chapter; Ada Lois Fisher, NABJ, 2006
- Individual Media Award Greater Oklahoma City Hispanic Chamber of Commerce, 2006
- Guardian Angel Award Latino Community Development Agency, 2006
- 3rd Place Television Non-Feature Story Southwestern Journalism Congress, 2004
- National Chairman's Award for Community Service KPMG, 2002

OTHER

- Created "Rosa Reads 2 Kids," an interactive reading program for kids. Created a talk show and food drive to inspire and motivate teens to stay in school and out of trouble
- National Professional Photographers Association workshop graduate
- Extensive public speaking experience
- Led food drive to Mexico, 2001 to 2008
- Vast experience to adapting to different cultures due to travel and living in Europe, Mexico, Caribbean, Central and South America