



Brandi Cummings



Represented by **The NWT Group**

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

EXPERIENCE

KCRA, Sacramento, CA

April 2018 – Present

Morning Anchor/Special Projects Reporter

- For first time ever, KQCA was the top local morning newscast from 7-9am among adults 25-54, May 2022
- Provided extensive live coverage from Washington, DC on the abortion debate and demonstrations, May 2022
- After being promoted to morning anchor, the 7am newscast had its best delivery since February of 2017. Compared to 2021, KQCA's 7am hour improved +22%.
- Promoted to Morning Anchor, January 2022
- After being promoted to weekend evening anchor in March 2021, ratings for the "KCRA 3 News at 6p Weekends" jumped and in September 2021 delivered over 100k Adults 18+. Improved by 3600 more viewers at 6pm year-to-year (2020-2021)
- Co-anchored 7 hours of live breaking news coverage during the Caldor Fire (15th largest wildfire in California's history)
- Through developed sources, facilitated getting more local content on newscasts and social media platforms
- Work closely with producer to develop newscast content, to include breaking news coverage
- Pitch and deliver enterprise, local stories that frequently lead newscasts

WAVY/WVBT, Portsmouth, VA

September 2014 – April 2018

Weekend Anchor/Reporter/ Reporter/Managing Editor

- Assist newsroom management in leading a team of 15 staff members
- Review and approve local stories for air, to include reporter packages
- Created an email list to streamline communication among weekend team members who work remotely
- Promoted to Weekend Evening Anchor, March 2016

Lasell College, Newton, MA

October 2017

Adjunct Professor

- Instruct Graduate students online, facilitating a detailed understanding of the theory and practice of media relations

Hampton University, Hampton, VA

August 2016 – June 2017

Adjunct Professor

- Instruct Undergraduate students of the fundamental skills inherent to journalism and communications through reporting, writing and critical inquiry and analysis of information for dissemination to the public
- News Director for Scripps Howard School of Journalism and Communications television newscasts

WTOC, Savannah, GA

September 2011 – June 2014

Morning Anchor

- Responsible for gathering news and delivering daily radio segments that aired on partner radio stations
- Developed weekly franchise reports for "Hometown Heroes" and "Top Teachers"
- Promoted to solo anchor first half-hour of THE News at Daybreak (4:30am – 5am), January 2012

Affiliations

- Lifetime Member, National Association of Black Journalists (NABJ)
- Member, National Academy of Television Arts & Sciences, San Francisco/Northern CA Chapter
- Member, Board of Directors, The First Tee of Savannah, June 2012 – December 2013
- Volunteer Committee Member, Board of Directors, Boys and Girls Clubs of the Coastal Empire, May 2012 – December 2012
- Elected to Board of Directors, South Carolina Campaign to Prevent Teen Pregnancy, July 2011

Honors & Awards

- Emmy Nomination, National Academy of Television Arts & Sciences, San Francisco/Northern CA Chapter, "Project CommUNITY: Justice for All," May 2021
- Emmy Nomination, National Academy of Television Arts & Sciences, National Capitol Chesapeake Bay Chapter, "Hurricane Matthew: One Year Later," May 2018
- Winner, NABJ Salute to Excellence Award, Investigation "Police Diversity: One Year Later," August 2017
- Station Award, Edward R. Murrow, "Breaking News," April 2017
- Douglas Southall Freeman Meritorious Award, Virginia Associated Press, Investigation "Policing Mental Illness," April 2017
- Meritorious Award for Best Newscast at a Large Market Television Station, Virginia Associated Press, "Hurricane Matthew 11 p.m.," April 2017
- Winner, NABJ Salute to Excellence Award, Investigation "Police Diversity: Not Just Black and White," August 2016
- Selected as Clark Atlanta University's Office of Alumni

Relations, "Alum for the Day," May 22, 2013

- Honored with Joint Resolution from South Carolina General Assembly, May 2012
- 2nd Place Winner, South Carolina Associated Press Broadcasters Award, "Environmental Reporting," 2011
- Delivered a story in a Southeast Regional Emmy Nominated Newscast, 2008
- The Georgia Lottery Corp. and WSB-TV/Channel 2 Clark Atlanta University Scholarship Recipient, February 2004
- Inducted into Lambda Pi Eta, National Communications Honor Society, February 2003

WIS, Columbia, SC

September 2007 – September 2011

- Daily pitched and delivered enterprise stories that frequently led newscasts
- Promoted to Saturday Morning Anchor, August 2009
- Promoted to host and produce, Awareness, a weekly community affairs program, October 2008

GA Reporter/Anchor/Host/Producer

WRDW, Augusta, GA

June 2004 – September 2007

Producer

MTV—Real World, Atlanta, GA

May 2003

Casting Assistant

EDUCATION

Lasell College, Newton, MA

August 2014

Master of Science Degree in Integrated Marketing Communications

Clark Atlanta University, Atlanta, GA

May 2004

Bachelor of Arts Degree in Mass Media Arts

ACTIVITIES & COMMUNITY SERVICE

- Motivational Speaker, September 2007 – Present
- Created & facilitated the "Loving Me" Workshop for Girls, July 2010 & June 2011
- Self-Published Book of Poetry, "Straight to the Heart: Life & Love," August 2011
- Graduate, Columbia, SC FBI Citizens Academy, June 2010
- Graduate, The Poynter Institute - Producing Newscasts: The Complete Producer Seminar, December 2006

Social Media



BrandiCummings



@KCRABrandiCummings
1.6K followes



@KCRABrandi
2.5K followers



@brandicummings
2.1K followers