



# Brandi Cummings



Represented by **The NWT Group**

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## 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**

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### **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**

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- 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**

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BrandiCummings



@KCRABrandiCummings  
2.3K followers



@KCRABrandi  
2.6K followers



@brandicummings  
2.4K followers