

Lauren Coleman



Represented by The NWT Group SariPadorr@NWTgroup.com 817-987-3600

https://NWTgroup.com/client/laurencoleman

EXPERIENCE

WFMY, Greensboro, NC

July 2023 - Present

- Anchor 3 1/2 hours of morning news
- Report on Big Issues in the community
- Fill-In on the desk for all day parts
- Deliver radio news briefs
- March 2021 July 2023
- Anchor for the "4 to 5" and the 5pm newscasts
- Primary Anchor Fill-In on Evening Shows
- MMJ's 3 times a week
- Creates "My 2 Cents" segments twice a week

WHBQ-TV, Memphis, TN Morning News Anchor and Traffic Anchor December 2017 — March 2021

- Anchored the 4:30 a.m. and Midday News on Good Morning Memphis
- Produced and delivered traffic reports 5 a.m.-10.am on Good Morning Memphis •
- Assisted in writing, copy editing, researching and coordinating news programming .
 - Delivered interactive live shots for special assignments and events
 - Developed and reported franchise and sweeps stories
 - Enterprised and broke stories using contacts and sources developed in the community
 - Promoted stories on digital platforms using Facebook and Twitter
- Fill-In Anchor for 5 a.m.- 10 a.m. and 5 p.m., 6 p.m., 9 p.m., 10 p.m. newscasts

WHBQ-TV, Memphis, TN

October 2016 — December 2017

- Enterprised and broke stories using contacts and sources developed in the community
- Delivered interactive live shots, breaking news live shots and standups
- Developed and reported sweeps stories
- Promoted stories on digital platforms using Facebook and Twitter

WDAM-TV, Hattiesburg, MS

September 2015 — October 2016

- Enterprised, wrote, shot and edited stories for weekday newscasts using JVC Camera and Edius
- Delivered interactive live shots and standups
- Broke and pitched stories using contact and sources developed in the community
- Produced and anchored weekend evening newscasts

KARK-TV/KNWA-TV, Washington, D.C. **Bureau Reporter**

June 2015 - August 2015

- Enterprised, wrote, shot and edited Capital Hill stories that impact the citizens of Little Rock and Fayetteville, Arkansas using Canon XF305 Camera
- Interviewed Arkansas Senators and Arkansas Members of Congress

EDUCATION

Syracuse University, S.I. Newhouse School of Public **Communications, Syracuse, NY**

M.S. in Broadcast and Digital Journalism

University of Virginia, College of Arts and Sciences, Charlottesville, VA

B.A. in English and African American Studies

Morning Anchor

Anchor/Reporter

Reporter

Weekend Anchor/MMJ

Skills

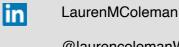
- Adobe Premiere
- Edius
- Audacitv
- Facebook, Instagram, Twitter

Awards

- 40 under 40 Most Influential African Americans in the Triad
- 3rd Place Short Light Feature, **Tennessee Associated Press Broadcasters & Media Editors** 2019
- 2nd Place Franchise Reporting, Mississippi Associated Press Broadcasters & Media Editors 2016

Social Media

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@laurencolemanWFMY 32K followers

- @LaurenColemanTV 3.1K followers
- @lauren_colemantv **O** 4K followers

August 2015