Yasmine Cowan

Represented by **The NWT Group**
DavidChristopher@NWTgroup.com 817-987-3600
https://NWTgroup.com/client/yasminecowan

Yasmine is an Emmy Nominated, relentless, fact-driven journalist and newsroom leader with a proven instinct for breaking news, enterprise reporting, and accountability journalism. She brings a sharp editorial strategy to every daily meeting, arriving prepared with market research, story intelligence, and a pipeline of exclusive pieces built to move the day's coverage forward. She knows how to use social media not just to track what people are talking about, but to find the human stories behind the headlines. Her reporting puts a face on the facts, delivers emotional impact, and gives viewers a reason to care. Yasmine doesn't simply cover the news—she competes to own the story of the day. Her goal is to produce the most memorable, high-impact piece in the newscast and help the newsroom win where it matters: with original reporting, urgency, and stories that resonate.

Social Media

@ohheyitsyaz
4.6K followers

@YasmineCowan

@YasmineAdalia
1.6K followers

Yasmine Adailia Cowan

EXPERIENCE

WOAI, San Antonio, TX — **Weekend Anchor/Reporter**
October 2026 — Present

WHP-TV CBS 21, Harrisburg, PA — **General Assignment Reporter**
July 2024 — September 2026

- Lead dayside reporter with anchor experience at the Alert desk, and Traffic Anchoring
- Fill in CBS Morning Show Anchor, Noon, 5, 6, and 10/11 PM
- Enterprise Reporter responsible for cultivating exclusive lead stories daily
- Extensive Live Breaking News experience covering multiple developing stories daily
- Working daily to produce the most memorable story in the newscast
- National Live coverage on Pennsylvania Governor Josh Shapiro's home set on fire
- Investigative/Long-form series experience for rating periods and EXCLUSIVE reports
- Daily Social Media experience: YouTube, Instagram, Facebook data mining for stories
- Community Involvement--Anchor/Host Lifestyle segment "Celebrating P.A." small businesses
- Show producer/Expanded training on ENPS and other newsroom platforms

WBAL, Baltimore, MD — **News Intern**
August 2023 — November 2023

- Assisted producer 12:00/4:00/5 & 6p.m. newscast for WBAL-TV 11 News
- Assisted newsroom reporters by setting up sources/contacts for daily stories
- Assisted reporters and meteorologists covering enterprise and human-interest stories in the field
- Supported "Hearst Gives Back" campaign events within the station to shed light on local stories, facilitated by Hearst Television, like "SECU Kindness Day" and "Baltimore Ravens CAW to Action Community Service Event"

WJLA, Washington, D.C. — **News Intern**
June 2022 — August 2022

- Wrote and published trending web stories for WJLA's top 10 news market's multiplatform digital media team
- Sorted press releases into the content bank using "INEWS" software
- Assisted in script writing for the 4:00 p.m. and 5:00 p.m. newscast

EDUCATION

University of Maryland, Philip Merrill College of Journalism
Bachelor of Arts in Broadcast Journalism, Hampton University