



LA'NITA BROOKS

JOURNALIST

EXECUTIVE PROFILE

I am an experienced passionate community driven reporter and am currently looking for my next on-air reporter role. I am a motivated journalist determined to find compelling and newsworthy stories to bring light to. Equipped with excellent written, oral, interpersonal and digital skills to bring stories to life. Also, the strong ability to handle live interviews with ease with a relatable and confident on-air presence. I am seeking to leverage additional skills and experience to contribute to high quality journalism.

RELEVANT ABILITIES

- Adobe Premiere Pro
- Avid
- ENPS
- INEWS
- AP Writing Style
- Creative News Writing
- Investigating
- Story Pitching
- Newsgathering
- Broadcast Journalism
- Video Editing & Production
- Live Event Reporting
- Social media management
- =SEO best practices

CONTACT DETAILS

Phone Number: 773-738-0228

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LinkedIn:

<https://www.linkedin.com/in/lanitabrooks1995/>

JOURNALISM EXPERIENCE

WNEM-TV 5-CBS

MMJ/ FILL IN ANCHOR | Saginaw, MI | August 2022-Present

- Conceptualize, research and develops compelling and informative stories and projects
- Films, writes and edits two stories per day
- Conduct interviews with prominent figures in politics, business, arts and community members for well-rounded perspectives
- Delivers live reports on breaking news and current events
- Responds to emergencies and breaking news
- Nurtured relationships with residents and community leaders
- Use social media tools to communicate new stories and create market buzz
- Edits stories for digital platform

NATIONAL ASSOCIATION OF BLACK JOURNALIST

Secretary | Flint, MI | April 2023-Present

President DePaul Chapter | Chicago, IL | April 2021 - June 2022

- Called and presided over meetings
- Implemented constitution and decisions made by the E Board
- Organized and moderated events
- Kept record of all meetings

ACADEMIC BACKGROUND

DEPAUL UNIVERSITY

Master of Art in Journalism | 2020- 2022

- Reported and anchored for Good Day DePaul

ILLINOIS STATE UNIVERSITY

Bachelor of Science in Fashion Merchandising | 2013 - 2017

Minors in Business Administration and Mass Media

- Cultivated and reported for our first fashion news segment on TV 10 news
- Features reporter for campus newspaper
- Member of the Students of Illinois News Broadcast Association

Sigma Gamma Rho Sorority, Inc - October 2015-Present

REFERENCES

Stephen Blair

Phone: 989-274-1345

Email: Stephen.blair@wnem.com

Rick Brown

Phone: 312-909-3578

Email: Rbrown55@depaul.edu