

# Deanna Lites

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## **PROFILE**

Deanna Lites is a Health reporter, News Reporter and Anchor who has worked for several major market and national broadcast outlets. She has received numerous awards for her reporting including 7 Emmy Award nominations, 2 American Heart Association Awards and the American Cancer Society Woman of the Year. Deanna is also a producer who can conceptualize, create, write and deliver projects through post production.

## **EXPERIENCE**

### **Health Reporter, WWJ News Radio Detroit 2014-2022**

Responsible for conducting interviews, writing, editing and anchoring health coverage for all newscasts including breaking news. Host of numerous live one-hour health specials including Virus 911 which earned a Michigan Association of Broadcasters Award. Deanna also anchored the daily feature Your Eye on Health which earned an Associated Press Award for best feature segment. Contributor to CBS News Radio.

### **Health Reporter, WHDH NBC Television Boston 2005-2009**

Anchor and Reporter for all health segments on the daily newscasts. Responsible for generating health content, research and interviews. Also, anchored breaking news. Contributing reporter for NBC News Channel, the affiliate news service for more than 200 NBC television stations nationwide.

### **Health Reporter, WMAQ NBC Television Chicago 2001-2004**

Anchor and Reporter for all health segments on the daily newscasts. Responsible for health content, research and interviews. Contributing reporter for NBC News Channel, the affiliate news service for more than 200 NBC television stations nationwide.

### **Health Reporter and General Assignment Reporter, WFOR CBS Television Miami 1997-2001**

Anchor and Reporter for all health segments on the daily newscasts. Also general assignment reporting. Responsible for generating news content, research, conducting interviews and writing. Contributor to CBS NewsPath, the affiliate news service for CBS television stations across the country.

### **Weekend Anchor and Health Reporter WEYI Clio, MI 1994-1996**

Anchor and Reporter for news and health segments. Responsibilities include generating story ideas, interviews and editing.

**EDUCATION**

Michigan State University, Bachelor of Science degree in Nutrition.

Dr. William Scholl College of Podiatric Medicine in Chicago, IL. Doctor of Podiatric Medicine

**SKILLS**

Free lance writer, producer, on-air talent including voice over work for corporations such as Pfizer, Kmart, Chrysler, Art Van Furniture and CVS.

Contributor and consultant to Detroit Public Television and contributed to AMBASSADOR, BOSTON COMMON and WOMEN'S WORLD magazines.

Frequent speaker and moderator for numerous corporate events including the Detroit Economic Club where Deanna's interviewed CEO's from major corporations including Express Scripts, The Cleveland Clinic, Blue Cross Blue Shield and The Hartford. She's also been a moderator for Go Red For Women, Michigan Diversity Council, the STEM Project with Detroit Public Television, and a speaker on women and heart disease for Ascension Michigan and Beaumont Health.