

Leslie Coons

Austin, TX
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Executive Producer, "Austin Live"

Sept. '09 - Present

Austin, TX

- Responsible for booking 30-40 segments a week for daily, lifestyle/magazine show.
- Oversee staff of roughly 7 people, consisting of on-air, editing, and shooting staff, while working in conjunction with production team to execute the hour long show M-F.
- Review and approve scripts written by reporters for insertion into show.
- Responsible for monitoring and supervising, writing and selecting show content.
- Produce the show two days a week.
- Played key role in show development.
- Continue to make sure the show fits the over all format as it was outlined and developed when the show first launched in September 2009.
- Have continued to see show growth from November to February book:
Up 100% in A 25-54, Up 50% in A 18-49, & Up 250% in M25-54

Executive Producer, CBS42 Morning News

Dec. '08 - Sept. '09

Austin, TX

- Responsible for producing daily 2 hour newscast.
- Managed staff of 20 people, consisting of on-air and production staff.
- Reviewed and approved scripts written by reporters for insertion into various newscasts.
- Was responsible for writing and selecting news content for newscast.
- Spearheaded efforts to make show more consistent on-air when it came to content, coverage, and branding.
- My daily goal was for the show to be informative, engaging, and entertaining, and to win breaking news, and severe weather coverage.

B&L Productions, Freelance Producer, Writer, Researcher

Oct. '08 - Dec. '08

Austin, TX

- Worked with local non-profits and other businesses to produce promotional videos.
- Produced videos for AIDS Services of Austin, and also the Austin Humane Society, to use as fundraising tools, as in -house videos, and on-line promotional pieces.

Austin Humane Society, Special Events Coordinator

Oct. '07 - Nov. '08

Austin, TX

KEYE - TV, CBS 42

Oct. '04 - Oct. '07

General Assignment Reporter/Fill-In Weather & News Anchor

Austin, TX

KEYE - TV, CBS 42

Dec. '03 - Oct. '04

Nightside Assignment Editor
Austin, TX

WTVF, NewsChannelFive Network

Oct. '02 - July '03

Freelance News Reporter
Nashville, TN

WZTV, FOX 17

June '02 - Sept. '02

Freelance News Reporter
Nashville, TN

WLOS - TV, ABC

Feb. '02 - May '02 Freelance News Reporter
Asheville, NC

WEVV - TV, CBS

**Sept. '98 - July '01 News-Feature Reporter/Weekend Weather Anchor/Fill-In AM
Co-Ancor**
Evansville, IN

WLUC - TV, NBC

**May '97 - Sept. '98 News-Feature One Man Band Reporter/Weekend Weather
Anchor**
Marquette, MI

WOIO/WUAB - TV, CBS/UPN

Jan. '95 - May '97 Production Assistant
Cleveland, OH

Education

Dec. '93

West Virginia University

Morgantown, WV

Bachelor of Science Degree, Emphasis in Broadcast News

Accomplishments

Was chosen by station management to write, produce, and report for 8-part series on the life of Lady Bird Johnson.

Covered the passing of former Texas Governor Ann Richards.

Spent 10 days in New Orleans, covering the aftermath of Hurricane Katrina.

Was chosen by station management to cover the one year anniversary of Hurricane Rita and the recovery efforts along the Texas and Louisiana coasts.

Consistently received competitive ratings on the weekend mornings I filled in as Anchor on our weekly magazine show.

Other

Active at station sponsored events.

Was chosen as Honorary Chair for (DAWCAS) Deaf Abused Women and Children Advocacy Services.

Volunteered at Hurricane Katrina evacuee processing center.

Training

Television News Center Anchor Training (2001)

AP/RTNDA Fall Conference at Ball State (1999)

Severe Weather Seminars, Evansville NWS (1998, 1999)

Mississippi State University- Broadcast Meteorology Program (1997-1998)

CBS News: Straight Shooters' Seminar (1998)

Merv Block Writing Seminar (1995)

Lake Effect Snow Seminars, Cleveland NWS (1995)

UCLA Multi Media Conference (1993)