



Carissa Lawson

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PROFESSIONAL SUMMARY

Enthusiastic News Anchor who is highly engaging, commanding, warm and a newsroom leader.

SKILLS

Team Edward R. Murrow Award: Best Newscast	Kappa Tau Alpha Journalism Honor Society
Emmy Nomination: Breaking News North Carolina Associated Press Award: Best Feature	National Association of Black Journalists
James Fennimore Cooper Memorial Prize for Excellence in Journalism	NJ Society of Professional Journalists: Best Newscast

WORK HISTORY

NEWS ANCHOR 02/2011 to CURRENT

News 12 New Jersey | Edison, NJ

- Anchors 4 hours of news each weekday morning.
- Shortly after employment, the station saw a significant ratings boost on weekday morning show.
- Collaborates with producers and management to develop newscasts and teases.
- Anchors extensive live, breaking news broadcasts and special coverage of major events with eye for detail and tenacious pursuit of important information.
- Hosts special shows.
- Conducts live interviews for morning show franchise segment and develops independent stories.
- Disseminates news content through social media for better engagement with audiences.

CORRESPONDENT 12/2010 to 02/2011

CBS Newspath | NYC, NY

- Collaborated with producers on assigned stories.
- Freelance reported on various news topics for CBS affiliates nationwide.
- Anchored HealthWatch for all CBS affiliates.
- Met deadlines to provide relevant information quickly.

EVENING NEWS ANCHOR/REPORTER 03/2006 to 12/2010

WLKY-TV | Louisville, KY

- Anchored weeknight 6pm news and reported for the 5pm and/or 5:30pm shows.
- Primary fill-in anchor for all evening newscasts.
- Anchored the 6pm newscast that won the team Edward R. Murrow Award for breaking news.

EVENING NEWS ANCHOR

07/2002 to 08/2003

WWAY-TV | Wilmington, NC

- Anchored evening newscasts.
- Established and maintained relationships with credible sources.
- Planned and conducted research and pitched long-form stories to promote investigative news topics.
- Began highly successful franchise series.

MORNING NEWS ANCHOR

07/2002 to 08/2003

WWAY-TV | Wilmington, NC

- Anchored morning newscasts.
- Co-Executive producer of morning show.
- Made Daily Editorial Decisions for news coverage.
- Significantly increased ratings which led to evening news anchor promotion.

NEWS ANCHOR/REPORTER

04/2001 to 07/2002

WUNC-TV | Durham, NC

- Main fill-in anchor for daily state-wide news broadcast.
- Reported and produced news stories.

GENERAL ASSIGNMENT REPORTER

11/1999 to 04/2001

WLFL-TV | Raleigh, NC

- Wrote and submitted accurate, engaging and fact-checked stories.
- Live daily coverage.
- Investigated important community issues and put together well-received reports.

EDUCATION

Bachelor of Arts | Broadcast Journalism
New York University, NYC, NY