

La'Tasha Givens

Represented by The NWT Group, 817-987-3600, DavidChristopher@theNWTgroup.com

Broadcast Experience

WXIA Freelance Reporter, Atlanta, GA **Apr 2015 – Present**

KFOR Weekend Anchor/Reporter, Oklahoma City, OK **Apr 2011 – Mar 2015**

- Extensive Breaking News experience/Live Field Correspondent/Spot News Coverage
- Enterprise reporter--cultivated multiple exclusive lead stories
- Proficient with Avid, Final Cut, Premier AVID News Pro
- Proficient with all ENG field cameras (Sony, Panasonic, JVC)

WCTV Reporter Tallahassee, FL **Dec 2008 – Mar 2011**

- Promoted from Thomasville, GA Bureau Chief
- Maintains knowledge of events, issues, and develops news content from eight counties
- Enterprises, writes, shoots, edits packages / vosots
- Proficient with Avid News Cutter, Cool Edit Pro and Avid Inews
- Set up bureau live shots
- Manage viewer calls and administrative paper work for bureau
- Responsible for basic equipment maintenance

WSB TV 2 Reporter Training Intern Atlanta, GA **Sept 2008 – Dec 2008**

- Assisted reporters in the field with interviewing witnesses, newsmakers and public officials
- Prepared, wrote and edited packages
- Assisted assignment desk with fact checking, viewer calls and organizing story leads
- Co-produced intern newscasts

Cable 24 Producer Certification Public Access Atlanta, GA **July 2008 – Sept 2008**

- Knowledge of shot composition and camera movement
- Manage audio, technical, and floor direction during shows
- Create storyboard and graphics to enhance show quality
- Demonstrated studio directing and set management ability

Freelance Writer, Host & Public Relations Atlanta, GA

Writer

Apr 2004 – Dec 2008

- Basic Magazine- national entertainment magazine
- Created, edited, and designed proposals to General Motors for the purchase of dealerships
- Assisted Marketing Director with company newsletters, brochures and media kits
- Wrote press releases and donation letters to initiate corporate sponsorship

Event Host / Moderator

Summer 2008

- Host, Summer Music Fest 08 at Green Briar Mall
- Moderator, Curtains, Coffee and Conversation w/ Director

Education

- Graduate, Connecticut School of Radio & Television Broadcasting, 2008
- Bachelor of Science, Public Relations, Eastern Michigan University, 2002