

Lauren Matter

Represented by The NWT Group, 817.987.3600, NancyShafran@theNWTgroup.com

BROADCAST EXPERIENCE

Anchor, KAMC-TV (ABC) Lubbock, Texas

September 2014-Present

- Anchor weekday 5, 6 and 10PM newscasts
- Facilitate reporters, producers and interns when adding content to newscasts
- Proofread scripts and check video before going on air
- Report weekly health franchise
- Help during afternoon editorial meetings in adding story ideas and helping in story selection
- Coordinate resources during breaking news events
- Maintain relationships with viewers through daily Facebook, Twitter conversations
- Emcee community events at least once a month

Anchor/Reporter, KSPR-TV (ABC) Springfield, Missouri

May 2011-August 2014

- Anchored morning newscasts including extensive breaking news and wall-to-wall coverage
- Promoted to morning anchor 6 months after hire date
- Main contributor to ratings increase; morning newscast jumped from #3 to #2 in market
- Reported and turned numerous stories working with tough deadlines live in the field
- Produced content for KSPR.com including updates on Twitter/Facebook
- Primary fill-in main anchor

Anchor/Reporter, WTVW-TV (FOX) Evansville, Indiana

September 2008-May 2011

- Main anchor-*AM Evansville*, only 3-hour morning newscast in market
- Managing editor during the morning shift
- Extensive experience with breaking news at anchor desk
- Conducted 5-6 live interviews during morning news, covering various topics
- Main anchor/producer-*FOX 7 News at Noon*

Anchor/Reporter/Multi-Media Journalist, KTAB-TV (CBS) Abilene, Texas

August 2006-August 2008

- Anchor/producer for #1 weekend newscast in market
- Promoted to weekend anchor one month after hire date
- General assignment reporter covering hard news, top stories and breaking news live in the field and in-studio
- Worked with numerous contacts and sources to enterprise and break stories
- Primary fill-in anchor for 5, 6 and 10 pm newscasts

AWARDS

Nominated for Springfield Business Journal's '40 under 40' 2013 edition

Kansas City Press Club:

2014 - Honorary Mention, TV Large Market, Best Newscast, "KSPR News This Morning"

Honorary Mention, TV Large Market, Graphics, "Ozarks Flooding"

2013 - Bronze Award, TV Large Market, Profile, "Lage Grisby"

2012 - Bronze Award, TV Large Market, General Reporting, "Teen Meets His Hero"

COMMUNITY INVOLVEMENT:

Volunteer for a number of organizations in Lubbock including Make-A-Wish, Meals on Wheels, American Heart Association, High Point Village-September 2014-Present

- Board Member – Regional Girls Shelter: June 2012-September 2014
- Big Sister- Big Brothers Big Sisters of the Ozarks: September 2012-September 2014
- Board Member-March of Dimes: 2008-2011
- Marketing Committee-Red Cross of Southwestern Indiana: 2009-2011
- Media Co-Chair-West Texas Sports/Fitness Expo: 2007-2008

SKILLS

ENPS, Avid iNEWS/ NewsCutter, Grassvalley, linear BETA editing, Premiere editing system, Final Cut Pro, Microsoft Office, Twitter, Facebook, Teleprompter

EDUCATION

University of Colorado at Boulder, Boulder, Colorado

August 2002-May 2006

B.S. with Honors in Broadcast News,*School of Journalism and Mass Communication*

B.A. Studio Arts, *College of Arts and Sciences*