



Lara Greenberg

Represented by **The NWT Group**

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817-987-3600

<https://NWTgroup.com/client/laragreenberg>

EXPERIENCE

Murrow and Emmy Award-winning anchor, investigative reporter and storyteller with 10+ years of experience. Versatile enterprising journalist with proven skills in computer-assisted reporting, strong social media engagement, and ability to connect with viewers.

Awards

2019

Suncoast Regional Emmy Nomination — News Special

2018

Mid-Atlantic Regional Emmy Nomination — Outstanding Writer, News/Commentary/Short Film

2017

- Regional Edward R. Murrow Award — Feature Reporting
- Emmy Award — Special Projects Reporting
- Pennsylvania Association of Broadcasters Award — Outstanding Television Feature Story/Report/Series

2016

- Pennsylvania AP Awards for Best Series and for Best Feature
- Sigma Delta Chi Award — Feature Reporting, Large Market
- Mid-Atlantic Regional Emmy Award — Health News Single Story or Series

2012

Syracuse Press Club Award for spot news coverage

Social Media

@LaraGreenbergTV

/laragreenbergtv

@LaraGreenbergTV

WOFL, Orlando, Fla.

Anchor/Special Projects Reporter

2018 – Present

- Special projects/investigative reporter/field anchor.
- Extensive live breaking news experience.
- Primary fill-in anchor for “Good Day Orlando,” and for newscasts at 5, 6, 10, and 11 p.m. and weekends.
- Lead night side reporter.

WHP, Harrisburg, Penn.

Anchor/Special Projects Reporter

2014 – 2018

- Primary anchor of 5, 6, 10, and 11 p.m. weekday newscasts.
- TSRs for all rating periods.
- Field anchor; extensive live breaking news experience.
- Weekend anchor; reporter/fill-in anchor.

WNEP, Wilkes Barre-Scranton, Penn.

Anchor/Reporter

2012 – 2014

- Lead reporter; enterprise reporter.
- Fill-in anchor on weekend newscasts.
- Luzerne County bureau chief.
- Extensive breaking news experience.

YNN, Corning, NY

MMJ Reporter

2010 – 2012

- General assignment reporter; enterprise reporter.
- TSRs for rating periods.

While in college at Syracuse University

YNN, Syracuse, NY

News Intern

WPIX, New York, NY

Creative Services Intern

Z100 Elvis Duran & The Morning Show

Intern

EDUCATION

Syracuse University,

S.I. Newhouse School of Public Communications

2010

Bachelor of Science degree in Broadcast Journalism; minor in Spanish

SKILLS

- Conversational in Spanish
- ENPS, OPUS, Dalet, Sony EX3, Panasonic P2
- Final Cut Pro, Avid Newscutter, TONS, Edius
- Twitter, Facebook, Tumblr, Instagram, LinkedIn, Wordpress, Blogspot

AFFILIATIONS & ACTIVITIES

- IRE
- Walk to End Alzheimer’s, marketing chair
- 200-hour certified yoga instructor