

# LAURA J. EVANS

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## PROFESSIONAL SUMMARY

I am a Peabody, Scripps, Murrow and Emmy Award winning journalist with 23 years of experience in 6 markets (including Arizona), 5 states, 1 Canadian province and three countries. I have proven skills in leading news teams with empathy in large U.S. markets and overseeing editorial direction of the newsroom while excelling in breaking news, promoting newsroom innovation, growing OTT content, building a digital first environment and mentoring and developing talent. I have excellent communication, multitasking and problem-solving abilities with an analytical, approachable and adaptable outlook. I also just completed my Master of Science in Digital Audience Strategy from the Walter Cronkite School of Journalism at ASU.

## EDUCATION

- M.S. Digital Audience Strategy: ASU Walter Cronkite School of Journalism
- B.A. Media Management: University of Colorado
- 2-year International Student: University of Würzburg, Germany
- Currently completing Diversity and Inclusion Certification from Cornell University

## WORK HISTORY

### **TEGNA: KING 5 News: Seattle, WA**

#### **Interim News Director / 2021-present**

- Leading the newsroom in a period of intense change after both the GM and News Director stepped down
- Developed short term and long-term DEI strategy for entire station focused on content and recruitment
- Negotiated contracts for top on-air talent, managers, producers assignment editors and meteorologists

#### **Assistant News Director / 2019-2021**

- Lead the newsroom in executing station's Stand for Truth brand
- Provide strategic direction for 11 hours of daily news coverage by leading editorial meetings, breaking news coverage, special projects, investigative reporting and special event coverage for all media platforms, including creating content for OTT channels

- Used market data to take last placed 6:30p and 11p newscasts to #1 in less than a year
- Increased ratings year-to-year for 4pm and 5pm newscasts by overseeing reformatting and major talent transitions - the 5pm growing 125% year-to-year in August alone
- Supervise all special projects and year-round TSR content including news specials, Facing Race team, Investigator team, Climate Change team, Verify team, election coverage and Olympic coverage
- Use social media, UGC and digital tools to research, discover and distribute content (including Tagboard, Chartbeat, Near Me and Zipwhip)
- Supervise all reporters, assignment editors and meteorologists
- Recruit, develop and retain a diverse, top-notch journalism team
- Teach, coach and mentor the entire newsroom in best practices for writing and producing content with a Stand for Truth focus
- Producer-In-Residence mentor (training new producers across TEGNA to fill crucial roles)
- Interact with all department heads in a mutual effort to achieve station goals and extend our brand
- Develop and implement workflows that deliver content 24/7 across current and future platforms with storytelling that is optimized for every screen
- Collaborate with content leaders across TEGNA to maximize content sharing and to leverage innovation and best practices among stations

#### **Executive Producer / 2017- 2019**

- Oversaw 30 employees including anchors, reporters, producers, writers, assignment editors, video editors, videographers and directors
- Overhauled 4 1/2-hour morning newscast to become #1 rated newscast at KING and #1 rated newscast in the entire Seattle market
- Developed new KING 5 Mornings marketing campaign working with Creative and Digital Departments: #K5ImUp
- Oversaw launch of info-graphic and data journalism team
- FAA certified for sUAS

#### **Bell Media: CTV News: Vancouver, BC, Canada**

##### **Producer / 2014-2017**

- Oversaw creative vision for 5 & 6pm newscasts increasing ratings in both
- Primary backfill for Managing Editor
- Built strong relationships with radio, sales, production and design departments as well as partnering agencies BBC, CNN, ABC, NBC, Canadian Press, Vancouver Sun and The Province
- Oversaw BC's May 2017 Provincial Election (6 ½ hours of live television coverage with 14 live remotes across Canada)

#### **Tribune Media: KTXL-TV: Sacramento, CA**

##### **Executive Producer / 2011-2014**

- Senior manager overseeing promotion, storytelling and graphic design of all dayside and evening newscasts

- Increased 10pm ratings to #1; 5:30pm ratings from #4 to #2; and newly launched 6pm exceeding projections at #2 in just one year
- Led creative development of long-term communications strategy of entire newsroom
- Co-designed new KTXL newsroom & set: developed style guides and overall newscast integration
- Launched KTXL's News at 6pm: developed entire concept, hiring, training and graphic design
- Negotiated hiring contracts, provided guidance and coaching to all direct reports
- Oversaw web content, community outreach and social media coverage via Google+ chats

**Fisher Communications: KOMO-TV: Seattle, WA**

**Senior Producer / 2004-2011**

- Managed content for the morning, 5pm, 6pm newscasts
- Active leader participating in daily news selection, policy and branding meetings

**Hearst: KOAT: Albuquerque, NM**

Producer / 2001-2004

**Quincy Media: KVOA: Tucson, AZ**

Assignment Editor 2000-2001

**Pikes Peak Television: KRDO: Colorado Springs, CO**

Producer / 2000

CERTIFICATIONS

- sUAS Pilot Certification
- Google Ads Certification
- Google Analytics IQ Certification
- PADI Rescue SCUBA Diver

AWARDS

- Scripps Award 2020: Facing Race (KING 5)
- Peabody Award 2020: Facing Race (KING 5)
- Murrow Award 2020: Overall Station Excellence (KING 5)
- Emmy Award Winner: Best Morning/Daytime Newscast 2019 (KING 5)
- Emmy Award Winner: Best Morning/Daytime Newscast 2018 (KING 5)
- Emmy Award Winner: Breaking News 2017 (KING 5)
- Emmy Award Winner: Best Morning/Daytime Newscast 2010 (KOMO)

Nominated for 12+ other Emmy Awards including:

- Best Producer

- Best Writer
- Best Newscast
  
- SPJ Best Newscast Winner 2004, 2006, 2008, 2011

LANGUAGES

- English & German