

Laura Evans Baines

I am a Peabody, Murrow, Scripps and Emmy Award winning journalist and video production specialist with 23 years of experience in 6 markets, 5 states, 1 Canadian province and three countries.

I have proven skills in leading teams with empathy in large U.S. markets and overseeing editorial direction of the newsroom while excelling in original content creation, marketing, 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 have a Master of Science in Digital Audience Strategy from the Walter Cronkite School of Journalism at ASU and am working towards my Doctorate in Business Administration from CityU of Seattle. I am also a certified sUAS drone pilot.

EXPERIENCE

WHIO-TV, Dayton, OH - News Director

November 2021 - present

- Leading the newsroom for the #1 CBS affiliate in the U.S.
- Provide strategic direction for 31 hours of on-air news coverage a week and 24/7 cover on all digital/OTT platforms
- Oversaw launch of 3 24/7 live-streaming platforms; 24/7 weather, 24/7 breaking news and 24/7 news streaming
- Supervised all special projects and year-round TSR content including news specials, investigative stories, election coverage, March Madness & the Cincinnati Bengals Super Bowl coverage
- Work closely with Magid research team to coach staff & boost station/newscast performance
- Supervised news team of 60 employees
- Recruit and coach diverse, top-notch journalists
- Interacted with all department heads in a mutual effort to achieve station goals and extend our brand
- Collaborate with content leaders across CMG to be bold and innovate

KING 5 News, Seattle — Interim News Director

March 2021 - July 2021

- Led the newsroom in a period of intense change when the News Director and General Manager both stepped away at the same time

KING 5 News, Seattle — Assistant News Director

July 2019 - March 2021

- Led the newsroom in executing station's Stand for Truth brand

CONTACT

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TRAINING

Kneeland Project 2022

Empower 10-Month Women's Leadership Cohort (ongoing): Dayton Area Chamber of Commerce

SKILLS

Leadership

Marketing

Publishing

Media Relations

Video & Digital Content

Project Management

AWARDS

Peabody Award 2020:
Facing Race (KING 5)

Scripps Award 2020: Facing Race (KING 5)

Regional Murrow Award:
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:

- Provided 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, 7p 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
- Supervised all special projects and year-round TSR content including news specials, investigative stories, election coverage and Olympic coverage
- Used social media, UGC and digital tools to research, discover and distribute content (including Tagboard, Chartbeat, Near Me and Zipwhip)
- Supervised all reporters, assignment editors and meteorologists (28 direct reports).
- Recruited, developed and retained a diverse, top-notch journalists
- Taught, coached and mentored the newsroom in best practices for writing and producing content
- Producer-In-Residence mentor (training new producers across TEGNA to fill crucial roles)
- Interacted with all department heads in a mutual effort to achieve station goals and extend our brand
- Developed and implement workflows that deliver content 24/7 across current and future platforms with storytelling that is optimized for every screen
- Collaborated with content leaders across TEGNA to maximize content sharing and to leverage innovation and best practices among stations

KING 5 News, Seattle — Executive Producer

September 2017- July 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

CTV News, Vancouver, B.C. — Senior 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,

Breaking News 2017 (KING 5)

Emmy Award Winner: Best Morning/Daytime Newscast 2010 (KOMO)

Nominated for 13+ other Emmy Awards including:

- Best Producer
- Best Writer
- Best Newscast

SPJ Best Newscast Winner 2004, 2006, 2008, 2011

LANGUAGES

English, German

VOLUNTEERING

OAB Ohio Association of Broadcasters:
Gubernatorial & Senator primary debate volunteer
May 2022

NATAS Northwest Student Engagement Committee
2021-present

Seattle City Club: Mayoral Debate Coordinator
2021-present

SPJ Northwest Chapter Board Treasurer:
2006-2008

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)

KTXL-TV, Sacramento, CA — Executive Producer

2011 - 2014

- Second in command of the newsroom 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

EDUCATION

City U of Seattle — Doctorate in Business Administration

2021 - ongoing

- Learning integrated leadership theories, business models, and ethical principles for improved operational performance.
- Formulating business strategies that guide organizations to change and adapt to emerging global challenges.
- Learning how to improve cultural competency, equity, diversity, and inclusion through leadership, governance, and policy.
- Learning how to establish technology-oriented, project-based initiatives that transform organizations.

ASU, Walter Cronkite School of Journalism — M.S. Digital Audience Strategy

2019 - 2021

- Specialized in developing tactics to grow audiences through audience-first digital content while leveraging search engine optimization (SEO), search engine marketing (SEM), audience research, and paid and organic social media campaigns
- Specialized in media ethics, media law and entrepreneurship, consumer privacy, digital data security, data science as well as leadership and management

University of Colorado — B.A. Communications

1994 - 1998

CERTIFICATIONS

- ECornell Certification - Diversity and Inclusion for HR
- sUAS Pilot Certification
- Google Ads Certification
- Google Analytics IQ Certification
- PADI Rescue SCUBA Diver