

Lisa Hutson

Louisville Metropolitan Area



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Summary

Emmy Award winning news anchor with 10 years of newsroom experience in multiple roles as a anchor, reporter, photographer, editor & producer.

A talented and skilled communicator with a passion to educate, inform and inspire through the power of public speaking & visual storytelling.

Experience



Evening News Anchor

WHAS-TV

Jan 2018 - Mar 2020 (2 years 3 months)

Anchor evening newscasts 5 & 11PM)nightly

Field Anchored special show coverage (Kentucky Derby, President Donald Trump visit to Louisville) and breaking news coverage (Kentucky Pipeline Explosion)

Led producers, reporters and photographers in writing, crafting and presenting show content to ensure accurate, sourced information for all broadcasts.

Gathered and produced multiple news stories as a solo Multimedia Journalist (Videographer/Reporter/Editor)

First local news journalist to embed with the Kentucky Army National Guard during disaster relief efforts resulting in Emmy award winning news special "Call to Duty: Hurricane Florence" and a strong mutual relationship of trust & integrity between the military and the media.

Represented station through various community and non-profit events building trust and engagement with viewers & the general public such as:

WHAS Crusade for Children

WHAS/LG&E Educator Excel Award

Honor Flight Bluegrass Chapter

Paws with Purpose

American Heart Association

Susan G. Komen Race for the Cure

Kentucky National Guard



Morning News Anchor

KCEN

Sep 2015 - Jan 2018 (2 years 5 months)

Anchored morning news program "Texas Today" 5am-7am daily.

Led producers, photographers, reporters and editors in daily content selection to ensure accuracy & positive show structure.

Created "Heart of Central Texas" franchise with a focus on inspirational and impactful community stories - solo produced as a Multimedia Journalist (Videographer/Reporter/Editor)

Conceptualized and solo produced "Military Mom Makeover" Mother's Day series by gathering donations & support from local small businesses.

Station representative and advocate for various community & non-profit events including:

Humane Society of Central Texas
Susan G. Komen Race for the Cure
American Heart Association
Fort Hood 4th of July Military Parade
Camo Santa Christmas Toy Drive benefiting military children



Multimedia Journalist

FOX19 WXIX

Dec 2013 - Aug 2015 (1 year 9 months)

Pitched and produced general assignment local news content as a solo multimedia journalist (videographer/reporter/editor)

Drove breaking news coverage from the scene with real-time social media updates and live reporting including the capture of convicted ISIS terrorist Christopher Cornell, Black Lives Matter protest, etc.

Investigated and exposed a law enforcement cover-up in the death of a county inmate.

Solo Produced "Finding Home" special feature documenting a young family's struggle through homelessness resulting in major financial donations to local shelters.

Solo Produced "Saving Bella" exploring the question of pets as property in last wills and testaments that resulted in national news coverage and a community effort to save a German Shepherd from euthanasia.



Multimedia Journalist

THV11

Dec 2010 - Dec 2013 (3 years 1 month)

Pitched and produced general assignment news content on daily deadline as a multimedia journalist (videographer/reporter/editor)

Drove breaking news coverage during multiple disasters from the scene with real-time social media updates and live reporting. (ex. Vilonia Tornado 2011, Ola Wildfire 2013, Mayflower Oil Spill 2013, etc.)

Investigated and reported various crime and human impact stories including a backlog of rape kits at the local children's hospital,

Solo Produced "Life After War" a series of stories exposing flaws in the mental health care system for returning Iraq & Afghanistan soldiers.

Solo Produced "Cost of Freedom" following a family's journey through military deployment.

Solo Anchored weekend newscasts on a fill-in basis.



Sales Executive

Searcy Radio Group

May 2010 - Dec 2010 (8 months)

Built community relationships with various local businesses resulting in paid advertising contracts.

Developed marketing strategies & drove creative production of radio commercials, PSAs, etc.

Assisted production of live radio broadcasts daily.



Production Assistant

Crain Media

Sep 2003 - May 2007 (3 years 9 months)

Photographer/Editor of multiple high school sporting events including football, basketball, baseball and soccer.

Assisted in the writing and production of "TV3 News" a daily 5:30 community news broadcast daily.

Assisted radio professionals in board operation, commercial tracking, etc.

Led janitorial duties for the station building after business hours daily.

Education



Searcy High School

High School Diploma

2002 - 2006

KLTV News Director 2004-2006

Led student-run staff in the production of bi-weekly in-depth news program "In Focus" focusing on social issues including abortion, adoption and eating disorders



Southwestern Assemblies of God University

Counseling/Marriage and Family Therapy

2007 - 2010

Volunteered in 3-week missionary effort to relieve hunger and poverty in Swaziland Africa

Performed live as a member of traveling evangelical theater production team "Dramatic Pause"



Harding University

2006 - 2007

Licenses & Certifications



Broadcast Journalist of the Year - Arkansas Scholastic Press Association

Honors & Awards



Employee of the Month - KCEN

Honored for my community work in a solo production Mother's Day project "Military Mom Makeover"



Broadcast Journalist of the Year - Arkansas Scholastic Press Association

An honor bestowed upon the best high school journalist in the state

AP News Documentary - The Associated Press

Call to Duty: Hurricane Florence

2nd Place



News Special - Academy of Television Arts & Sciences

Call to Duty: Hurricane Florence

An hour long news special detailing the Kentucky Army National Guard's aide and response to North Carolina in the aftermath of Hurricane Florence

Skills

News Writing • Public Speaking • Public Relations • Online Journalism • Broadcast Journalism • Video Production • Digital Media • Social Media • Radio Host • Project Management