

# Shauna Sanford

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## PROFILE

A personable anchor and reporter who is strong on the desk and skilled at live shots. Experienced in developing enterprising stories as well as in-depth special reporting. Adept at organization, adhering to deadlines, accomplishing multiple responsibilities, and learning new skills.

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## EXPERIENCE

- 2008-Present      **Louisiana Public Television (LPB)**
- Co-produce and co-anchor Louisiana: The State We're In (*It's an award winning public affairs program that covers the politics, people, places and cultures that are unique to Louisiana. It's also one of the longest running public affairs programs in the country.*)
  - Guest host of Louisiana Public Square (*It's a one hour audience driven show that delves into various topics that affect residents statewide.*)
  - Oversee coverage of the Louisiana Legislature.
  - Supervise reporters for two grants by the CPB (Corporation for Public Broadcasting)
    1. The Southern Ed Desk grant delves into K-12 and higher education issues.
    2. Gulf Watch focused on the aftermath of the 2010 Gulf Oil Spill.
- 2006-2008      **Louisiana Department of Education (The Recovery School District)**  
**Office of Communications – Project Advisor**
- Wrote speeches and press releases
  - Planned press conferences
  - Handled questions from various media outlets
  - Produced bi-weekly newsletter
- 2003 – 2006      **WWL – TV (CBS), New Orleans, Louisiana**  
**Anchor ~ Reporter**
- Extensive, live reporting, breaking news, hard news and features.
  - Anchored 7 weekend newscasts.
  - Ongoing anchoring and reporting during Hurricanes Katrina and Rita.
- November 2004      **Cox Cable, New Orleans, Louisiana**  
**Host**
- Hosted an hour long, live show about how children are influenced by television. Guests included a panel of experts as well as a studio audience. The program was viewed nationwide.
- 2000 – 2003      **WAFB – TV (CBS), Baton Rouge, Louisiana**  
**General Assignment Reporter ~ Fill in Anchor ~ Producer**
- Lead reporter in search for South Louisiana Serial Killer.
  - Fill in anchoring.
  - Daily live shots for 5 p.m. and 6 p.m. newscasts.
  - Produced 12 p.m. newscast.
- 1997 -2000      **WJBO Radio, Baton Rouge, Louisiana**  
**Anchor ~ Reporter ~ News Director**
- Anchored and reported for daily newscasts.

- Supervised news content and coverage.

1993 -1997

**Citywide Communications**, Baton Rouge, Louisiana

**Host ~ Producer**

- Produced and hosted daily, call-in talk show with local, political and celebrity guests.
- Hosted weekly business call-in show. Guests included local financial experts.

1993 – 1997

**Shadow Traffic**, Baton Rouge, Louisiana

**Traffic Reporter**

## **EDUCATION**

BS, Zoology, Cum Laude, 1993

Howard University – Washington, D.C.