

Laurie Patton Glasson

SPRINGFIELD, MO
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EXPERIENCE

KOLR (CBS) 2/12-Present

TELEVISION REPORTER (LEGAL, INVESTIGATIVE, CRIMINAL) SPRINGFIELD, MO

- Enterprise and pitch lead news story ideas daily, accomplished on daily deadline
- More than a decade of experience covering MO courts and multiple death penalty cases
- iNews (currently using daily) and ENPS proficient
- Write and edit long and short form stories for broadcast
- Execute daily live shots out in the field and on-set
- Dynamic live breaking news presence
- Effectively use social media (Twitter, Facebook) to disseminate stories across various platforms during breaking news and to gather news (Google Voice, Skype etc)
- Cultivate and work with hundreds of contacts within the community.
- Juggle daily tasks as well as long term investigative projects
- More than a decade of experience covering MO courts and multiple death penalty cases
- Saturday Assignment Editor and Web Editor (2/12-4/13)
- Mentor younger reporters and interns. Established "Reporter's Club" to help younger reporters learn how to dig deeper, write better and work effectively.

THE LIFE STORY COMPANY 9/10-2/12

Owner SPRINGFIELD, MO

- Coordinated and produced video documentaries for corporations and individuals
- Helped individuals and organizations cull through mountains of information to determine focus to achieve most impactful and dynamic story telling.
- Shot, wrote, produced and edited dozens of projects as well as handling the hire and coordination of freelance shooters and editors for larger projects
- Clients included dozens of individuals, Peabody Energy (Leaders in Education Program), The Discovery Center and Lost and Found
- Use social media (YouTube, Twitter, Facebook) to disseminate product, help clients with their campaigns

U.S. DEPARTMENT OF COMMERCE-BUREAU OF THE CENSUS 12/08-9/10

SENIOR PARTNERSHIP SPECIALIST-TEAM LEAD SPRINGFIELD, MO

- Responsible for marketing the 2010 census
- Team Leader for the Springfield-Columbia team of Partnership Specialists and Assistants. Managed, supervised and scheduled eight people covering 36 counties
- Worked as the primary liaison for the State of Missouri Complete Count Committee

- Identified and formed partnerships with key community leaders committed to the economic and social development of their communities through a complete census count
- Educated and engaged those community leaders, community members and the media about the importance of the census to critical funding that comes in to their community
- Helped individual communities develop specially-tailored volunteer committees and strategies to ensure their census count was inclusive and reached out to the public at large and targets the demographics least likely to complete their census survey
- Secured donation of space, time and materials from hundreds of partner organizations in promotion of participation in the 2010 census
- Wrote press releases and aggressively followed up with media agencies to ensure their presence at press conferences, including major St. Louis press conferences/events involving the Director of the Census

COXHEALTH FOUNDATION 9/06-12/08

DIRECTOR OF EDUCATIONAL ADVANCEMENT SPRINGFIELD, MO

- Coordinated an event that drew alumni from around the country and hundreds of people from the community to raise \$40,000 for the Cox College of nursing and health sciences
- Raised the profile of the college by providing media with newsworthy, timely events linked to the hospital and the college
- Coordinated mail and one-on-one campaigns that introduced new programs and raised an additional \$50,000

KYTV (NBC) 9/98-9/06

TELEVISION REPORTER (LEGAL, INVESTIGATIVE, CRIMINAL) SPRINGFIELD, MO

- Enterprised lead news story ideas daily, accomplished on daily deadline
- Cultivated and worked with hundreds of contacts within the community
- Juggled daily tasks as well as long term investigative projects
- Investigative and political reporting, including AdWatch to test validity of political ads and claims
- Daily live shots on location or on set

KTVO (ABC) 10/96-9/98

TELEVISION REPORTER KIRKSVILLE, MO

- Live shots on location and on set
- Shot, wrote and edited daily packages and enterprised story ideas

EDUCATION

THE UNIVERSITY OF KANSAS 1996

BACHELOR OF SCIENCE IN JOURNALISM-BROADCAST NEWS LAWRENCE, KS

ST. LOUIS UNIVERSITY-MADRID 1/95-12/95

BILINGUAL PROGRAM MADRID, SPAIN

NPPA WORKSHOP 2001

NORMAN, OK

UNIVERSITY OF MISSOURI 2005

COMPUTER ASSISTED REPORTING WORKSHOP COLUMBIA, MO

AWARDS

GOLD ADDY® AWARD, PUBLIC SERVICE	SPRINGFIELD AD CLUB	2008
EMMY AWARD (PSA) TROOPER SAFETY	NATAS MID-AMERICA EMMYS	2006
National EDWARD R. MURROW AWARD-SPOT NEWS	RTNDA	2003
FIRST PLACE-SPOT NEWS	Mo Broadcaster Awards	2000
FIRST PLACE-LEAD STORY, BEST NEWSCAST	MO Broadcaster Awards	2000
CERTIFICATE OF MERIT, INVESTIGATION	MISSOURI BROADCASTER AWARDS	2000