

## PROFILE

Currently I am the evening anchor at the FOX affiliate in Mobile, AL. With over 10 years working in television, I have grown into a seasoned on-air personality. Some ma-

jor news events that I have covered include, the tornado outbreak in northern Alabama, the BP Oil Spill and Hurricanes Ike and Gustav. Throughout my career, I have been afforded opportunities to work in television markets in Ohio, Michigan, and North Carolina. All along the way, I have been continually recognized for my ability to connect with viewers. My genuine passion for storytelling and for empowering my community is reflected both on-air and in various community outreach events.

## EXPERIENCE

Primary News Anchor, WALA-TV/Fox10News, Mobile, AL 2008-Present

Anchor 5 and 9 p.m. newscasts daily, including live news coverage

Develop stories on the latest technology news and produce Daily Dot Com reports

Integrate social media sites, like Facebook and Twitter, to engage viewers into interactive newscast

Maintain blog and post stories to station website Deliver radio news updates for FM Talk 1065

News Anchor, WBTV, Charlotte, NC 2005-2008

Anchored morning and noon newscasts daily

Produced lifestyle packages for evening newscasts

Covered two-minute news briefs during network breaks

News Anchor / Health Reporter, Saginaw, MI 2002-2005

Anchored and produced two-hour morning newscast

Reported live from the field, studio and newsroom on breaking and developing stories  
Edited packages and vo-sots for both television and radio broadcast

MeTV Superstar Host, Detroit, MI 2000-2002

Co-hosted one-hour primetime special

Interviewed and entertained guests as they appeared on the program  
Furnished resources and ideas for future events

General Assignment Reporter, Youngstown, OH 2000-2001

Covered breaking news events

Scheduled, researched and determined shooting locations for assignments

Wrote, pieced story elements together and oversaw final production for all packages

## EDUCATION

2013-Present

Quinnipiac University

Master of Science (MS), Interactive Media

1999-2000

Michigan State University

Bachelor of Arts and Science; Journalism major and Spanish minor

1996-1998

Oakland County Community College

Associates of Liberal Arts

Lenise Ligon

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[Lenise.Ligon@gmail.com](mailto:Lenise.Ligon@gmail.com)

1995-1996

Universidad de Autonoma de Guadalajara Obtained Certificate in Spanish Studies

## ACHIEVEMENTS

Professional Development: Digital Journalism, The Art of a Live Shot, News Anchoring “Connecting with the

Viewers,” Makeup and Wardrobe “Creating a Winning Look.”

Overseas Training: International News Reporting in the British Isles; Studied at the Reuters Foundation and BBC.

Most Outstanding Student Certificate from Michigan State University

Certificate of Appreciation from the City of Saginaw

Awarded Key to the City of Lenoir, NC