

# RACHEL LAKE

Anchor/Reporter

racheljlake@gmail.com

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## NEWS EXPERIENCE

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CBS, WSBT-TV - South Bend, IN October 2012-Present  
Multi-Media Journalist

- Pitch enterprise story ideas
- Shoot, write and edit stories for evening newscasts
- Report live on breaking news
- Work with photographers to execute demonstrative stand-ups
- Use social media to interact with and update audience
- Research and follow up on stories that impact viewers
- Develop contacts within local government to get the lead on stories

NBC/CBS, KVLV-TV - Fargo, ND May 2012-Oct. 2012  
Producer/Fill-In Anchor/Reporter

- Produced "6:30 Point of View," a political show
- Wrote stories and edited video
- Set up interviews and researched story ideas
- Used social media to get viewer feedback on local and national issues
- Filled in as weekend anchor and dayside reporter

ABC, WDAY-TV - Fargo, ND Oct. 2011-May 2012  
Anchor/Reporter

- Anchored 5pm newscasts five days a week
- Collaborated with photographers to tell compelling stories
- Turned packages and vo/sots on different stories every day
- Delivered live reports for 6pm newscasts
- Enterprised story ideas by establishing contacts within community

NBC, KHAS-TV - Hastings, NE Sept. 2009-Oct. 2011  
Weekend Anchor and Producer/Reporter

- Shot, wrote and edited packages three days a week for 5pm and 6pm shows
- Wrote scripts, edited video and anchored weekend 11pm shows
- Covered breaking news throughout the week
- Assigned stories to reporters on weekends
- Posted stories online and used social media to keep audience updated

- WDNN-TV - Dalton, GA Feb. 2008-Sept. 2009  
Interim News Director
- Co-anchored and produced newscasts five days a week
  - Shot, wrote and edited packages and vo/sots every day
  - Assigned stories to reporters
  - Edited scripts and organized rundowns
- PBS, WYIN-TV - Merrillville, IN March 2007-Oct. 2007  
Intern
- Obtained shooting and linear editing experience
  - Wrote scripts and job shadowed reporters
  - Made beat calls
- NBC, WNDU-TV - South Bend, IN June 2006-Aug. 2006  
Intern
- Learned non-linear editing
  - Went out on stories with reporters and photographers
- Northwest Indiana Times - Munster, IN April 2007-May 2008  
Freelance Writer
- Senior Life - Milford, IN Sept. 2007-Feb. 2008  
Freelance Writer
- The Chronicle - Valparaiso, IN March 2007-Dec. 2007  
Freelance Writer
- Post-Tribune - Valparaiso, IN June 2005-Aug. 2005  
Freelance Writer
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## **TECHNICAL SKILLS**

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- Cameras
  - JVC Pro HD, Sony XC CAM and Panasonic P2 Digital
- Editing Systems
  - Edius Pro 6.5, Vegas Pro 11, Final Cut Pro, VT Proxy Editor, Avid Newscutter and Grass Valley News Edit
- Newsroom Systems
  - ENPS, NewsKing and Avid iNEWS

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## RECOGNITION

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NE Broadcasters Assoc. Bronze Award 2010

- “Building Up Downtown” Sweeps

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## EDUCATION

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Poynter News University June 2014

- Taking Online Classes
  - The Powerful Writer: A Poynter Broadcast
  - Write Tight: How to Cut Wasted Words and Write to Your Video

Manchester College Dec. 2006

- Bachelor of Arts in Communications, Spanish and Journalism Minor