

# Asha Blake

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## PROFESSIONAL SUMMARY

Nationally known former Network News Anchor with 15+ years television news broadcast experience. Five-time Emmy Award winner experienced in breaking news, investigative reporting, indepth interviews and on set team work. Skilled in live field reporting, live on set anchoring, hard news reporting and writing, morning or evening show news anchoring, television special producing and show creation and development

## WORK EXPERIENCE

Syndicated show - “America Now” Los Angeles, CA May 2013-present  
National Correspondent

- Develop and report on hard news “stories of the day”
- Create promotable stories for ratings periods
- Publicize stories and show on Twitter, Facebook and Instagram

Goldenheart Media Inc. / Los Angeles, CA January 2010-2013  
Chief Executive Officer/Show Host/Producer

- Created a multi-dynamic media placement and production business
- Clients profiled in several high-profile media outlets – online and traditional media.
- Created and produced sizzle reels for show development and pitches to networks executives
- Hired as on-camera talent for shows in development

KTLA – TV/Los Angeles (TRIBUNE BROADCASTING) (address) 2007- 2010  
Morning Show Co-Anchor and Environmental Reporter

- Co-anchor/ KTLA SUNRISE/ occasionally 7am and 10am programs
- Creatively produced and reported own segment called KTLA GREEN – a 500,000 sponsored project for the station. According to station sales numbers, more than 25 million people viewed the segment.

KWGN-TV/ Denver (TRIBUNE BROADCASTING) (address) 2005-2007  
10pm Weekday Anchor / Show Host and Specials Executive Producer

- Co-anchor/ 10pm News weeknights
- Created, wrote and produced three news interview specials: “Asha Blake One on One” “Colorado Celebrity Cribbs” and “Asha Blake Unspoken”.
- Four Emmy Award nominations/ won two.
- Voted “BEST TV ANCHOR/2005 by viewers of Westward newspaper.

NBC – “LIFE MOMENTS”/PBS “SMART GARDENING” Los Angeles 2001-2004  
Syndicated Show Host and gardening expert

- Part-time freelance entertainment host for both shows
- Participated as host and gardening show expert teaching viewers various ways to garden.

NBC NETWORK 1998-2001

KNBC News/Los Angeles/ “Later Today”/ New York  
News Anchor and National Show Co-host

- Hired away from ABC in 1998 to host and be the new “Oprah” for the entire NBC station group. The show was to be based out of KNBC. After management changes at the network, I was asked to move back to New York to co-host the new third-hour of the “Today Show”.
- Co-anchored “Later Today” - Discussed serious news topics, interviewed celebrities, participated in entertaining fun segments and cooking demonstrations.

ABC NETWORK 1996-1998

Co-anchor and Single Anchor for “World News Now” World News This Morning”  
“Good Morning America”. Reporter – “World News This Evening”

- Co-anchored 3 hours of live news daily /conducted breaking news interviews/world politics/business news and entertainment subjects.
- Substitute newsreader on “Good Morning America” – Breaking news anchor for Monica Lewinsky scandal.
- Reported for evening broadcast “World News with Peter Jennings”.

WDIV- TV 1993-1996

Weekend Anchor/Medical Reporter

- Weekend co-anchor
- Weekday medical reporter
- Emmy Award winner (2) for medical reporting

KARE-TV 1987-1993

Reporter/Substitute Anchor

- Hard news and live-shot reporter for evening broadcasts
- Medical reporter
- Substitute anchor for both morning and evening broadcasts
- Voted “One of Twin Cities Sexiest People”/1997/Mpls/St Paul magazine

## HONORS

Emmy Award for Best Morning Show Ensemble, 2009 (Los Angeles)

Emmy Award for Writing, 2006 (Denver)

Emmy Award for Performer 2006 (Denver)

Emmy Award for Medical Reporting (Detroit)

Emmy Award for Medical Reporting (Detroit)

Best of Gannett for Investigative Reporting (Mpls)

AP Award Reporting (Mpls)

## CHARITY WORK

Actively supported and hosted events to help raise more than three million dollars for a number of non-profits including the Make a Wish Foundation, the Susan G. Koman Foundation, and recently, One-Heart World Wide.

Former Celebrity Ambassador for UNICEF.

Following the 9/11 Attacks, Asha created and launched her own a charity website which provided a free advance planning guide to help organize pertinent personal information in the event of an emergency. The site received more than one million hits in the first few months of operation.

## EDUCATION

University of Minnesota

Bachelor of Arts 1984 (Journalism)

## MEMBERSHIPS

- Member – National Association of Black Journalists
- Member – South Asian Journalists Association