

# CARISSA LAWSON

## NEWS ANCHOR

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### CORE SKILLS & COMPETENCIES

- Exceptional analytical, investigative research, and interviewing skills to drive fact-based journalism and uncover unique perspectives and exclusive stories.
- Demonstrated expertise as a newsroom leader, steering collaborative/productive culture and coordinating cross-functionally to achieve shared goals and deliver exceptional results.
- Strong verbal and written communication skills to deliver clear, concise, and engaging reports to diverse audiences, distilling complex information into compelling storytelling.
- Ability to write and report high-quality content, news stories, commentary, and reviews for broadcast, print, and other communications media tailored to audience interests and preferences.
- Resourceful and flexible in managing competing priorities in fast-paced environments while adapting to changing news landscapes, technologies, and formats.

### EDUCATION

**BACHELOR OF ARTS IN BROADCAST JOURNALISM**  
New York University | NYC, NY

### MEMBERSHIPS/ AFFILIATIONS

- Kappa Tau Alpha Journalism Honor Society
- National Association of Black Journalists

### PROFILE SUMMARY

Award-winning news anchor experienced in delivering breaking news, in-depth reporting, and live coverage to millions of viewers. Well-versed in researching, writing, and presenting engaging stories that drive ratings and spark conversation. Expert in crisis, health, and financial reporting, political analysis, and entertainment coverage. Acknowledged for superb communication skills, poised under pressure, ability to think on feet, and achieving excellence, earning multiple awards, including an Emmy nomination and a coveted Edward R. Murrow Award. Committed to fact-based journalism and telling the stories that shape and positively influence the world.

### WORK EXPERIENCE

#### ANCHOR/ON-AIR CONTRIBUTOR | DECEMBER 2023-PRESENT

CBS News

- Serve as a resourceful fill-in anchor for CBS News Mornings, seamlessly providing top-notch broadcasts to a national audience.
- Anchor the innovative morning show program, CBS News Roundup, showcasing the ability to adapt to new formats.
- Assess, write, and broadcast engaging Money Watch segments for CBS News Mornings, demonstrating business and financial reporting expertise.
- Contribute impactful top story reports as a correspondent for CBS Newspath, delivering critical content that resonates with all national affiliates.
- Leverage solid research and reporting skills to highlight key financial issues and drive high-profile, in-depth Newspath Money Watch reports as a contributing correspondent.

#### NEWS ANCHOR | FEBRUARY 2011-JUNE 2023

News 12 New Jersey | Edison, NJ

- Contributed to a significant ratings increase shortly after joining the team by efficiently anchoring 4 hours of weekday morning news and driving on-air presence and audience engagement.
- Demonstrated strong teamwork and creative input by partnering with producers and management to create compelling newscasts, teasers, and special coverage.
- Piloted extensive live, breaking news broadcasts and special events coverage with a keen eye for detail and a diligent pursuit of critical information.
- Led live interviews for a morning show franchise segment and engaged viewers with exciting discussions and insightful stories.
- Hosted special shows and employed social media to disseminate news content, engage audiences, and expand the show's online presence.

#### CORRESPONDENT | DECEMBER 2010-FEBRUARY 2011

CBS Newspath | NYC, NY

- Coordinated with producers to develop and deliver high-quality, engaging stories and independently reported on diverse news topics for CBS affiliates nationwide.
- Presented HealthWatch, providing critical health and wellness information to all CBS affiliates with demonstrated expertise in specialized reporting.

## EXPERTISE

- Broadcasting and Media Production
- Journalism and Research
- Creative Storytelling and Scriptwriting
- News Anchoring
- Public Speaking and Presentation Techniques
- Communication Strategy
- Digital/Social Media Management
- Content Creation
- Data Analysis
- Crisis Management
- Cross-Functional Collaboration
- Media Relations
- Project Management

## HONORS AND AWARDS

- Earned Emmy Nomination for Arts and Entertainment News as a Talent/Writer.
- Earned Emmy Nomination for Best Breaking Newscast as a News Anchor.
- Received The New York Press Club Award for Spot News – NYC Metro TV
- Received the prestigious Team Edward R. Murrow Award for Best Newscast.
- Awarded with The James Fennimore Cooper Memorial Prize for Excellence in Journalism, recognizing outstanding achievement in the field.
- Honored with the prestigious accolade of Best Newscast by The New Jersey Society of Professional Journalists.
- North Carolina Associated Press Best Feature Award.
- New York Press Club Award, Breaking News.
- Celebration of Service to America Award for Outstanding Community Support.
- Outstanding New Jersey Community Service Award.

## WORK EXPERIENCE

- Achieved deadlines consistently while delivering timely and relevant information to audiences and exceeding expectations through a solid commitment to journalistic excellence.

### **EVENING NEWS ANCHOR/REPORTER | MARCH 2006-DECEMBER 2010**

WLKY-TV | Louisville, KY

- Broadcasted the flagship weeknight 6pm news program, delivering high-impact coverage to a large audience while contributing to the 5pm and 5:30pm shows.
- Drove continuous productivity with demonstrated reliability to step in and deliver results as a key stand-in anchor for all evening newscasts.
- Led the team to win the Edward R. Murrow Award for breaking news by seamlessly anchoring the 6pm newscast that received the esteemed honor.

### **EVENING NEWS ANCHOR | AUGUST 2003-FEBRUARY 2006**

WWAY-TV | Wilmington, NC

- Anchored evening newscasts excellently and delivered timely and impactful reporting to a large audience.
- Conceived and launched a highly successful franchise series, as well as researched and pitched long-form stories that drove investigative news topics and sparked meaningful conversations.
- Built and maintained a network of credible sources, employed strong journalistic expertise to drive news coverage, and consistently provided top-notch reporting/anchoring that resonated with viewers.

### **MORNING NEWS ANCHOR | JULY 2002-AUGUST 2003**

WWAY-TV | Wilmington, NC

- Piloted the morning newscasts anchoring with energy and expertise and set the tone for the day's top stories while making informed daily editorial decisions to shape news coverage and foster a high standard of journalistic excellence.
- Leveraged effective leadership and strategic vision in driving the morning show program's success as the Co-Executive Producer.
- Attained a promotion to Evening News Anchor by significantly increasing ratings, viewership, and engagement.

### **NEWS ANCHOR/REPORTER | APRIL 2001-JULY 2002**

WUNC-TV | Durham, NC

- Served as the primary stand-in anchor for a daily news broadcast, delivering accurate and timely information to viewers across the state.
- Anchored live newscasts and crafted compelling news stories that engaged audiences while adhering to journalistic ethics and standards through fairness, accuracy, and balance in reporting.

### **GENERAL ASSIGNMENT REPORTER | NOVEMBER 1999-APRIL 2001**

WLFL-TV | Raleigh, NC

- Composed and delivered high-quality, fact-checked stories that captivated audiences and provided live daily coverage of breaking news and events.
- Spearheaded in-depth investigations into critical community issues and produced well-received reports that sparked meaningful conversations and positively impacted the audience and community.