

SAMANTHA KUBOTA



MULTI-PLATFORM PRODUCER



CONTACT

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EDUCATION

University of Missouri

MAJOR: Radio-Television Journalism

MINORS: English &
Multiculturalism (certificate)



REFERENCES

MARTHA JENNINGS

WBIR News Director

(865) 640-2852

mjennings@wbir.com

JEN LEE REEVES

AARP, Social Strategy Manager/Trainer

(202) 203 - 9464

jenleereeves@gmail.com

JEIMMIE NEVALGA

KOMU Executive Producer

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jeinevalga@gmail.com



PROFESSIONAL EXPERIENCE

WBIR TV, NBC Affiliate (2013-present)

»» TV & WEB PRODUCER

- › Write and produce daily newscasts
- › Enterprise ideas for fresh and new local content, for both day-turns and investigative pieces
- › Request data from government and other sources for analysis and background
- › Compose new stories for WBIR.com and display data with infographics, images
- › Find and set-up investigative or feature stories that can be promoted
- › Work with reporters on hold pieces to make sure stories shine both online and on-air
- › Help shoot interviews with MMJs on stories I've set up, take notes and ask questions
- › Fill-in as nightside executive producer
- › Coordinate with crews in the field to get breaking news and images online and on-air quickly

KOMU TV, NBC Affiliate (2009-2013)

»» PRODUCER, WEB EDITOR, & REPORTER/ANCHOR

Produce morning, 5, 6, 9 and 10 p.m. weekday

- › newscasts
- › Write fast-paced scripts to tell compelling stories Find new ways to include online elements
- › into newscasts
- › Post creative and engaging content to social media
- › Fill in as anchor/multi-media journalist

Newsy.com (2012)

»» NEWS WRITER

- › Write video stories analyzing multiple journalistic sources
- › Cover the important national/international stories of the day
- › Edit video story with anchor standup and other elements to be shared online

Rock Bridge High School (2009-2013)

»» HIGH SCHOOL SPEECH & DEBATE COACH

- › Teach high school students to speak in front of crowds
- › Use interpersonal skills to coach students in public speaking competition events



LANGUAGES

- »» English and conversational Spanish