

## Carissa Lawson

c/o Napoli Management Group  
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## CAREER SUMMARY

A highly engaging, commanding and warm anchor who is a newsroom leader. Uses social media to connect with viewers to give news updates.

## EDUCATION

### New York University

New York, New York  
Bachelor of Arts in Broadcast Journalism

## PROFESSIONAL EXPERIENCE

### Morning News Anchor

February 2011 to Present

*News 12, New Jersey*

Anchors 4 1/2 hours of news each weekday morning. Noon show added to responsibilities after ratings boost on morning show. Extensive live, breaking news coverage on set and in the field. Anchor live special coverage of major events. Conducts live field interviews and on set guest segments. Hosted special shows. Involved in the community and makes station appearances for various local events.

### HealthWatch Anchor/Freelance

January 2011 to February 2011

*CBS News, New York, New York*

Anchored HealthWatch. Reported stories for CBS affiliates nationally for Newspath.

### Evening News Anchor/Reporter

March 2006 to November 2010

*WLKY-TV, Louisville, Kentucky*

Anchored weeknight 6pm news and reported for the 5pm. Primary fill-in anchor for all evening newscasts. Anchored 6pm newscast that won the team Edward R. Murrow Award.

### Evening Anchor

August 2003 to December 2005

*WWAY-TV, Wilmington, North Carolina*

Anchored evening newscasts. Special assignment reporting. Began highly successful franchise series.

### Morning News Anchor

July 2002 to August 2003

*WWAY-TV, Wilmington, North Carolina*

Anchored morning newscasts and co-executive producer. Made daily editorial decisions for news coverage. Significantly increased ratings which led to evening news anchor promotion.

### Anchor/Reporter

April 2001 to July 2002

*WUNC-TV, Durham, North Carolina*

Lead fill-in anchor for daily state-wide news broadcast. Reported and produced news stories.

### General Assignment Reporter

November 1999 to April 2001

*WFLR-TV, Raleigh, North Carolina*

## AWARDS & AFFILIATIONS

James Fennimore Cooper Memorial Prize for Excellence in Journalism

Team Edward R. Murrow Award: Best Newscast 2009

North Carolina Associated Press Award: Best Feature

National Association of Black Journalists

Kappa Tau Alpha Journalism Honor Society

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