

# Brooke Leonard

Sports Reporter



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## WHO I AM

I am a journalist whose strengths lay in connecting with people, stimulating conversation, and telling stories that resonate far beyond the typical sports fan. My goal is to offer a platform for those who need it, and create content that can transcend the ever changing landscape of television, web, and social media.

## SKILLS

### Editing Software

Avid, Premiere, Velocity, Edius, iMovie, Final Cut Pro

### Digital

Twitter, Facebook, Instagram, LinkedIn, Social News Desk, Wordpress, Arc

### Connect/Community

Microsoft Teams, Slack, GroupMe, Outlook, Google Drive

## EXPERIENCE

### Sports Reporter

WSLS-10 in Roanoke, Virginia

June 2019-Present

- Tell impactful, important, and inspirational stories in the community
- Connect viewers to local sports through storytelling and game coverage on air and on social media
- Shoot, write, and edit own stories
- Set up and shoot own live shots
- Establish and maintain positive relations with high schools, universities, and professional teams in our coverage area
- Set and meet deadlines effectively
- Produce and fill-in anchor as needed

### Weekend Sports Anchor/Reporter

KBZK and KXLF in Bozeman, Montana

June 2018-May 2019

- Produce and anchor weekend sports segments
- Cover over 30 college, high school, and many other sports teams in the market
- Develop interesting and diverse content for both web and television
- One-man-band consistently and effectively to provide the best coverage in Southwest Montana
- Proficient in editing software such as Velocity, Premiere, and Final Cut Pro

## EDUCATION

Bachelor's Degree

Media Journalism, Virginia Tech  
2014-2018

## AWARDS

VAB Outstanding Newscast 2022

AP Best Sports Operation runner-up  
2019, 2021

## REFERENCES:

John Appicello, Sports Director at WSLS - jappicello@wsls.com  
Eric Johnson, Weekend Anchor at WSLS - ejohnson@wsls.com  
Nolan Knight, Sports Director at WAAY- nknight@waaytv.com  
Brittney McGraw, Evening News Anchor at WSLS- bmcgraw@wsls.com