

Brynette Herzfeld

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Texas-based journalist looking for new opportunities in broadcast news production

Work Experience

Broadcast News Producer/Associate Producer

KXAN News, Austin, TX | February 2024-July 2025

Produce weekend morning newscasts solo

Work with directors, anchors, and reporters as a team to decide what a show will look like

Write broadcast scripts and corresponding web stories

Be ready to change shows during breaking news situations

Have flexibility to fill in for any newscast

Pull relevant and interesting stories from national affiliates

Organize show in a manner that keeps audience's attention and groups together relevant stories. Immediately address any issues that arise during live newscasts while maintaining a smooth show from viewers' perspective

Exercise creativity to keep a show visually interesting for viewers

Reach out to, vet, and book guests for live, on-air interviews both in-studio or over Zoom calls.

Ensure guests are comfortable, understand the show format, and have a positive experience

Broadcast News Reporter/Producer

KTEN News, Denison, TX | June 2022-January 2024

Research and pitch daily news stories for broadcast

Locate and interview sources for engaging and informative stories

Shoot and edit video for stories

Write scripts for broadcast and adapt for web

Set up/appear in live shots and pre-recorded shots while solo in the field

VGHL Show Producer/Host

Texas Student Television, Video Game Hour Live | Sept. 2020-May 2022

Plan, write, execute, and edit pre-recorded segments for the TSTV show Video Game Hour Live

Operate soundboard and switcher for live broadcasts

Communicate with on-air cast and master control room to relay information

Engage with audience on Twitch.tv during streams

Oversee, teach, and guide show volunteers

Appear live on-air as show host

Monitor chemistry among the group and address observed issues

Ensure commercials run at appropriate times during live shows

SKILLS

Film/Video: Live broadcast appearances, extensive video editing, soundboard and switcher operation, floor directing

Writing: Broadcast-style script writing, adapting scripts for web stories, use of AP style, digital news article writing

Software/Tools of the Trade: Adobe Creative Suite, Edius, ENPS, Latako, Bitcentral, CNN Newsource

EDUCATION

The University of Texas at Austin

Graduated May 2022 Bachelor of Journalism, Moody College of Communications