

# Brynne 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, Latakoo, Bitcentral, CNN Newsource

## EDUCATION

### The University of Texas at Austin

Graduated May 2022 Bachelor of Journalism, Moody College of Communications