

HARRIET WALLACE

COMMUNICATION & JOURNALISM PRACTICE

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PROFESSIONAL SUMMARY

Senior-level journalist with 17 years of aggressive and innovative multi-platform journalism experience on the local and national level. Unafraid, resourceful, persistent and results-oriented. Experienced in breaking news, severe weather coverage, political coverage and high profile court cases. Able to curate content for multiple platforms and implement simultaneously as needed on: television, print, radio, web and social media. Boasts of a deep breadth of newsroom experience coupled with scholastic execution as witnessed through teaching collegiate-level newswriting, historical launching of TSU's first online newscast all while serving as part architect of TSU's convergence journalism program. Deeply entrenched in the community with strong involvement in multiple social and civic organizations, involved in grassroots community improvement efforts resulting in a robust cache of news sources that serve to persistently offer story ideas.

Sought after political strategist who assists with campaign marketing, speech writing, social media messaging and advising.

QUALIFICATIONS HIGHLIGHTS

- 2011 Pulitzer Prize journalism finalist, coverage of 2010 flood with The Tennessean newspaper
- Producer of 2 Emmy Award winning newscasts, WSMV
- Producer of Associated Press Award winning newscast
- Awarded multiple community service awards
- Speechwriting
- Public speaking training
- Proficient in long-form proofreading
- Created online TV newscast, Tennessee State University
- First African American to host talk show / anchor primetime newscast, WZTV Fox 17 News
- Political pundit
- Campaign strategist
- Crisis & strategic communication

TELEVISION EXPERIENCE

WZTV Fox 17 News (Nashville, TN) | Reporter / Host / Fill-in Anchor | Sept. 2016 - present

- Daily live reporter
- Investigative reporter
- Host and producer of Nashville in Focus weekly political talk show (Sunday 9:30 AM)
- Fill-in anchor, weekend and prime time newscasts

WSMV Channel 4 News | Associate Producer | July 2014 – Sept. 2016

- Write for midday and afternoon shows
- Assists show producer in determining story treatment
- Assigns stories to news crews
- Assists with day-of news logistics

WZTV Fox 17 News (Nashville, TN) | Assignment Editor and Reporter | 2006-2008

- Developed logistical plan along with the station news director for daily news coverage
- Managed staff of 23 employees
- Facilitated daily news meetings
- Wrote stories for prime time shows

- In-depth and special projects reporter
- Set up and organized newsroom information system and streamlined employee communication
- Uploaded news stories to the website
- Remained calm under pressure during breaking news (tornadoes, officer shootings, apartments fires, elections, etc) situations and immediately went into planning an appropriate reactive response
- Handled celebrity interviews with ease and professionalism

KFSM 5 NEWS (Fayetteville, Ar) | Reporter/Anchor | 2004-2006

- Utilize resourceful tactics to research stories and locate story contacts
- Would think quickly on my feet to adlib during live shots
- Would represent the station at various community events
- Handled celebrity interviews with ease and professionalism

RELATED EXPERIENCE

Pumps & Politics Television Show | Executive Producer / Host | May 2012 – present

News magazine talk show

- Lead host and executive producer of Pumps & Politics show
- Oversee all talk programming shows on the station
- Manage on-air hosts and staff work schedules
- Devise and implement marketing, brand establishment and protection
- Perform technical maintenance on the system

Freestyle Radio Show (WFSK 88.1 FM) | Co-Host/News Anchor | Sept. 2012 – June 2012

- Prepare news updates to present at the top of the show
- Co-shot along with lead host, Ron Wynn, discussing the top news of the day
- Engage callers that call in to the show to discuss the show topics
- Research show topics
- Identify and line up show guests

The Tennessean (Nashville, TN) | Multimedia Reporter | 2008 – 2010

Middle Tennessee's largest daily news publication reaching 610,000 readers weekly

- Develop daily news content to be included in daily newspaper
- Interview, write and edit a minimum four stories a week
- Beat Reporter: Faith and Values and Crime & Courts
- Write stories for *The Tennessean* Online website
- Incorporate social media into my work as a daily reporter
- Shoot and edit videos for *The Tennessean* Online

OTHER EXPERIENCE

Tennessee State University | Adjunct Professor | Jan 2013 – present

Mass Communications Department

- Teach multimedia journalism and how to produce news from your mobile devices
- Part of the News Convergence Team that plans campus news coverage by incorporating multiple platforms
- Assess student's writing levels and set curriculum accordingly to ensure optimal learning
- Incorporate interactive and technology-based learning to introduce newswriting concepts
- Review principals of newswriting and news gathering practices to prepare them for today's newsrooms
- Focus on utilizing cell phones, tablets and laptops to produce news products such as live streaming shows, audio slideshows, short news formats and more
- Invite working professionals from local newsrooms to talk introduce students to current news trends
- Conducted off-campus learning excursion to the Office of Mayor Karl Dean for a mock press conference that the students covered live via UStream
- Coordinated convergence coverage of Pres. Barack Obama's visit to Nashville and the interview of Ndileka Mandela, the granddaughter of Nelson Mandela

Gaylord Opryland Hotel (Nashville, TN) | Marketing & PR Coordinator | Nov. 2010 – August 2012

- Branding management/strategy
- Social Media initiatives, implementation and management
- Event planning for cruises and promotional events
- Conduct media interviews to promote our products
- Represent Gaylord Opryland Hotel for various projects
- Website management
- Ad placement

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EDUCATION, AFFILIATIONS & DESIGNATIONS

Walden University

PhD, Public Administration (Public Policy Analysis)

2020, anticipated graduation

Austin Peay State University – Clarksville, TN

Master of Arts, 2016

Concentration: Corporate Communications

Scripps Howard School of Journalism and Communications – Hampton, Va

Bachelor of Arts, 2003

Concentration: Broadcast Journalism

Professional Affiliations:

- Member, Past President – National Association of Black Journalists
- Member – Women of Color in Communications
- Board Member - League of Women Voters Nashville
- Board Member - Society of Professional Journalists

Leadership and Honors

- Finalist, Pulitzer Prize – Team coverage with The Tennessean of 2010 Historic Flood
- PR and Media Chair – Parthenon Chapter of The Links, Incorporated, 2015-present
- Nominated - Young Professional Athena Award, 2015 | CABLE
- Awarded - Journalism Educator of the Year, 2015 | Southeastern Journalism Conference
- Awarded - Adjunct Educator of the Year, 2014 | Tennessee State University
- Awarded - Influential Woman, 2011 | Tennessee Tribune
- Selected - Top 30 Under 30 Class of 2010 | Cystic Fibrosis Foundation
- Nominated - Nashville Emerging Leader, 2010 & 2011 | Nashville Area Chamber & YP Nashville
- President –Nashville Chapter of the Nashville Association of Black Journalists,2008-2012
- Member – National Public Relations Committee, National Association of Black Journalists
- Member – Southeastern Region Public Relations Committee, Alpha Kappa Alpha Sorority, Inc.
- Nominated - Most Outstanding Female&Rising Star, 2006
- Awarded - Best Public Affairs Talk Show, 2003| Hampton Roads Black Media Professionals