

BLAKE FLOOD

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PROFESSIONAL SUMMARY

News producer with 3+ years of experience in a fast-paced broadcast newsroom. Produces an hour-long newscast daily and special reports for television and streaming. Balances local news with national headlines to serve the New Orleans market's specific interests and priorities. Writes and verifies scripts, calls camera shots, and builds rundowns while coordinating across a newsroom staff of 25, including reporters, anchors, photographers, and editors. Collaborates with management to ensure editorial accuracy and company standards compliance across all produced content. Fluent in ENPS, Edius, and Teams.

EXPERIENCE

Producer *April 2023 – Present*

WVUE | New Orleans, LA

Promoted from Editor after 3 months

- Launched the station's first streaming-only newscast, building the format and rundown structure from scratch.
- Produces special broadcast coverage for Super Bowl LIX, Hurricane Katrina's 20th anniversary, elections, and severe weather events, coordinating extended editorial and production logistics beyond the standard daily newscasts.
- Independently selects and prioritizes stories based on viewer impact, structuring rundowns to lead with the most relevant coverage before securing management sign-off.
- Writes and fact-checks scripts under tight deadlines, edits scripts written by other producers/reporters for accuracy, and coordinates with editors to ensure script content aligns with video and graphics before air.
- Calls camera shots, timing, and transitions live during breaking news coverage, pre-planning shot sequences in advance and coordinating live shots with camera operators and directors in real time.

Editor *January 2023 – April 2023*

WVUE | New Orleans, LA

- Edited and delivered a high volume of VOs and VOSOTs daily using Edius under tight air-time deadlines, balancing technical quality with fast turnaround.
- Partnered closely with producers to translate editorial vision into a finished product, incorporating feedback quickly to meet air.

SKILLS & TOOLS

Newsroom & Production Systems: ENPS, Vizrt

Editing & Graphics: Edius, Adobe Creative Suite, Canva

Collaboration & Scheduling: Microsoft Teams, Outlook

EDUCATION

Bachelor's Degree, Journalism/Communications – Spring Hill College

2022

- **Press Secretary**, Spring Hill College Student Government Association – 2021-2022
- **President**, Interfraternity Council – 2021-2022
- **Vice-President**, Tau Kappa Epsilon – 2020-2021
- **Marketing Intern**, Spring Hill College – Spring 2021
- **Managing Webmaster**, *The Springhillian* – Spring 2020
- **Anchor**, Badger TV – Fall 2019
- **Staff Writer**, *The Springhillian* – 2018-2022