

Priscilla Leann Riojas

1725 Hillhouse Rd Pearland, TX 77584 * Cell: (281) 636-6678 *E-mail: priscilla.l.riojas@gmail.com
* Twitter: @PriscillaRiojas * priscillariojas.com * LinkedIn: <https://www.linkedin.com/in/priscillariojas/>

Education

Columbia University Graduate School of Journalism, New York, NY **May 2014**

M.S. in journalism, focused on broadcast, multimedia reporting and production.

Reported breaking local news and feature stories as one woman-band for *Columbia News Tonight* web broadcast team, also served as coordinating producer, wrote and worked as assignment editor for the broadcast.

Produced a long-form video project about performing art classes being cut in public schools due to emphasis on math, science and standardized testing.

University of Houston, Jack J. Valenti School of Communication, Houston, Texas **May 2012**

B.A. Communication-Broadcast Journalism, Minor in Political Science, Magna Cum Laude

Coursework included writing for broadcast, studio and field production and video editing.

Reporter and host for *Video Workshop* broadcast aired on Houston PBS-KUHT, Co-created and hosted on campus sports show *In The Game*.

Recipient of 2012 Student Video Network Host of the Year and 2010 Harold Gunn Scholarship for Journalism.

Student member of the National Society of Hispanic Journalists.

Journalism Experience

• **Associate Producer** KTRK ABC 13, Houston, Texas **Feb. 2015 – Present**

Produce morning and afternoon newscasts, as well as news briefs. Write and edit scripts for newscast. Contribute articles, video and photos for digital platforms. Assist with show production, edit video and pitch stories.

• **CNN Master's Fellow** CNN Los Angeles, Los Angeles, California **June 2014 – Oct. 2014**

Rotated through various departments in LA bureau. Worked alongside producers, correspondents, writers and technical staff. Conducted editorial research, screened tape and assisted with shooting and editing of stories. Wrote and edited packages for Showbiz Now and contributed to CNN.com. Selected for 3 month fellowship from national competition of graduate students.

• **Freelance/ Intern Reporter and Producer** Global Century Media, Houston, Texas **Nov. 2012 – July 2013**

Reported, wrote and produced video lifestyle segments for “The College Smart Series” that airs online and on CNN iReport. Segments ranged from the latest in women’s fashion to unique summer workouts.

• **Intern** KTRK ABC 13, Houston, Texas **Jan. 2012 - May 2012**

Gained experience in filming, writing, editing and voicing hard news and features on deadline. Assisted reporters with research and fact-checking. Compiled and ran scripts and worked the teleprompter.

• **Intern** KPRC Local 2, Houston, Texas **Aug. 2011 - Dec. 2011**

Experienced daily life in a top-10 market newsroom. Worked at the assignment desk and made daily beat check calls, wrote story summaries and communicated with reporters in the field. Attended daily story meeting. Assisted sports reporter with writing scripts and keeping stats during live weekly show. Wrote and narrated scripts and received critiques from staff producers and anchors, wrote and edited stories and produced packages.

Skills

Language: English/Conversational Spanish (basic reading and writing)

Multimedia/Web: Proficient in digital video (Canon C1000), editing video (Final Cut Pro, Adobe Premiere, Aurora and Edius), Photography and editing photos (Adobe Lightroom), Recording and editing audio (Adobe Audition), and Wordpress

Computer Software: Dalet, ENPS, INews and News Browse, PowerPoint and Excel

Social Media: Proficient in Facebook, Twitter, Sound Cloud, Instagram and Tumblr. Use these as tools to report, reach sources, track breaking news, monitor the media industry, aggregate and promote stories.

References

Jason Kravarik, Producer, CNN America: 323-646-4347, jason.kravarik@turner.com

Robin Freese, Executive Producer, KPRC Houston: 346-702-2611, rfreese@kprc.com

Carolyn Canville, Professor, University of Houston: 713-471-1300, carolyn.canville@yahoo.com