

Stephen Graddick/Represented by  (619) 218-5391

CAREER HIGHLIGHTS

- Expert journalist with strong anchoring and dynamic reporting and interviewing skills.
- Social Community Impact Leader who raises awareness and brings about change.
- Highly motivated to dig deep and get to the root and truth of every story.
- Lively, and extremely engaging on-camera personality.
- Impressive live work and show and tell in the field.
- Proficient in creating effective content on digital and social media platforms.

BROADCASTING EXPERIENCE

Anchor/Reporter

Scripps News-TV, Atlanta, GA

August 2021 to August 2023

- Served as anchor, host, and correspondent for Scripps News, covering a wide range of national and international stories that aired across the network and local affiliates.
- Conducted in-depth research and interviews to provide viewers with comprehensive and accurate reporting on breaking news stories and current events, utilizing multimedia production skills to create engaging and informative content.
- Established a strong network of contacts and sources, both domestically and internationally, which continue to inform and enrich my reporting on current events and breaking news stories.
- Hosted cooking segments with world-class chefs on “Morning Rush,” providing viewers with an immersive and informative experience on culinary techniques, ingredients, and culture.
- Produced articles that consistently received high clicks and engagement online, demonstrating a deep understanding of audience preferences and interests.
- Utilized social media platforms and digital tools to promote articles and engagement and social justices, resulting in a broad and engaged readership.
- Received recognition for outstanding journalism for reporting on human interest and environmental justice issues, which garnered significant attention online and through social media shares.
- Demonstrated a strong ability to produce compelling, well researched content that resonates with audiences, wrestling in a loyal and engaged digital audience.

Data Rush:

- Co-produced multiple news segments using data journalism to develop breaking stories on a wide range of topics, including school shootings, the war in Ukraine, inflation, jobs reports, climate change, and developments in cannabis legalization.

- Utilized advanced data analysis techniques to identify key trends and patterns in complex data sets, resulting in more accurate and impactful reporting.
- Collaborated with journalists, producers, and editors to integrate data journalism techniques into news production processes, resulting in more data-driven and informative news stories.
- Developed data visualization tools and graphics to enhance audience understanding of complex data sets, resulting in more engaging and information news content.

The Dark Side of Digital:

- Co-Produced and reported a groundbreaking series called “The Dark Side of Digital,” which focused on emerging technology and its impact on society, shedding light on critical issues related to privacy, security, and the digital divide.
- Conducted extensive research and interviews with experts in the field of technology and digital rights, providing in-depth analysis and commentary on the complex issues facing individuals and society as a whole.

Florida’s Stop WOKE Act:

- Covered a high-profile story on a Florida professor who was fighting for his right to teach critical race theory in Florida under the Stop WOKE Act, shedding light on critical issues related to academic freedom and censorship in the United States.
- Conducted in-depth interviews with the professor and other experts in the field of education and civil rights, providing insightful analysis and commentary on the complex issues surrounding critical race theory and its impact on society.

Georgia Gubernatorial election 2022:

- Provided extensive coverage of the 2022 Georgia gubernatorial election, conducting in-depth interviews with candidates, campaign staff, and voters to provide a comprehensive view of the issues and challenges facing the state.
- Focused reporting on the Black vote in Georgia, providing analysis and commentary on the role of race and identity in the election, and shedding light on the historical and contemporary struggles for voting rights and political representation in the state.
- Utilized social media platforms and digital tools to engage with audiences and provide real-time updates on breaking news and election and its impact on Georgia and the broader political landscape.
- Filmed and produced in-depth interviews with candidates, campaign staff, and voters during the 2022 Georgia gubernatorial election, providing a comprehensive and nuanced view of the issues and challenges facing the state.
- Utilized multimedia production skills to create engaging and information video content, which was featured on multiple platforms and garnered significant engagement from audiences.

War in Ukraine Coverage:

- Secured an exclusive interview with a woman and her neighbors who were living in a makeshift bunker in her apartment basement in Ukraine during the first week of the Russian invasion
- Demonstrated strong reporting skills, conducting in-depth research, and cultivating sources to obtain access to the bunker and its occupants, despite challenging circumstances and limited communication infrastructure.
- Conducted the interview with sensitivity and empathy, demonstrating a deep understanding of the gravity of the situation and the impact of the conflict on the people living in the region.

- Produced a powerful and impactful piece of journalism that shed light on the human toll of the war in Ukraine. and provided viewers with a unique and compelling perspective on the conflict.
- Received widespread recognition for the reporting, including positive feedback from audiences, fellow journalists, and industry peers, cementing a reputation as a skilled and dedicated journalist.

Comforting Climate Change:

- Co-produced and reported an enterprise series called “Confronting Climate Change,” which aired across the network and focused on environmental justice issues in the New Orleans region.
- Demonstrated strong research and reporting skills, conducting in-depth interviews, and utilizing data journalism to uncover the ways in which climate change was impacting vulnerable communities in the area.
- Collaborated with a team of producers and journalists to create engaging and informative content that resonated with audiences, highlighting the human impact of environmental issues and the urgent need for action.
- Displayed a deep understanding of the complex social, economic, and political factors that contribute to environmental injustice, providing viewers with a comprehensive and nuanced perspective on the issue.
- Displayed the importance of ethical and responsible reporting, providing a voice to those who are often marginalized or overlooked in traditional news coverage, highlighting the role of journalism in promoting transparency.

Newsbreak on Bounce TV:

- Hosted and produced a daily minute-long newscast called “Newsbreak” on Bounce TV, covering breaking news stories, and providing viewers with up-to-the-minute updates on current events.
- Demonstrated strong presentation and communication skills, delivering concise and impactful news stories that kept viewers informed and engaged.
- Received positive feedback from audiences for the high-quality production and engaging content of “Newsbreak,” which helped to establish Bounce TV as a reliable source of news for its viewership.

Host/Producer

**News Café, New Haven, Connecticut
November 2019 to August 2020**

- Served as host for a pilot series set to air on A&E Television Network.
- Streamlined the operational components of production by coordinating the activities of writers, directors, managers, actors, and other personnel all while engaging with production teams and leaders to assess production progress and performance via check-ins or on-site coaching to ensure that production goals and objectives were adhered to and met on a consistent basis.

- Collaborated with the production team to pitch story ideas, edit footage, and to provide content feedback to confirm that the structure for each newscast correlated with program objectives and the on-air persona reflected the brand identity of News Café.
- Successfully managed all aspects of the production process from budgeting, scheduling, planning, and marketing to ensure that the vision of News Café was achieved within each news cycle to create synergy around local/national advocacy efforts.
- Implemented and managed a community-based approach that gives voice to the stories of marginalized communities via the development of stakeholder strategies that focus on high impact efforts that respond to the immediate needs of citizens.
- Developed and reported on an impactful series focused on climate change in America, highlighting the growing threat of sea-level rise and the urgent need for adaptation and mitigation measures to address this critical issue.
- Conducted extensive research and utilized data journalism to uncover the ways in which climate change was impacting vulnerable communities across the country, from coastal cities like Miami to rural communities in the Midwest and beyond.

Mental Health Breakdown in America.

- Covered the pressing issues of mental health breakdown in America, producing and reporting on a range of stories focused on innovative solutions to this critical issue.
- Utilized in-depth research and reporting to uncover cutting-edge programs and initiatives designed to support mental health and wellness, from mindfulness and meditation practices to alternative forms of punishment for students
- Produced an impactful segment on a middle school in New Jersey that was using mindfulness and meditation practices as a means of punishment outside of suspension, highlighting the potential for alternative forms of discipline to foster emotional intelligence and resilience in young people.
- Conducted an exclusive interview with music video director X about his mindfulness journey and the program he created for schools and police departments, highlighting the power of mindfulness and meditation to support mental health and wellbeing across a range of contexts.
- Received positive feedback from audiences and industry peers for the reporting on mental health issues and innovative solutions, which raised awareness about the critical importance of supporting mental health and wellbeing in communities across the country.

Senior Investigator

Sherlock & Walker, Charlotte, NC

August 2012 – January 2020

- Established rapport with cross-functional teams to research financial investigations in relation to consumer protection cases such as antitrust, RICO, consumer, forfeiture, organized fraud, and theft cases in order to unearth misconduct.

- Authored and designed both quantitative and qualitative reports, such as statistical information and computer-generated charts and graphics, to serve as a supporting or contrary evidence source for individuals and/or corporations in litigation.
- Audited financial accounts and performed internal investigations in conjunction with cross-sector departments in an effort to trace assets, isolate unlawful activities, and to communicate these findings to the appropriate department leader(s).
- Recovered over half a million dollars in lost assets for Historically Black Colleges and Universities, individuals, and organizations as a private investigator.
- Demonstrated strong skills in investigation, research and problem-solving to successfully navigate complex legal and financial systems to help clients recover what was rightfully theirs.
- Guided clients through complex financial issues and the probate and estate court system in various parts of America to recover lost assets, demonstrating a strong ability to navigate legal and financial systems on their behalf.
- Conducted thorough investigations to locate rightful owners of lost property, displaying strong research and analytical skills, as well as a commitment to helping clients reclaim what is rightfully theirs.
- Cultivated strong relationships with courts and financial institutions to support investigations and clients, demonstrating excellent interpersonal and communication skills, as well as a strong commitment to client advocacy.

Executive Producer/Communications Strategist

Graddick Brands, Brooklyn, NY

June 2017 to Present

- Founder of boutique creative agency, specializing in Social Impact Communications.
- Pioneered a company that led more than a dozen communications, marketing, and mixed-media professionals by focusing on audience/employee engagement, analytics, and stakeholder vision to surpass communication goals or desired directives.
- Managed the social impact of a diversity of communities by utilizing market research methods such as surveys, market analysis, interviews, qualitative research, focus groups, and ethnographic studies to devise an integrated community and brand plan.
- Fostered strategic communications and composed marketing goals for clients that increased sales and market penetration via collaborative efforts amongst internal teams, partners, and experts, yielding high impact efforts that address brand/market gaps.
- Managed pre-production, production, and post-production logistics by leveraging and refining organizational business goals in order to gain a competitive advantage, resulting in the growth of its bottom line and sustained influence in its preferred market.
- Leveraged expertise in video production and social media content strategy to design and implement highly effective social media campaigns for local chefs, small businesses, and nonprofits, resulting in significant increases in followers and customer engagement.

- Demonstrated a proven ability to collaborate effectively with clients and stakeholders to deliver outstanding results and enhance brand visibility.
- Designed, developed, and executed a successful social media campaign, marketing materials and communications assets for a dinner series with top chefs in the Carolina's the campaign received high engagement and visibility, resulting in press coverage from the James Beard Foundation Regional Spotlight and securing sponsorships from notable brands.

Diversity & Equity Director

Conservation Trust of North Carolina, Raleigh, NC

February 2017 to September 2017

- Established diversity and equity practices and procedures for non-profit that works with landowners, local land trusts, and communities to save streams, forests, farms, parks, and scenic vistas in North Carolina.
- Collaboratively instituted an equity plan with appropriate measurables, benchmarks, and timetables based on the objectives of CTNC that accounted for current barriers, differences in opportunities, and access to healthy land(s) as a basic human right.
- Provided strategic guidance to teams in relation to community investment portfolios such as land protection, service, and/or climate resilience in an effort to confirm that equity practices and the utilization of conservation tools were essential to the design, implementation, and monitoring of the Conservation Trust of North Carolina's project intentions/goals.
- Orchestrated and measured a business model, with cross-sector teams, to progress race equity consultancy, in the context of conservation, by focusing on high-impact stakeholder strategies in an effort to account for clients, resources, and revenue.
- Led alliance efforts via a community and stakeholder lens in order to gauge the impact of existing community investments.
- Authored internal race equity practices, in conjunction with executives, by revising employee handbooks and organizational policies, creating accountability structures for employees, and designing safe spaces to engage in race conversations.
- Delivered research-based presentations, combining theory and practice, at both National and State Conservation conferences.

Diversity in Conservation Internship, Program Director

Conservation Trust of North Carolina, Raleigh, NC

February 2017 to September 2017 (Contract)

- Executed all aspects of the Conservation Trust of North Carolina's 2017 Diversity Conservation Internship Program, focusing on internal and external diversity and equity efforts, via the development of stakeholder relations/partnerships and thoughtfully engineered outreach initiatives that directly engaged underrepresented communities through a corporate responsibility lens.

- Hired, trained, and developed twenty college interns in conservation careers through the construction of job-embedded professional learning and training sessions to create a pipeline of underrepresented conservationists, addressing industry/workforce gaps.
- Developed and implemented a notable and effective solution to the workforce gap that exists within the conservation industry.
- Originated a conservationist career exploration training program and curriculum for college students, with the goal of facilitating a much-needed pipeline within the conservation industry to inform, recruit and retain underrepresented conservationists.
- Created, directed, and facilitated a 3-month internship program where I hired, trained, developed, and prepared twenty interns for conservation careers such as/in the fields of Geology, Environmental advocacy, forestry, environmental education, geology, and Native American reservation.
- Purposefully researched, reviewed, and utilized data from the day-to-day program logistics and host site visits to pinpoint gaps in the internship program, in alignment with the program's deliverables.
- Offered and presented recommendations to the CTNC board, while directing the execution of mid-corrections or improvements to guarantee program success via a student intern vantagepoint.
- Authored guidelines for Diversity, Equity, and Inclusion (DEI) approaches to be implemented by CTNC partners.
- Identified and communicated data-driven recommendations to management to discontinue its affiliation with certain host sites due to its misaligned organizational goals and performance.

Communications Ambassador for Green Coalition

Toyota Motors – Earthseed Consulting, Los Angeles, CA

August 2011 to March 2016

- Served as the primary communications spokesperson for the Toyota brand through blogging, interacting, and speaking with local, state, and national media outlets to better support the Green Coalition and to broaden the lens of environmental sustainability and Earth/land stewardship, increasing Black engagement.
- Revived the system's volunteer program by formulating a strategy to assist school coordinators with the recruitment, development, and retention of volunteers, resulting in the growth of volunteers from 75 to 200 individuals.
- Led communication initiatives within Black/African American communities around the country via partnerships and affiliations with Historically Black Colleges & Universities (HBCUs), Black sports agencies, Girls & Boys Clubs, and other prominent organizations in an effort to mobilize sustainability efforts and to engage underrepresented stakeholders on their campuses.
- Purposefully cultivated partnerships with both for-profit and non-profit entities to gain sponsorships for the Toyota Green Coalition initiatives and to invest back into Black/African American communities, yielding increases in community investments.

AWARDS & RECOGNITION

- 2010 Toyota Green Initiative Award for Excellence in sustainability and environmental work on college campuses

PROFESSIONAL AFFILIATIONS

- National Association of Black Journalists
- Toast Masters – Chartered Chapter - President
- Green Seeds Network - Founder
- United States Congress - Environmental Sustainability, Intern
- Mint Museum - Community Relations Intern
- Democratic National Convention - Intern

COMMUNITY INVOLVEMENT

- The First Tee of Charlotte: As a volunteer coach, I helped teach young people life skills and character education through the game of golf.
- Habitat for Humanity: I volunteer with this organization to help build affordable housing for families in need.
- Communities In Schools: I volunteered with this organization to mentor at-risk youth and help them stay on track to graduate from high school.
- Boys and Girls Club: I volunteered with this organization to help create a safe and positive environment for young people to learn and grow.
- YMCA: I volunteered with the YMCA to help with various programs, including youth sports leagues and summer camps.

TECHNICAL EXPERTISE

- ENPS
- iNews
- Adobe Creative Suites
- Canva
- MailChimp
- Final Cut Pro X
- Social Media Platforms (Instagram, TikTok, Twitter, LinkedIn, Facebook)
- Davinci Resolve
- Snapscream
- Mastercat
- CatDV

- Slack
- Microsoft Office

EDUCATION

Johnson C. Smith University, Charlotte, NC

Bachelor of Arts in Communications & Journalism, May 2016