

Shardae LaRae / Represented by  (619) 218-5391

BENEFICIAL QUALIFICATIONS

- Dynamic live and in-studio host, anchor, reporter, interviewer, and skilled storyteller.
- Dallas Texas native with extensively knowledge of the market and it's viewers.
- Creative & forward-thinking when it comes to adding innovation to stories & segments.
- Stays 'in-the-know' about news, politics, current events, pop culture, and compelling subjects.
- Strong proficiency with digital and engaging audiences through social media.
- Maintains an extensive contact list of experts, high-profile celebrities and resources.
- Excels in breaking news situations and has ability to adlib at length when needed.
- Vast knowledge and experience with sales-driven content and working with sales clients.
- Fun, outgoing and exuberant personality who is passionate about creating great content and winning in the market!

WHAT I WILL BRING TO THE HOST POSITION AT KXAS

Ability to take sales-driven content and make it relevant and relatable to viewers:

No one wants to sit and watch a 'long commercial' on TV. That's why I've honed the skill and ability to work with the sales team to conceptualize segments with clients that meet their goals by finding ways that their business or expertise is relevant to viewers and solves a problem or adds value to viewers' lives.

Experience working with the sales-department:

I understand how to collaborate with the sales department and create structures and systems of operations to connect both departments, with the goal of catering to paid clients and assisting them with organizing and setting up their upcoming appearances in an effective and seamless process.

Warm and relatable personality:

Innately gifted with a relatable nature, which is a great asset for working with and connecting with sales guests who may not have prior TV experience.

A vast contact list of celebrities and other high-profile names:

Has developed and nurtured a list of celebrities and other high-profile names whom we can call upon for interviews, or exclusive content or other show material.

BROADCASTING EXPERIENCE

Morning Anchor/Reporter

KXXV-TV, Waco, TX

April 2023 to Present

- Currently leads a team of producers, reporters, and photographers for our 2-hour morning show, *Good Morning Texas*.
- Books, produces and executes numerous celebrity and high-profile interviews.
- Writes and produces consistent, compelling coverage of breaking news, politics, pop-culture, and sports related topics.
- First reporter to get an exclusive interview with cheerleader Payton Washington after she was shot at an HEB store. My interview was shared by several news outlets – including ABC and Houston Chronicle.
- As the primary field anchor, I led live team coverage on the one-year anniversary of the Uvalde School Shooting, and a week-long local back to school coverage in our DMA.
- Was the first reporter to the scene of a devastating fire in Blum where several agencies from the region helped put out a major grass fire. I was able to give viewers an exclusive look into what resources (tanker trucks, helicopters, etc.) were being used to put out the flames that were threatening nearby homes and buildings.
- Successfully led team coverage on a Hispanic Heritage Month Special. Produced and sourced several segments and interviews that were made into a 30-minute special.
- Partnered with Waco Independent School District for a bi-weekly reading program at elementary schools across the district. I introduce students to diverse books and authors and serve as the district's ambassador during book fairs.
- Frequently serves as station representative and emcee for community events.

Anchor/Feature Reporter/Executive Producer

KYTX-TV, Tyler, TX

April 2021 to April 2023

- Successfully served as solo anchor, host and executive producer for CBS19 morning newscast, managing a team of two producers and one reporter.
- Played a key role in increasing ratings for morning show by 30% as a solo anchor over a one-year period.
- Creatively presented sales-driven content as entertaining and engaging to viewers while promoting local businesses and organizations in the community.
- Created, launched and consistently executed two weekly community-oriented segments called *"Share with Shardae"* and *"Exploring East Texas"*.
- Led a team of journalists as a managing editor on producing the station's first-ever *"For the Love of Hair"* series documenting the impact alopecia has on the African American community.
- Secured an exclusive one-on-one interview with U.S. Congressman Nathaniel Moran about his congressional win for District 1 following election night.

- Partnered with Tyler Independent School District for a bi-weekly reading program at elementary schools across the district introducing students to diverse books and authors and serving as the school district's ambassador during book fairs.
- Sourced and executed an exclusive enterprise story on cheerleader concussions and how a local cheerleader suffered from seizures after getting a concussion while on the team. This ultimately led the private school to set up a meeting with the cheerleader's family to address what went wrong under the supervision of its current cheer coach.
- First in the market to break and continue coverage on a deadly oil rig incident in San Augustine, TX. Managed a photographer and reporter team that was able to get an exclusive detail from the Sheriff on scene.
- Enterprise reporting on 'teacher burnout' following the pandemic's impact on virtual and in-person learning. Secured an exclusive interview with a teacher from Pine Tree ISD who left the district due to burnout. Also secured an exclusive interview with Ovidia Molina, President of Texas State Teacher Association who explained recent data on local and statewide teacher shortages.

Morning Anchor

KAMR-TV, Amarillo, TX

January 2019 to April 2021

- Hired as the station's first full-time African American anchor.
- Hosted the station's first ever townhall meeting featuring Black leaders in the city expressing their concerns on police/community relations.
- Obtained an exclusive one-on-one interview with NASA's first female flight director who was born and raised in Amarillo during SpaceX's Dragon 2 launch of its first crewed flight to the International Space Station.
- Turned an enterprise, exclusive story on police training and police-involved shootings. Went into detail about how the Amarillo Police Department and Potter County Sheriff's Office hold their officers accountable.
- Held weekly Covid 19 response meetings via zoom with county health leaders following the virus outbreak in local communities.
- Executed an eye-opening story about trans-racial and trans-cultural adoption and how it impacts young black kids in a time of racial divide. Interviewed a local family who shared their personal journey.
- During the height of the Covid 19 pandemic, obtained an exclusive interview about a 102-year-old woman who overcame the virus and refused to get the vaccine.
- Exclusive Interview with Tim Lambert, the president of Texas Home School Coalition on the increase of parents opting to homeschool their children amid the uncertainty of Covid 19.
- Enterprise reporting on several local protests surrounding the death of George Floyd. Consistently turned content localizing several stories impacting mental health, youth impact, and school education surrounding the national unrest.
- Executed a live interview with Dr. John Zerwas, the executive Vice Chancellor for health affairs at the University of Texas to discuss the state's supply chain strike force, hospital capacity and preparedness during the beginning of the Covid 19 pandemic.

Host/Segment Producer

KDAF-TV, Dallas, TX

September 2014 to December 2018

- Successfully served as host, feature reporter and segment producer - executing all phases of news gathering from booking guests, story development, shooting, writing, editing.
- Created, produced, and launched a weekly entertainment/lifestyle franchise called "*Entertainment Fix*".
- Booked and interviewed numerous in-studio celebrity guests such as McKenna Grace, Shawn Wayans, MoNique, Tyler Perry, Reese Witherspoon, and Magic Johnson.
- Successfully launched a weekly sponsored franchise "*It's All Good*" featuring celebrities around the world who give back to their communities and gift fans with prizes.
- One of the first journalists to report on Dallas' very own Opal Lee and her journey to D.C. advocating for Juneteenth to become a national holiday. Was able to continue telling her story in several markets and have built solid connections with her family.
- Led a night side team and on-scene photographer during breaking coverage of the 2016 tragic shooting of five Dallas Police officers.
- Produced extensive coverage surrounding the fatal shooting of Jean Botham and the investigation into former Dallas police officer Amber Guyger. Secured an exclusive interview with a tenant who lived at the apartment complex where the shooting happened where he showed me how the apartment doors locked which was a significant detail in the investigation.
- Played a key role in securing several interviews with the mother of Christina Morris following her daughter's disappearance in 2014 . Spent several years covering her case, discovery of her body and the trial of her kidnapper Enrique Arochi.
- Helped break a story involving several parents in Roanoke, TX who were concerned about a student 'kill list' and its impact on the school district. This story ultimately led to the district holding a special board meeting to address the incident and students' mental health.

PROFESSIONAL AFFILIATIONS

- National Association of Black Journalists - Member
- Texas African American Museum - Board Member

LEADERSHIP/COMMUNITY INVOLVEMENT

- NAACP Tyler, TX Chapter - Host
- Texas African American Museum – Master of Ceremonies
- Power Summits Inspiring Young Girls and Teens – Mentor & Master of Ceremonies
- Launched a reading program in partnership with Tyler ISD, in which I travel to different schools across the district reading to students and introducing them to diverse books and authors

TECHNICAL EXPERTISE

- Avid
- Edius
- ENPS
- iNews
- Final Cut Pro 7 Studio & X
- Adobe Premiere
- Tons
- Oasis
- Bitcentral

EDUCATION

University of North Texas, Denton, TX
B.A., Radio, Television, Film