LIA STEINBERG

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EXPERIENCE

Multimedia Journalist/Weather Anchor KERO, Bakersfield, CA (January 2013 to Present)

- Evaluate news leads and tips to develop and enterprise story ideas, gather information through interviews and research, shoot video and interview subjects in the field, edit videos for all multimedia platforms, give live reports, report and write quality visual content under daily deadlines on multiple platforms
- Prepare and deliver weather content using available weather data and graphics, prepare and deliver forecasts for multiple platforms, create original graphics that are both visually appealing and informative, ad-lib information to viewers through observation and research

Cronkite NewsWatch Multimedia Journalist/Weather Anchor KAET-TV, Phoenix, AZ (August 2012 to December 2012)

- Covered and localized stories from the 2012 Republican and Democratic National Conventions, issues surrounding the U.S.-Mexico border and city ordinances
- Used Weather Central software to build graphics and ad-lib about current and future conditions

ABC 10 News Intern KGTV, San Diego, CA (May 2012 to August 2012)

- Independently researched and analyzed news tips for potential news value
- Dug into investigations affecting local officials and businesses, interviewed subjects

The ABC 15 Investigators Intern KNXV-TV, Phoenix, AZ (August 2011 to December 2011)

- Went undercover to investigate issues regarding fake drivers licenses, researched news tips
- Worked closely with the i-team to investigate cases, business scams and border corruption

Multimedia Journalist Know99 Television, Phoenix, AZ (January 2012 to April 2012)

- Shot, edited and reported stories for the city of Phoenix under deadline
- Conducted on-camera interviews, creative stand-ups and look-live shots

EDUCATION

Arizona State University, Phoenix, AZ

Broadcast Journalism, B.A.; Minor in Pre-Law **Dean's List 2009 to 2012** Walter Cronkite School of Journalism and Mass Communication

PROFICIENCIES

Non-linear editing with Final Cut Pro, Line producing with iNews and ENPS, Sony XDCAM, Weather Central, AP Style writing, Videography, Adobe Photoshop, Apple Motion, HTML, Social Media

Graduated: Dec 2012