

# Brooke Schlyer

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## Skills

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| <ul style="list-style-type: none"><li>• Write in both broadcast and AP writing styles</li><li>• Report on public affairs including court, City Council and budget issues</li><li>• Film using Panasonic HMC 150HD and Sony HXR-NX30U video cameras</li><li>• Professional use of social media including Twitter, Facebook, Instagram and Snapchat</li></ul> | <ul style="list-style-type: none"><li>• Log video and edit using Final Cut Pro and Adobe Premiere Pro</li><li>• Coordinate and conduct interviews with sources</li><li>• Write for television news shows</li><li>• Export, upload and create subtitles for YouTube videos</li></ul> |
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## Professional Experience

### Reporter | HD Productions | July 2016-Present

- Research news stories, interview sources, shoot b-roll and interviews, write and edit packages for the show *California Life* airing in California, Australia and for the military overseas reaching more than 15 million TV households weekly
- Report for Rancho Cucamonga's government access channel's monthly programs *Healthy RC Living* and *RC Spotlight*

### Promotions Assistant | Midwest Television | October 2015-November 2016

- Reported man-on-the-street-interviews for the debut of AM 760's new segment *Dire Streets* on the Brett Winterble show
- Set-up live studio concert tapings with guests like Ace Frehley, Switchfoot and Steve Poltz to promote on the station's social media

### Intern | U-T TV | August 2014-December 2014

- Wrote the Taylor Time health segment called Brain Health on Alzheimer's disease, and completed two news packages including a domestic abuse fundraiser and Horton Plaza's last original store having its lease terminated
- Pitched story ideas, researched story topics, interviewed sources, wrote story scripts, shot video using a Panasonic HXR-NX30U and edited video using Adobe Premiere Pro

### Intern | What's Trending | June 2014-August 2014

- Blogged on a variety of trending stories for the L.A.-based entertainment YouTube channel and website including LeBron James' decision to become a free agent and Al Jazeera journalist being jailed in Egypt
- Promoted 27 stories on Facebook and Twitter, which helped the posts to reach more than 25,000 clicks

## Related Experience

### Entertainment writer | The Daily Aztec | October 2011-May 2015

- Covered stories including an art gallery opening, a profile on the band Little Hurricane and monthly "must do" activities like ice-skating at the Hotel Del Coronado and apple picking in Julian
- Co-Founded the "Hollywood Happenings" column that often produced the most clicked online stories for the newspaper

### Web Reporter | Digital Journalism | January 2014-May 2014

- Researched and interviewed 12 sources for a hard news story on the challenges refugee students face when acclimating to the U.S. education system accompanied with photos, graphics showing school budget cuts using Piktochart and a slideshow
- Posted the story to a WordPress website, which was customized using HTML and CSS

### Multimedia Reporter | Multimedia News Lab | August 2013-December 2013

- Wrote a feature story on plus-sized women's struggles in the fashion industry interviewing designers, models and plus-sized consumers including still photos, a photo slideshow and a news package to complement the story
- Created a bar graph in Microsoft Excel to illustrate the extreme price differences between standard and plus-sized clothing

### News Reporter | Aztec News | January 2013-May 2013

- Pitched, wrote, shot and edited a VO/SOT on college students trying to afford a vacation during spring break and a package about the Aztec baseball team being mostly underclassmen
- Practiced writing for broadcast, anchoring, reporting and producing a newscast

## Education

San Diego State University, San Diego, Calif.  
Bachelor of Arts in Journalism | Honors Minor in Interdisciplinary Studies  
Study abroad Mexicali, Mexico

**Graduation: May 2015**  
GPA 3.87