

LANCE SNOW

EXPERIENCE

Sports Anchor/Executive Producer KWCH-TV

**2014 - Present
Wichita, KS**

- Anchors and reports sports.
- Writes, shoots and edits long and short form sports stories for television and the web.
- Executive Produces 27 sports shows per week, including two 30-minute specials.
- Leads staff of anchors, reporters and digital media producers.
- Manages and directs a network of contract writers and photographers.
- Monitors television ratings and web traffic with the goal of understanding the target audience.
- Develops digital and print platforms to drive audience retention and generate revenue.
- Leads editorial and storyboard meetings to create the most engaging storylines.

Sports Anchor/Reporter KTAL-TV

**2012 - 2014
Shreveport, LA**

- Anchored and produced 15 sports shows per week, including a weekly 30-minute special.
- Reported from live locations and produced stories in the field.
- Shot and edited video.
- Wrote stories for the web.
- Developed sources and maintained relationships with the athletic community.

Sports Director KQTV-TV

**2008 - 2012
St. Joseph, MO**

- Anchored and produced 15 sports shows per week, including a weekly 30-minute special.
- Led and directed a four-person sports staff.
- Forecast long and short-term department coverage.
- Reported from live locations and produced stories in the field.
- Shot and edited stories and games.
- Wrote stories for the web.

EDUCATION

Evangel University, Springfield, MO

- Bachelor of Arts, Broadcasting/Electronic Media