

GENEVIEVE LUND

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BROADCAST JOURNALIST with award-winning experience across breaking news, politics, severe weather, and community impact reporting, specializing in live reporting, exclusive coverage, and on-air anchoring. Strategically delivers coverage on major stories, such as high-profile shootings, severe weather, and nationally significant political events, while building exclusive sources and originating impactful local features. Consistently exceeds expectations as a solo anchor for newscasts, trusted with surprise fill-in slots and extended breaking coverage, while writing and reviewing scripts and supporting segment planning. Reliably driven by an ability to elevate overlooked voices and produce stories that create measurable community change.

AREAS OF EXPERTISE

*Live News Reporting • Anchoring & Presentation • Political & Civic Coverage • Multimedia Writing & Editing
Investigative Journalism • Community Engagement • Breaking News Leadership • Interviewing & Source Building*

PROFESSIONAL EXPERIENCE & ACCOMPLISHMENTS

NBC WSAV, Reporter & Fill-In Anchor – Savannah, GA

2024 - Present

- Reported live coverage on major events, including the Fort Stewart shooting with exclusive updates delivered alongside national media, coordinating with military officials and public information officers for timely, verified information.
- Anchored 80+ newscasts solo, demonstrating adaptability across morning, afternoon, night, and weekend formats, supporting breaking news, surprise fill-ins, and script review collaboration with producers to ensure cohesive show flow.
- Produced 449 digital stories generating 211,000+ pageviews, 158,000+ uniques, and 108,000+ engaged minutes during the measured reporting period, while extending original reporting across Facebook to more than 1.45 million annual views.
- Led severe weather coverage—including Tropical Storm Debbie, Hurricane Helene, and rare Savannah snow events—conducting interviews, gathering community response, and providing urgent, accurate updates to viewers.
- Delivered competitive reporting, developing untold local stories such as the Oglethorpe Mall shooting, elevating community voices, and consistently pitching investigative features directly from field research and original sources.
- Originated and produced stories that created tangible impact, such as rallying community support to secure a permanent facility for Loaves and Fishes food pantry and influencing city policies affecting historic district tours.
- Covered national political visits and elections, including coverage for Kamala Harris, Donald Trump, and Lindsey Graham.
- Recognized as Georgia Association of Broadcasters Rising Star 2025 for exceptional work ethic, leadership in live coverage, and initiative beyond assigned responsibilities.

WTGS/FOX28, Reporter/MMJ – Savannah, GA

2023 - 2024

- Delivered daily live coverage, including reporting on Breonna Moffett's death overseas and follow-up coverage of the Ahmaud Arbery murder, emphasizing in-depth storytelling and original community reporting angles.
- Delivered up to five live reports per week and wrote, filmed, and edited over a dozen stories weekly for broadcast and digital platforms, tailoring formats for maximum platform engagement.
- Responded to breaking news around the clock, including crime, politics, local events, and feature stories.
- Pitched and pursued independent story leads beyond the assignment desk, originating exclusive content and delivering first-to-report or more in-depth coverage across sports, politics, and lifestyle topics.

University of Kentucky Sports Network, Producer, Reporter, Content Creator – Lexington, KY

2022 - 2023

- Produced, filmed, and directed more than 20 University of Kentucky football and basketball head coach shows featuring Mark Stoops and John Calipari, coordinating show formats, guest lineups, and studio operations.
- Conducted exclusive interviews with premier University of Kentucky athletes, including future NFL player DeAndre Square and future NBA player Antonio Reeves, delivering on-air content to more than 80,000 followers across digital platforms.
- Shadowed award-winning broadcasters such as Tom Leach and Jack Givens to shape show quality and audience appeal.

Previous Experience: **NBC LEX18/WLEX – Reporter Intern | WRFL Radio/Wildcat News – Host, Reporter, Anchor, Producer**

EDUCATION

Bachelor of Arts (BA), Journalism – Broadcast Multimedia: University of Kentucky

Bachelor of Arts (BA), Marketing: University of Kentucky (Gatton College of Business & Economics)

TECHNICAL SKILLS

ENPS • AVID Media Composer • Adobe (Premiere Pro, Photoshop, Audition) • Excel • WordPress • Bitcentral