

# KATE THOMAS

7840 Lilac Ln. | Pensacola, Fla., 32514 | (251) 458-9815 | [kate@kateupdate.com](mailto:kate@kateupdate.com) | <https://kateupdate.com>

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Highly accomplished professional with six plus years of hands-on experience as a sports anchor, reporter, writer, producer, and editor, with multiple features in television. Proven ability to gather extensive research and consolidate information into entertaining and informative pieces. Self-motivated professional with a history of successfully performing in a high-pressure, deadline-oriented environment, able to quickly adapt to changing social situations and organizational needs. Curious, creative thinker who independently develops important new areas of coverage for local news organizations, while collaborating with teams across editorial and production functions. Unique ability to couple data analysis and interviews to uncover important trends and produce. thought-provoking, forward-looking stories with high impact.

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## PROFESSIONAL EXPERIENCE

**ESPN Pensacola**, Pensacola, Fla.

April 2023 - Present

**ON-AIR PERSONALITY AND MARKETING CONSULTANT**

- Serve as the main on-air personality for ESPN Pensacola.
- Write, produce and voice all pre-recorded content.
- Host on-air sports updates and local shows which include interviews with local teams including University of West Florida Football, the Pensacola Blue Wahoos and the Pensacola Ice Flyers.

**Pittsburgh Pirates**, Bradenton, Fla.

February 2023 – March 2023

**IN-GAME EMCEE (SPRING TRAINING)**

- Serve as the in-game emcee for all home Pittsburgh Pirates home games.
- Assist the game presentation staff in the selection of contestants for promos during the games and in-game fan engagement.
- Interact with fans to ensure the best fan experience.
- Collaborate with social media team for social media posts.

**Cox Communications**, Louisiana (New Orleans, Baton Rouge, Lafayette)

September 2016 - Present

**SIDELINE SPORTS REPORTER**

- Sideline Sports reporter for a variety of broadcasts on Cox Communications National Network including the YurView Louisiana Gametime Game of the Week, the LHSAA Girls' & Boys' Marsh Madness Basketball State Championships, the annual Wally Pontiff Jr. Classic, the LHSAA Baseball State Championships, the University of Louisiana at Lafayette John Breaux Cajun Tennis Classic and the Nicholls State Mardi Gras Invitational Baseball Tournament
- Interview coaches and players each week to gather content for the broadcasts, work with the director and producers closely for each week's TV show.
- Write storylines for each broadcast.
- Perform multiple in-game LIVE hits during each broadcast in addition to interviewing players, coaches and sponsors during the televised games.

**Pelican Sports TV**, Baton Rouge, LA

September 2016 - January 2019

**EXECUTIVE PRODUCER/ ON-AIR HOST/ TALENT**

- Founded a local sports entertainment show, "Sports Update with Kate"
- Covered and reported on the New Orleans Saints, NFL Teams and LSU Football
- Created, produced, and wrote all content for each week's hour-long LIVE TV show.
- Booked guests for each week's TV broadcast - which included current and former sports athletes and coaches.

**Louisiana High School Athletic Association**, Baton Rouge, LA

January 2019 - August 2020

**DIRECTOR OF MEDIA RELATIONS AND COMMUNICATIONS**

- Created and produced all media content for TV, radio, web, digital media social media and written content.
- Led media production for state championships in partnership with Cox Sports, NFHS Network, Varsity Sports Network, & Crescent City Sports
- Served as host/ emcee at all the state championship events, the Hall of Fame Ceremony and the Night of Scholars ceremony.
- Media supervisor for all 27 state championships for every media member in the entire state

- Supervised public relations in addition to managing credentialing, press packet production, and press conferences where media is present.
- Oversaw all creative content, collaborating with Outfront Sports Properties to create campaigns for sponsors & the association.

**Guaranty Media**, Baton Rouge, LA

April 2018 - February 2019

**PRODUCER/ ON-AIR TALENT**

- Producer and On-Air Talent for 1045 ESPN, Talk 1073, 1007 The Tiger
- Conducted VOs & live reads for segments and commercials in live radio broadcasts.
- Creator, producer and reporter for all content on a variety of platforms including TV, radio, web, digital media, social media and written content.

**Louisiana Sports Hall of Fame**, Baton Rouge, LA

January 2016 - May 2018

**EXECUTIVE ASSISTANT**

- Interviewed all Hall of Fame inductees and members. Served as host/emcee for multiple events.
- Designed, planned, and ensured the successful execution of all 12 Induction Weekend events including the Induction Ceremony.
- Creator, producer and reporter for all content on a variety of platforms including TV, radio, web, digital media, social media and written content.
- Created and developed a new website for the LSHOF.

**WAFB-TV, WVUE-TV**, Louisiana (Baton Rouge, New Orleans)

January 2012 - May 2017

**SPORTS REPORTER INTERN**

- Attended weekly New Orleans Saints media press conferences and training practices which included one on one interviews with coaches and players.
- Updated social media with tweets and pictures from press conferences and practices.
- Attended shoot arounds, practices, and media press conferences for the New Orleans Pelicans.
- Interviewed Pelicans' players and coaches.
- Worked with Fox media to help create packages for the New Orleans Bowl.
- Conducted interviews and shot stand-ups at a variety of sporting events including the GMAC Senior Bowl, LSU Spring football game, and LSU basketball games.
- Assisted in writing scripts for voice overs and VO/SOTs used for the nightly newscast.
- Attended weekly press conferences for LSU football, basketball, and baseball.
- Contributed to weekly sportscasts by helping edit video for voiceovers and VO/SOTs.

## EDUCATION

**Bachelor of Arts in Communication**, *Louisiana State University*, Baton Rouge, LA

May 2012

- *Related Coursework:* Advanced Broadcast Newsgathering, Broadcast Newsgathering and Producing, Print Newsgathering and Editing, Intro to Mass Media, Visual Communication, Foundations of Media Persuasion
- *Honors:* Board of Supervisors Scholarship Recipient

## SKILLS

- Video editing skills in multiple video editing software programs: Edius Neo, Avid NewsCutter, Final Cut Pro Adobe Premiere Pro
- Proficient in a variety of programs with Adobe Creative Suites: Illustrator, InDesign, Photoshop, Premier Pro, Acrobat
- Skilled in Microsoft Office Suite programs
- Proficient in iNews and ENPS
- Excellent written and oral communication skills