



Hope Beitchman

Contact

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🌐 hopebeitchman.com

Education

Journalism, Master of Arts

University of Missouri

2019-2021

Texas A&M University
Agricultural
Communications &
Journalism, B.S.

Texas A&M University

2015-2019

Skills

- Storytelling
- Crisis communication
- Time management and daily deadlines
- AP Style

Awards

First Place Public Service
Announcement or Campaign
Missouri Association of Broadcasters
2020

Second Place Morning
Newscast
Texas Association of Broadcasters
2016

Professional Experience

May 2023 - Present

The Power Group

Account Executive

- Develop and execute comprehensive PR plans and programs to achieve impactful results for clients
- Create and distribute press releases, media advisories and other communication materials
- Translate complex concepts into clear and concise written and oral communications
- Build and maintain strong media relations, demonstrating superior pitch and messaging skills in securing targeted media coverage

June 2021-February 2023

KDFW

Newscast Producer

- Collaborate with a team of other producers, editors and reporters to create engaging content for our six-hour morning newscast, "Good Day" under a deadline
- Distill complex subjects like political headlines and local breaking news into easily digestible segments for our audience
- Coordinate live shots with national correspondents and line produce shows, ensuring timely execution and making quick decisions

December 2019-May 2021

KOMU

News and Special Assignment Producer

- Manage various responsibilities, including gathering daily news updates, communicating with reporters and creating captivating and innovative newscasts
- Spearheaded *A Brighter Tomorrow*, KOMU 8 Care's initiative to erase the stigma surrounding mental health
- KOMU was first in our market between 7-11 p.m. on Election Day. During that time, I helped lead our 90-minute, commercial-free, fully online newscast, a first for KOMU.

November 2016- December 2017

KBTX

News Producer and MMJ

- Produced Brazos Valley This Morning, the top-rated morning newscast in the market