



# Hope Beitchman

## Contact

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🌐 hopebeitchman.com

## Education

Journalism, Master of Arts

University of Missouri

2019-2021

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

Senior Account Executive

November 2024 - Present

Account Executive

May 2023 - November 2024

The Power Group

- Build and maintain strong media relations, demonstrating superior pitch and messaging skills in securing targeted media coverage
- 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
- Research, plan and pursue articles, speaking engagements and award opportunities.
- Translate complex concepts into clear and concise written and oral communications

Newscast Producer

June 2021-February 2023

KDFW

- 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

News and Special Assignment Producer

December 2019-May 2021

KOMU

- 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.

News Producer and MMJ

November 2016- December 2017

KBTX

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