



TONYA SIMPSON

INVESTIGATIVE JOURNALIST

EXPERIENCE

Producer

Investigations/Troubleshooter

WTVD-TV

April 2018 – Present

Executive Producer

I-Team / Special Projects

WTMJ-TV

June 2015 – April 2018

Community Relations

Coordinator

Milwaukee County Department of
Health & Human Services

October 2012 – June 2015

Producer, WISN-TV

Milwaukee, Wisconsin

March 2006 – October 2012

Producer, WYFF-TV

Greenville, South Carolina

August 2004 - March 2006

Producer/Reporter

KOMU-TV

Columbia, Missouri

January 2004 - July 2004

EDUCATION

Bachelors of Journalism in

Broadcast Journalism

Cum Laude

University of Missouri-
Columbia

LEADERSHIP

- Manage team of anchors, reporters, photographers associate producers and crew while meeting hourly and daily deadlines
- Oversee all elements of creating live broadcasts including: choosing stories, assigning reporters and photographers, edit/critique scripts and packages
- Organizes and delegates assignments
- Manage workgroup scheduling, performance reviews and timesheets

COMMUNICATION

- Conduct interviews with sources, experts, viewers and victims
- Synthesize complex information and issues into concise, clear and accurate scripts, teasers, and online updates
- Lead meetings with creative services and digital department heads to collaborate on promotions plans for stories and content
- Use social media sites to quickly disseminate information and encourage key audiences to view all product platforms

CREATIVE

- Write scripts, provide background for interviews and coordinate investigative elements during breaking news
- Combine video, interview and graphic elements to create effective stories for multiple platforms
- Determine which audio, visual and graphic elements best support and reinforce messages
- Use sites like Facebook, Twitter & Instagram to create social media cross-promotions



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