

SUMMER DASHE

WWW.SUMMERDASHE.COM

CURRENT TITLES

- GOV. COMMUNICATIONS
- UNIVERSITY LECTURER
- DOCUMENTARY PRODUCER
- TV SHOW HOST
- ADVOCATE

PAST TITLES

- DIRECTOR OF STORYTELLING
- MAIN ANCHOR
- MANAGING EDITOR
- MULTIMEDIA JOURNALIST
- INVESTIGATIVE REPORTER

EDUCATION

SOUTHERN METHODIST UNIVERSITY

Convergence Journalism
2009-2013

SKILLS

Media Training
Visual Storytelling
Content Creation
Journalistic Ethics
Writing
Shooting & Editing
Communications
Public Speaking
Teaching
Public Relations & Marketing

SUMMARY

I'm an award winning storyteller and media manager with a knack for bringing out the best in a team. After more than a decade in TV news, I headed into unknown territory leading visual storytelling efforts for the United States Department of Energy. My job is to translate complicated information about nuclear projects, medical research, and environmental management to lawmakers, federal leaders, and the public in an understandable and meaningful way. We launched the first DOE newscast, Energycast.

My passion for training is put to good use teaching multimedia journalism at the University of Tennessee. On weekends, you may find me traveling to shoots for a true crime documentary I was tapped to produce on a case I once covered as a local journalist. Monthly, you can tune into a health show I host on the ABC affiliate in East Tennessee.

Journalism is the purpose I chose in life and disability advocacy is the purpose life chose for me. After being diagnosed with a chronic illness, I began using my writing skills to help the cause. I've spoken at international conferences, taught medical students, and grown a large following on social media. My awareness efforts led to an Emmy nomination and viral recognition for an under-diagnosed condition.

SOCIAL MEDIA



CONTACT

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EXPERIENCE

VISUAL STORYTELLING AND COMMUNICATIONS

Navarro Research and Engineering (Contractor to U.S. Department of Energy)

January 2022-Present

- Launched the United States Department of Energy's first newscast
 - Secured permanent spot for show on TV stations in 24 counties across Tennessee from Nashville to Knoxville
 - National Hometown Media Award winner for public affairs show, Energycast
- Ensure visual storytelling clearly communicates work impacts to the community, lawmakers, and federal leaders
- Build relationships both within the federal government and local community to foster positive messaging
- Prioritize conversational writing to smoothly communicate complex science, national security, medical research, and environmental missions focusing on finding the heart in every story
- Shoot, write, and edit stories that appear on-air and online
- Cover stories on medical research, environmental clean-up, nuclear projects, and national security missions
- Write articles for Energy.gov
- Produce visual and written press releases for media outlets
- Edit content for official Facebook, Twitter, and YouTube accounts
- Assign coverage to multimedia employees and help manage monthly communications strategy
- Designed and facilitated construction of TV studio with live capabilities to better communicate with public especially in case of emergencies
- Lead promotional and marketing efforts
- Interviewed local, state, and federal government leaders on camera to improve visual communication efforts
- Organized, quick, and calculated under pressure and solution oriented

LECTURER

University of Tennessee School of Journalism and Electronic Media

August 2022-Present

- Teaches multimedia reporting class for juniors and seniors studying journalism
- Syllabus includes lessons on reporting, producing, shooting, writing, editing, and ethics
- Expand skills on social media storytelling
- Take students out in the field for real life journalism experience
- Focus on career readiness
- Lessons follow National Press Photographers Association guidelines
- Leverage connections within the news and communications industries to connect students with job opportunities
- Teach importance of relationship building with community and public information officers
- Fair, honest, and encouraging teaching style

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EXPERIENCE

DOCUMENTARY PRODUCER

Sleu Films

August 2021-Present

- Produced true crime documentary sharing the story of one of America's most high profile crimes, the disappearance of Heather Elvis
- Coordinate shoots and interviews with family, friends, and officials closest to the story
- Manage PR and marketing efforts for the film, communicating with journalists and media members
- Manage Facebook account for the film
- Prepare interview questions, organize shoot locations and crew plans, and develop storyline

TV SHOW HOST

WATE-TV

September 2022-Present

- Invited to come back to host a monthly medical show shortly after leaving full-time position listed below
- Thirty minute show airs monthly on the ABC affiliate in East Tennessee
- Interview doctors, nurses, and other medical professionals about relevant health topics

DIRECTOR OF STORYTELLING/MAIN ANCHOR

WATE-TV

August 2020-December 2021

- Emmy award winning storyteller who managed and oversaw storytelling efforts and training for newsroom employees including editors, photographers, reporters, digital journalists, producers, and news managers
- Top notch communicator who respectfully taught others and developed 10 session storytelling workshop to train team on writing, editing, and shooting techniques for successful visual and written storytelling
- Virtual storytelling workshops sent out to Nexstar stations across the country, the largest parent company of TV stations in the U.S.
- Trusted and respected manager often approached by newsroom employees seeking advice and guidance
- Expert in ethics who implemented new protocols to maintain integrity and foster responsible coverage based on industry-wide discussions through involvement and memberships with three national journalism organizations
- Award winning writer and newsroom leader who approved written scripts for air and articles for online publication
- Excellent under deadline and created "breaking news checklist" to manage high-stress and fast paced coverage situations with priority on "accuracy above all" approach
- Hosted "Instagram Takeover" for Radio Television Digital News Association (RTDNA) to offer career advice

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EXPERIENCE

ANCHOR/MANAGING EDITOR

WPDE-TV

July 2015-July 2020

- Managed and anchored for the number one rated evening news team in the market
- Led media training for local university employees, first responders, and medical professionals to teach communication and interviewing skills
- Launched the stations first investigative team with work leading to state law changes
- Attended several of the nation's top storytelling workshops through NPPA, RTDNA, and SPJ
- Led storytelling training for visual and digital journalists
- Ambitious, gritty, and unafraid to stand up for what is right
- Fostered relationships with sources to earn trust
- Dogged commitment to first amendment rights led to a bill introduced in South Carolina to promote transparency within government agencies
- Relentless in the face of intimidation and uncovered criminal activity within a police department that ended with arrests, indictments, and multiple internal investigations
- Built the largest social media following of any news anchor in the market on Facebook
- Versatile personality proven in launching weekend cooking segment
- Earned more than a dozen journalism awards for writing, editing, videography, communication, investigative, and digital skills
- Wrote article for RTDNA on succeeding with chronic illness.

ANCHOR/MULTIMEDIA JOURNALIST

KLTV-TV

June 2013-June 2015

- Shot, wrote, and edited reports for the number one rated news station in East Texas
- Anchored and produced several newscasts building writing, technology, and public speaking skills
- Embraced team mindset
- Responsible for digital and social media coverage on weekends

REPORTER

The Dallas Morning News

August 2012-May 2013

- Daily crime and feature reporter for the paper and DallasNews.com
- Conducted interviews, took photos and videos, and wrote various stories

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VOLUNTEER WORK

MAYO CLINIC PATIENT ADVISORY BOARD

Ehlers Danlos Clinic Appointee

2022-Present

DYSAUTONOMIA INTERNATIONAL

Medical Nonprofit Volunteer

2019-Present

OAK RIDGE HIGH SCHOOL YOUTH LEADERSHIP PROGRAM

Guest Teacher

2022-Present

AMERICAN HEART ASSOCIATION

Local Chapter Committee Member

2013-2021

AWARDS

EMMY AWARD WINNER

Three time Emmy winner for breaking news, team coverage, and evening newscast

EMMY AWARD NOMINEE

Two time Emmy nominee for health and investigative reports

EMMA AWARD HONORABLE MENTION

Three time EMMA Award Honorable Mention for investigative and general news reports

RTDNA AWARD WINNER

Nine time Radio Television Digital News Association first place winner for anchor team of the year, health/medicine, general news, and education reports

SCBA AWARD WINNER

South Carolina Broadcasters Association STAR award winner for convergence coverage

HOMETOWN MEDIA AWARD WINNER

National Hometown Media Award Winner for public affairs programming