

Parker Carlson

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Indiana Broadcaster's Association | Spectrum Awards | Radio Market 1

2023 Best Investigative Reporting – WIBC, Herman Whitfield III's Death in Police Custody

Dynamic and dedicated media professional with a strong background in radio broadcasting, journalism, and video production. Highly organized and energetic team player with a passion for storytelling and collaboration. Known for bringing enthusiasm, attention to detail, and a commitment to excellence in every project. Eager to continue learning and growing through mentorship and peer collaboration in a fast-paced, creative environment.

Education

Telecommunications at Ball State University

Experience

Marketing Copywriting Assistant | Gratitude Done Right | 2023-2024

Creative and detail-oriented Marketing Copywriting Assistant responsible for crafting engaging content for digital and print media. Skilled in supporting the development of marketing campaigns, writing compelling copy that drives engagement, and conducting research to ensure content aligns with brand voice and strategy. Assisted in optimizing content for SEO.

Multimedia Content Producer & News Anchor | WIBC / Network Indiana | 2022-2023

Journalist and on-air news anchor for 93.1 FM WIBC. My responsibilities included finding and reporting on the latest news for not only Indianapolis, but also the whole state of Indiana through Network Indiana. I was solely responsible for producing and presenting all live and pre-recorded newscasts that air throughout Sundays. I produced award-winning work, my reporting playing a substantial role in winning the Spectrum Award for **2023 Best Investigative Reporting**.

Master Control Operator | WIPB | 2018-2019

I worked as a part-time master control operator at WIPB, the PBS station in Muncie, Indiana. While working at WIPB I remained an independent worker with minimal supervision. I have experience with editing, quality assurance, and monitoring packages and shows that aired on the station. Communication was key not only in the WIPB station, but with PBS officials as well. Often, I was the only person to report and fix any issues while I worked alone in the station during weekends.

Executive Producer | The Reel Deal | 2020-2021

I have worked as the head of The Reel Deal, Ball State's premier entertainment news show, to write and produce episodes every week. As Executive Producer I coordinated all divisions of production in a state-of-the-art Ball State newsroom to meet deadlines and maintain the direction that we want for *The Reel Deal*. I was also the main organizer of *The Reel Deal's* coverage of the Heartland Film Festival, at times leading to frequent collaboration on their red-carpet press events.

Head Writer| The Reel Deal| 2018-2020

As head writer, I ran the writing staff to meet expectations and to create new, original scripts on a weekly basis. I made it a personal goal of mine to ensure every student had a safe environment to try out new ideas and to have a voice that was always heard in the workroom.

Vice President | NBS at Ball State | 2019-2021

I have acted as vice president for the National Broadcast Society's chapter at Ball State. I put lots of effort into providing opportunities for students to learn and network outside of the classroom. I have managed many sessions that consisted in everything from scheduling speaker events, holding technical workshops, to running educational panels on prevalent issues in the industry.

Key Skills

- **Adobe Audition**
- **Adobe Premiere Pro**
- **Adobe After Effects**
- **Pro Tools**

Organizations

WIBC 93.1 FM

WIPB

The Reel Deal

National Broadcast Society at Ball State