

# CAYLA GOFF

Multimedia Journalist  
Producer

## EXPERIENCE

### FAMU TV20 News at Five

Aug. 2023 - Current

#### Producer

- Facilitate morning editorial meeting, review pitches, assign stories, select lead story
- Create show rundown in ENPS for Monday's live newscast
- Organize show flow and story placement
- Write stories, add commands, select/edit CNN Newsource video
- Manage editorial team including AP's, MMJ's, and anchors

#### Technical Director

Aug. 2023 - Current

- Operate video switch board for Friday's newscast
- Punch up camera shots, roll VO, SOTs, PKG's during live newscast
- Provide feedback to camera operators to ensure quality shot
- Communicate with floor director, server operator, and show producer

### FAMUAN Newspaper

Jan. 2023 - Present

#### Online Editor/Staff Writer

- Pitch/write news, lifestyle, and entertainment articles
- Write stories in AP Style on deadline
- Edit and publish print articles written by students

### GRAY TV Mentorship Program

Aug. 2023 - Present

#### Mentee

- One-on-one mentorship with local station news director
- Learn the ins and outs of the news business from industry professionals
- Shadow newsroom production

### DREAM Foundation

Aug. 2023 - Present

#### 2023 Cohort Member

- Sports journalism mentorship program for HBCU students
- Career building through weekly workshops
- Work on college football projects like the Florida Blue Florida Classic game

## PROFESSIONAL ORGANIZATIONS

### RATTLERS PACK

July. 2021 - Present

#### Founder

- Founded bridge organization to inform underclassmen and transfer students about Florida A&M University
- Mentor and provide students with personal and professional skills

## EDUCATION

### Florida A&M University

B.S., Broadcast Journalism  
Anticipated graduation: May 2024  
GPA: 3.68

## SKILLS

- AP ENPS
- Final Cut Pro
- Adobe
- Camera/videography

## CONTACT

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