



PERSONAL SKILLS

- Leadership
- Public Speaking
- Conflict Resolution
- Communication Skills
- Team Management

PROFESSIONAL SKILLS

- Diversity & Inclusion
- Journalism
- Media Relations
- News Writing
- Broadcasting
- Social Media Marketing
- Storytelling

CERTIFICATIONS

- **Digital Marketing and Analytics**
Shaw Academy
Issued May 2020

INTERESTS & ACTIVITIES

- Racial Equity Institute KC Community Advisory Board Member
- MORE2 Member
- KCABJ Member
- The Links, Inc.
- Sisters' Circle GKC member
- Studied Abroad in the Dominican Republic
- Enjoy Traveling and Reading

LISA BENSON

DIVERSITY, EQUITY, INCLUSION & ANTI-RACISM CONSULTANT
AWARD-WINNING JOURNALIST | AUTHOR | SPEAKER

PROFESSIONAL SUMMARY

An Emmy award-winning journalist with more than 20 years of communication, storytelling, and television news experience. I have extensive knowledge and experience to educate on systemic racism, implicit biases, diversity, and inclusion. In addition to being the founder of Winning Truths International, a diversity consulting firm, I also serve as an onboarding success partner for MORE2, the Metro Organization for Racial and Economic Equity. I also provide diversity and implicit bias coaching in K-12 education, not-for-profit, local and federal government, and private sector companies. My expertise has granted me the opportunity to create content for the ACLU of Missouri, which includes a mission-focused video series entitled, "Breaking the School to Prison Pipeline." It showcased how school disciplinary policies disproportionately affect black and brown students.

I'm seeking to partner with an organization to use my communication skills and diversity and inclusion training to educate and improve performance and engagement in the workplace.

WORK EXPERIENCE

WINNING TRUTHS INTERNATIONAL, LLC

DIVERSITY, EQUITY AND INCLUSION CONSULTANT

Dec 2018 - Present

- Development and facilitation of training programs on diversity, inclusion, implicit biases, and anti-racism
- Create mission-focused video branding campaigns for social justice organizations
- Corporate media trainer for large and small groups
- Advanced knowledge of diversity and inclusion program administration
- Demonstrate expertise with strategic diversity and inclusion management methodologies and related planning, execution, and measurement of the effectiveness

MORE2 (METRO ORGANIZATION FOR RACIAL & ECONOMIC EQUITY)

INDIVIDUAL MEMBER CHAIR & EDUCATION TASK FORCE MEMBER

Oct 2019 - Present

- Lobby legislators and support actions to further equity in Kansas City Public Schools
- Delivering diversity and fair employment practices training
- Facilitate training and speeches on implicit biases and anti-racism
- Utilize metrics to inform and influence strategic planning and decision-making
- Organize events related to individual membership drives and activities

KSHB-TV

REPORTER/MULTIMEDIA JOURNALIST

Feb 2004 - June 2018
Kansas City, Missouri

- Pitched story ideas to news management and interviewed people for stories
- Shoot, write & edit stories for daily newscasts
- Discussed issues with producers and/or news managers to establish priorities
- Developed ideas for news, feature, and enterprise pieces, as well as investigative stories
- Maintained positive relationships with viewers in person and via social media
- Followed up on possible news leads, gather information, and executed the necessity and timeliness of stories

WAND-TV

WEEKEND ANCHOR

April 2001 - Jan 2004
Decatur, Illinois

- Anchored and managed weekend newscasts
- Maintained crucial deadlines to provide news stories in a timely fashion
- Researched and assigned stories for the weekend news team
- Generated, developed, and edited news stories daily
- Sourced and wrote stories to be covered on the show.
- Conducted interviews and research

LISA BENSON

DIVERSITY, EQUITY, INCLUSION & ANTI-RACISM CONSULTANT

AWARD-WINNING JOURNALIST | AUTHOR | SPEAKER

WORK EXPERIENCE

KQTV

WEEKEND ANCHOR/ MULTIMEDIA JOURNALIST

Nov 1998 - April 2001
St. Joseph, Missouri

- Anchored and managed weekend newscasts
- Set up and developed daily stories
- Gained experience creating and executing unique story ideas in different formats
- Maintained positive relationships with city leaders
- Established and maintained relationships that led to growth in viewership
- Collected, researched, and analyzed newsworthy content and created innovative story ideas
- Responsible for community and public outreach to promote the station
- Used latest technology to shoot and write stories daily

CNN IMPACT

RESEARCHER

1997 - 1998
Atlanta, GA

- Researched story subjects and background using LexisNexis
- Conducted pre-interviews for potential on-set interviews
- Logged, transcribed, and edited videotaped interviews

EDUCATION

CLARK ATLANTA UNIVERSITY

BA, MASS COMMUNICATION/MEDIA STUDIES

NORTHWESTERN UNIVERSITY

LEADING DIVERSITY, EQUITY, AND INCLUSION CERTIFICATION

CORNELL UNIVERSITY

EXECUTIVE DIVERSITY AND INCLUSION CERTIFICATION

UNIVERSITY OF SOUTH FLORIDA

DIVERSITY, EQUITY AND INCLUSION IN THE WORKPLACE
CERTIFICATE PROGRAM

UNIVERSITY OF CAMBRIDGE JUDGE BUSINESS SCHOOL EXECUTIVE EDUCATION

DIVERSITY, EQUITY AND INCLUSION: DEI STRATEGIES FOR BUSINESS CERTIFICATION PROGRAM

PROFESSIONAL EXPERTISE AND TRAINING

- Gamaliel National Leadership Training NTOSAKE Women 2017
- Completed the Racial Equity Institute Phase 1 Training
- Graduate of E.W. Scripps Multimedia Journalism Training
- Experienced in Final Cut Pro editing systems
- Proficient in Accurint, LexisNexis, Microsoft Word, Final Cut Pro, Works, WordPerfect, Basys and NewStar computer systems