

Sakina Bowser

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SENIOR NEWS PRODUCER

Senior news producer with 15 years of experience leading live broadcasts across local, national, and global streaming platforms. Proven track record of driving breaking news coverage, managing high-performing newsroom teams, and producing compelling, audience-focused content under tight deadlines. Skilled in editorial decision-making, control room leadership, and developing impactful stories that resonate across broadcast and digital audiences. Recognized for strong leadership, adaptability in high-pressure environments, and delivering consistent, high-quality newscasts.

CORE COMPETENCIES

**Editorial Leadership • Breaking News Coverage • Live Control Room Production
Line Producing • Segment Producing • Team Leadership & Mentorship
Story Development • Rundown Management • Cross-Platform News Production
Visual Storytelling • Script Writing • Field Coordination**

Professional Experience

News12 New Jersey, Edison, NJ

Senior Producer | April 2025 – Present

- Lead editorial production of daily 30-minute live newscasts, making real-time decisions on breaking news, story placement, and overall broadcast flow
- Oversee a continuous four-hour news wheel, updating rundowns and scripts to reflect evolving coverage and developing stories
- Direct cross-functional teams including producers, reporters, anchors, and technical staff to ensure seamless execution under deadline pressure
- Assign and shape live field coverage, guiding reporters to strengthen storytelling and maintain editorial consistency
- Mentor and develop producers, improving newsroom efficiency, decision-making, and show quality
- Conceptualize graphics and visual elements to enhance storytelling and viewer engagement
- Pitch and develop original story ideas, contributing to daily editorial strategy and coverage planning

NBCUniversal Media, LLC, New York, NY

Segment Producer / Line Producer | August 2022 – February 2025

- Produced, shaped interviews and segments for a nationally broadcast live two-hour newscast, contributing to editorial direction and daily content strategy
- Collaborated with correspondents, anchors, and contributors to develop and refine live hits and scripts in fast-paced news environments

- Pitched and produced enterprise stories and recurring segments, expanding coverage beyond breaking news
- Wrote and edited scripts for live and taped content
- Coordinated live production elements including timing, guest booking, and control room communication for seamless broadcasts

Viacom/CBS News Streaming, New York, NY

Content Producer / Line Producer | March 2020 – July 2022

- Produced live and taped segments for global streaming audiences, contributing to programming viewed in nearly 90 countries
- Covered major political and breaking news events, contributing to election and policy-related programming
- Led control room execution during breaking news and live events, adapting coverage in real time
- Guided production staff and junior team members through high-pressure newsroom workflows
- Pitched and developed stories contributing to large-scale audience reach across digital platforms
- Managed dynamic rundowns within a four-hour news wheel, continuously updating content as stories evolved

WTSP 10News, Tampa, FL

Producer | November 2016 – November 2019

- Produced and line-produced one-hour newscasts, overseeing scripts, timing, and live coverage execution
- Contributed to broader editorial direction across the full 2.5-hour program, supporting story development, script refinement, and segment production beyond assigned hour
- Supervised reporters, anchors, and production staff to ensure cohesive storytelling and deadline adherence
- Trained and mentored producers in writing, visual storytelling, and control room operations
- Managed breaking news coverage, coordinating multiple live elements simultaneously

WINK News, Fort Myers, FL

Producer | August 2013 – November 2016

- Produced newscasts ranging from 30 minutes to 3 hours, including live and pre-produced segments
- Booked and coordinated guest appearances and feature segments
- Developed daily news packages highlighting top stories and key moments
- Collaborated closely with anchors and reporters to adapt coverage during breaking news

40/29 News, Fayetteville, AR

Producer | October 2011 – July 2013

- Built and executed daily newscasts, managing scripts, timing, and live production elements
- Coordinated field crews including reporters and photographers to meet broadcast deadlines
- Wrote and published digital content to support on-air coverage
- Managed live shots and adjusted rundowns during breaking news situations

Education

Bachelor of Science, Broadcast Journalism, 2008, Florida A&M University, Tallahassee, FL

AWARDS & RECOGNITION

- News & Documentary Emmy Award Nomination – Outstanding Live Breaking News Coverage (Hurricane Ian, 2022)
- Florida Associated Press Broadcasters Awards:
 - 2nd Place Producer (2018, 2019)
 - 2nd Place Non-Breaking Newscast (2018)
 - President's Award (2019)
- Tampa Bay Association of Black Journalists:
 - 1st Place Best Newscast (2018)
 - 1st Place Producer Compilation (2018)

ADDITIONAL STRENGTHS

- Deep experience in high-pressure, breaking news environments
- Strong editorial judgment and story prioritization skills
- Proven ability to lead teams and execute complex live broadcasts
- Experienced in both traditional broadcast and digital streaming platforms