

JayMac

Gaylord College of Journalism and Mass Communication Alumni Association



GAYLORD ALUMNI SPOTLIGHT

Rasheeda Kabba, '16

KLEW News Live at 11

Anchor/Producer

"My most significant moments of my career so far are the times when people I did a heartfelt story on feel like their story has been portrayed in the light it deserves."

Rasheeda Kabba wants to use her platform as a journalist for good. That current platform is as an anchor and executive producer at KLEW News Live at 11 in Lewiston, Idaho (in the Spokane, Washington DMA). The 2016 journalism grad recently reflected on her time at OU and her career so far.

What is your favorite memory from your time at Gaylord College?

My favorite memory at Gaylord College was hanging out with all my friends at OU Nightly. I remember late nights in the creative lab working on packages and creating some of my fondest memories with friends I still have today.

Did you have a favorite faculty/staff member at Gaylord?

The most influential staff members at Gaylord are Kathy Johnson and Mike Boettcher. The both truly saw my potential long before I did.

How did your career path lead you to KLEW?

My first gig out of college was at NTV News (in the Lincoln, Nebraska DMA) as a

Describe your work at KLEW.

I'm the KLEW News Live at 11 anchor and executive producer. I am also the fill-in anchor for the 5 and 6 p.m. News.

What do you consider to be the most significant moments of your career so far?

My most significant moments of my career so far are the times when people I did a heartfelt story on feel like their story has been portrayed in the light it deserves. I also love hearing students tell me I've inspired them in some way. Whether it be someone watching on TV or people in my life, I think it's so important to use your platform for good.

What advice would you give to current students aspiring to a career in journalism or mass communication?

For students entering the work field, I would tell them to work smart, not necessarily hard. There are going to be a million things flying your way as a MMJ and you're not going to do all of them perfectly. Do your tasks in the most efficient and timely manner possible and to the best of your ability. Learn as much as you can and ask for help when you

multimedia journalist. There, I was able to get my feet wet in the industry. It was then I realized I wanted to hone in on my anchoring skills and create stories that inflicted change. I saw there was an opening at KLEW for a Monday-Friday producer/anchor and applied. I love getting to do stories that go untold.

need it. The only way to know is if you ask.
What do you do for fun outside of work?
Outside of work, I like to explore the best brunch spots the surrounding cities have to offer.



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