

Paris Flannigan

Resides in Lafayette, LA | (225) 234-2329 | [LinkedIn](#) | [2026 News Reel](#) | [Tiktok](#)

SUMMARY

Education communications and public affairs professional with experience covering and promoting education initiatives across Louisiana. Background includes reporting on K–12 policy decisions, workforce development programs, college access initiatives, and student success challenges affecting rural and underserved communities. Skilled in research, strategic communications, media relations, and translating complex education policy into clear public information.

Experienced journalist across print, broadcast, and digital media, specializing in investigative reporting, multimedia storytelling, on-camera reporting, and producing written and video news content under tight deadlines. Passionate about strengthening pathways from K-12 education to higher education and workforce opportunities for Louisiana students.

Skill Set

|Education policy coverage |School governance| Public accountability journalism ||Research and policy analysis||Broadcast and digital journalism |Press Release writing| Media relation |News Writing & Script Development| |Video Production & Editing| |Social Media Content Creation| |Community Engagement & Networking| |Crisis and Strategic Communications| |AP Style & Journalism Ethics| |Strong Source Development| Public sector communications|



MMJ/ Reporter | KATC TV 3 News | Lafayette, LA

August 2023 – Present

- Report on education policy decisions involving the St. Landry Parish School Board and Evangeline Parish School Board, including school closures, scheduling policy changes, and academic performance accountability.
- Produced in-depth coverage on district proposals such as the potential transition to a four-day school week, examining impacts on teacher retention, student learning time, and community concerns.
- Reported on major governance decisions including the closure of multiple schools and district restructuring efforts affecting hundreds of students and families.
- Covered academic performance challenges and district responses, including the merger of Opelousas Junior High School with Opelousas Senior High School following years of failing performance ratings.
- Reported on state education accountability measures and the potential for intervention from the Louisiana Department of Education when schools receive prolonged failing grades.
- Delivered breaking news coverage involving student safety incidents and crisis situations while communicating verified information responsibly to the public.
- Conduct research and interviews with educators, administrators, parents, and policymakers to provide balanced reporting on complex education issues.
- Produce broadcast and digital news packages explaining education policy decisions and their impact on local communities.
- Covered higher-education access and workforce pipeline issues including federal grant funding initiatives supporting rural college students.
- Reported on a \$1.36 million federal grant awarded to South Louisiana Community College to expand student support services such as tutoring, mental health resources, transportation assistance, and career coaching.

- Report on initiatives addressing teacher recruitment, student enrollment trends, and educational enrichment opportunities in Louisiana schools

Public Information Officer (Communications) / Videographer | East Baton Rouge Parish School System | Baton Rouge, LA

June 2022 – August 2023

- Developed and implemented the “Supporting Our Girls” initiative, a districtwide campaign addressing student access to feminine hygiene products for underserved populations.
- Conducted research and compiled data to identify schools with the highest concentrations of low-income students to guide outreach efforts.
- Organized a large-scale donation drive that collected hundreds of hygiene products for students in need, later distributed through the district’s I CARE Team.
- Help managed social media awareness campaigns to promote the initiative and encourage community participation.
- Coordinated and facilitated media interviews and press coverage with local television stations to promote district programs and initiatives.
- Drafted and distributed press releases and media advisories highlighting school district initiatives and community partnerships.
- Assisted in planning and coordinating press conferences and media events with local and regional news outlets.
- Supported district communications campaigns including Adopt an Elf and other community engagement initiatives.
- Demonstrated crisis communication skills by helping craft messaging and responses to sensitive issues involving students, staff, and school operations.
- Conducted research and assisted in coordinating media coverage for district initiatives including:
 - Teacher recruitment and retention efforts
 - School nutrition program improvements under the Child Nutrition Program
 - District security initiatives
 - 12th Grade Internship Pilot Program “Match Day” event
- Produced multimedia content and promotional videos highlighting district programs and achievements.
- Contributed to the “Sincerely Sito” video series, providing weekly updates from the Superintendent on district initiatives and progress.
- Created video content supporting district initiatives such as STEAM education programs and Teacher of the Year recognition.

MMJ/Videographer | WBRZ Channel 2 News | Baton Rouge, LA

August 2018 – May 2022

- Collaborated with award-winning journalists to develop compelling investigative stories.
- Managed multiple projects simultaneously while meeting daily deadlines.
- Shoot, write, produced, and edit news packages independently under tight deadlines.
- Maintained a strong network of sources to ensure exclusive and accurate reporting.
- Oversaw and mentored student interns, providing feedback on reporting, scripting, and on-camera presence.

MMJ/Videographer | KLAF NBC Station | Lafayette, LA

April 2016 – August 2018

- Pitched, researched, and wrote an average of 6–10 news stories weekly, covering business, government, health, and crime.
- Provided live coverage of breaking news and major events, ensuring timely and factual reporting.
- Built relationships with local officials and business leaders to generate exclusive content.
- Coordinated multiple live shots from the field and studio, handling high-pressure situations with professionalism.

TECHNICAL SKILLS

- Final Cut Pro, ENPS, Edius, Adobe Premiere Pro
- Adobe Creative Suite, Canva
- DSLR Cameras, LiveU, Dejero, TVU
- Social Media Platforms: Facebook, Twitter, Instagram, LinkedIn, TikTok

EDUCATION

Bachelor of Arts in Mass Communications, Minor in Business

University of Louisiana at Lafayette – December 2015

- Relevant Coursework: Television Production, Film Studies, Journalism, Digital Media
- GPA: 3.2