



LARRY RICE

Represented by David Brunner – DB & Associates
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Principal Abilities

- **Award Winning Broadcast Meteorologist - News Anchor and Reporter**
- Superior productivity while under pressure and managing strict deadlines.
- Manager of various staffs, using minimal capital while maximizing productivity.
- Video & Graphic Broadcast Technology – and Computer Graphic Arts & Design
- Audio and Video Editing and Production
- Certified meteorologist with AMS and NWA TV Broadcast Seal of Approval

Track Record

Proven record of effectively managing multiple tasks without compromise to quality.
Reliability to "take charge" of any situation and achieve success.
Recognized for strong work ethic and innovative problem solving
Demonstrated expertise in production and promotion strategies.
Played a key role in brand launch, graphic design and, public awareness.
Surpassed company objectives on a consistent basis.

Career Experience

2014 to Present - News Anchor-Reporter – Cowles Media Montana. Spokane, WA-
Morning meteorologist & co-host for Cowles Media's network of stations across Montana- based in Billings. We do a two hour morning live news broadcast on 6 ABC/FOX affiliates and one NBC affiliate across all of Montana. Statewide weather with specific forecasts for 10 major cities

2011 to 2014 - News Anchor-Reporter – KOMO Newsradio. Seattle, WA-
News anchor for 3 to 5 hour newscasts on all news station Friday through Monday - Produce and deliver daily 'LifeBeat' health report- Produce and deliver in house news reports.
Occasional substitute talk show host.

2008 to 2011 - News Anchor-Reporter - KIRO News Talk 97.3 FM. Seattle, WA-
Host of 'My Northwest Weekend', a 4 hour program covering the news and issues of the week with guests in studio and on the phone. Anchored weekday newsbreaks and field reporter

1995 to 2008 - Chief Meteorologist - KOB-TV News. Albuquerque, NM-
Managed a diverse staff of meteorologists and weather-casters and was responsible for presenting evening weather broadcasts Monday through Friday at 4-5-6 and 10pm. Responsible for helping to develop and implement market weather strategy. Helped achieve #1 ratings at 6 and 10pm in demos and total HH for the first time in 20 years- a more than 40% increase.

1987 to 1995 - AM and Noon Meteorologist and reporter - KIRO-TV & Radio. Seattle, WA
Presented weather forecasts and traffic on the morning and noon newscasts. Produced and anchored morning news cut-ins during CBS Morning News. Responsible for coordinating work schedules for the weather staff of 4 people Covered and reported both live and on tape several hundred stories in Western Washington during my tenure.

Education

Mississippi State University - Starkville, MS - Geoscience Program
University of Washington - Seattle, WA - Major: Atmospheric Science
Calif. State University- Bakersfield, CA - Major: History & Communications

Awards

EMMY winner & 3 time nominee Best Weathercaster- NATAS SW
2 time team Winner- Edward R. Morrow Regional News Award
6 time winner- AP Best Weathercast & 3 time winner- AP Best Newscast award
Winner AP- Best Reporting & Best Live Coverage
Best Weathercast-Washington Press Assoc & Best Weathercast-NM Broadcasters Assoc.