

Interview with Jovita Moore

Sameera Gokal: When did you realize that you were destined for journalism?

Jovita Moore: I grew up watching television news as a child, and reading newspapers, and always thought it was important to do. By the time I was in college, several events, mentors and decisions seemed to line up just right leading me to my career.

SG: What is your typical day like as a news anchor and reporter?

JM: I start everyday at 9a in our morning editorial meeting, where we discuss story ideas and the day's events. I'm paired with a photographer to shoot the story I'm assigned to cover that day. I return to the newsroom for the 2p meeting, where we discuss the rundowns for the 5p and 6p newscasts. I write my story, get it to the photographer to edit. I'm in makeup by 3p most days, ready for promos in the studio by 4p, then read and proofread scripts for 5p.

SG: What was the first major accomplishment you made in your career?

JM: First major accomplishment – depends on what you consider major. Getting my first job right out of grad school was major, becoming an anchor after a year on my first job was major, getting my next job was major, and getting to Atlanta was major. Winning my first Emmy, also major. Traveling to Egypt, major.

SG: What is the most memorable moment of your career?

JM: I've had several memorable moments during my 20-year career, too numerous to mention. Suffice it to say, I'm always looking forward to the next day and the next challenge this business will bring.

SG: Which world leader fascinates you the most and why?

JM: World leader? Honestly, since my career focuses on local news, so do I, for the most part. I'm pretty intrigued by watching President Barack Obama while he navigates his historic Presidency.

SG: You are married with three children. How do you manage to balance your family life with your professional responsibilities? What is the greatest challenge you have faced?

JM: Balancing family and my profession continues to be a challenge. But I've learned that I need to have a plan A, plan B and plan C in place at all times. Like all parents dealing with the challenges of raising children, I know I'm not alone.

SG: What advice would you give young journalists who are interested in becoming news anchors?

JM: My advice to any young person wanting to be a journalist – is to learn how to be a good storyteller and learn how to be resourceful.