

# KIRSTIN GARRISS

Public Relations Strategist | Media Training Coach | Multimedia Storyteller

**Kirstin.Garrisse@gmail.com**

## MEET KIRSTIN



Kirstin Garriss is an award-winning political journalist turned public relations strategist with 15+ years of communications and journalism experience.

She's a skilled storyteller who understands the art of multi-channel strategic communications and breaking down complex issues into tangible ideas and action. Kirstin has a proven track record of securing high-profile media placements with local, national, and international outlets, including NY1, FOX5 DC, BBC News, NewsNation, and MS NOW.

She's a hands-on leader who thrives in high-stakes environments, takes accountability for outcomes, and welcomes innovation and collaboration on her team.

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## EXPERIENCE

### **PR & Communications Director for URL Collective and URL Media**

#### ***January 2026 - Present***

- Securing 10+ earned media placements monthly across local, regional, and national outlets for individual reporters within URL Media, a national network of 65+ multicultural outlets and content creators
- Identifying, developing, and pitching substantive conference panels featuring URL Media leadership, staff, and partner outlets across journalism, philanthropy, and mission-driven sectors
- Strategically advising URL Media leadership on external networking opportunities and public-facing partnerships
- Creating press materials including releases, social graphics, and external leadership communications
- Designing, managing, and leading end-to-end production of high-impact in-person events, from concept and programming to logistics, messaging, and on-site execution
- Facilitating customized group and individual media training sessions for URL Media outlets
- Elevating the mission and public profile of URL Collective, a nonprofit advancing community media and independent journalism, through cohesive and engaging content that demonstrates impact
- Designing and executing journalism programs hosted by URL Collective for independent publishers, community newsrooms, and content creators in partnership with funders

### **Independent Journalist & Host of "Here's the Deal with KG"**

#### ***April 2025-January 2026***

- Creator of a Substack/TikTok series that simplified big-picture national headlines into smart, digestible online explainers with videos averaging 750+ views
- Freelance writer for national publications, including *The Guardian*, producing deeply reported enterprise stories on politics, equity, and policy

## EDUCATION

*University of North  
Carolina at Chapel  
Hill*

B.A. in Journalism  
and Mass  
Communication  
Minor in American  
History

## EXPERTISE

- Public Relations
- Earned Media Placements
- Strategic Communications
- Thought-leadership Engagement
- Multi-channel strategic communications
- Media Coaching
- Public Speaking
- Relationship Building
- Content Creation
- Stakeholder Engagement
- Event Activations
- Internal & External Communications
- Crisis Communications
- Team Building
- Journalism

## REFERENCES

Available  
Upon Request

## CMG Washington News Bureau - DC Correspondent

*August 2021-November 2024*

- Daily live television reports distilling federal policy across various sectors, including transportation, technology, healthcare, racial equity & consumer issues, into clear, concise, audience-first storytelling
- Built strong working relationships with lawmakers, agencies, and congressional staff to secure high-profile interviews
- Expanded the Bureau's digital strategy with daily web articles and social media pushes

## WHBQ FOX13 Memphis - Investigative Reporter, Fill-in Anchor

*October 2018-July 2021*

- Delivered in-depth investigative storytelling driven by public records, exposing systemic issues in crime, politics, and public institutions
- Served as the fill-in weekend morning and evening anchor, delivering breaking and enterprise coverage
- Covered enterprise stories on race relations and community-police relations with impact-driven storytelling

## Spectrum News, Charlotte, NC - Government Reporter

*January 2016-October 2018*

- Served as the city/county government reporter covering Charlotte City Council and Mecklenburg County and the 2016 campaign season
- Produced daily digital-first political content and live coverage across platforms

## WDVM (formerly WHAG-TV) Hagerstown, MD - News Reporter

*July 2013-January 2016*

- Developed enterprise stories across the MD-PA-WV tri-state region.

## AWARDS & FELLOWSHIPS

- 2021 Regional Murrow Award Winner
- 2021 National Gracie Award Winner
- 2021 NABJ Salute to Excellence Award Winner
- 2023 Paul Miller Washington Reporting Fellow