

## **JESSICA BENSON**

Johnson Bridge Media

Charita Johnson

[cj@johnsonbridgemediacom](mailto:cj@johnsonbridgemediacom) | 860.262.1872

Jessica Benson is a sports anchor and reporter at WATN-TV, the ABC affiliate in Memphis, TN. There she covers the Memphis Grizzlies, the SEC, the University of Memphis, the Cardinals' AAA team - Memphis Redbirds.

Along with her primary sports role, she reports for "The Mike Norvell Show," "Golf in the Mid-South" and the market's most comprehensive high school preps show, "Sonic High School Sports Blast."

Jessica is engaging and fluent across all social media platforms. Her ability to connect with viewers is the reason she has the largest social media following of the local TV sports anchors and reporters in the Memphis market.

Prior to her time in Memphis, Jessica was the Sports Director and Weekday Sports Anchor for KNDU-TV and SWX in the Tri-Cities, WA.

She's also worked with ESPN's "SportsNation," USCFootball.com, NBC at the 2012 London Olympic Games, the Rose Bowl (2012-14), the 2014 BCS National Championship Game and NBC Nightly News.

Jessica graduated Summa Cum Laude from USC with a degree in Broadcast and Digital Journalism and minors in Sports Media Studies and Popular Music Studies. While at USC, Jessica was an Executive Producer for Annenberg TV News. She was also a reporter and a sports anchor for ATVN.