

Sydney Simone

News Anchor | Reporter | Multimedia Journalist | Host

Sydney Simone is an award-winning journalist, anchor, and visual storyteller currently based in Baton Rouge, Louisiana. A proud Midwesterner with roots in Detroit, Michigan, suburbs of Chicago, Illinois, and Indiana, Sydney's journey across several states has shaped her into a creative, compassionate, and relatable communicator.

After graduating from Merrillville High School in Merrillville, Indiana, Sydney went on to earn her bachelor's degree from **Purdue University** in May 2019, studying **Mass Communication**, Spanish, and Organizational Leadership & Supervision. During her time at Purdue, she became a proud member of **Delta Sigma Theta Sorority, Incorporated (Zeta Theta Chapter)** and joined the **National Association of Black Journalists**. Her college experiences from leadership roles to internships, helped her develop an unbreakable bond with the world of broadcast media.

Currently serving as a Weekday Morning News Anchor at **Louisiana First News** (WVLA NBC33/ WGMB FOX44) in Baton Rouge, Sydney brings an authentic and community-driven approach to storytelling. In March 2024, she was honored with the **Louisiana Association of Broadcasters' (LAB) Prestige Award for "Reporter of the Year."** One year later, in March 2025, Sydney received **LAB's "Young Television Professional of the Year" award.** Her reporting and storytelling reflects a deep commitment to accuracy, empathy, and connection with the audiences she serves.

Before joining Louisiana First News, Sydney worked as a Reporter and Multimedia Journalist for the **CW39 Houston Morning Show** and began her career at **KTAL NBC 6** in the Shreveport–Texarkana market. Throughout her time in the Four States Region (Arkansas, Louisiana, Oklahoma, and Texas), she developed a reputation as an engaging and community-focused journalist covering both news and sports.

Sydney's passion for storytelling extends beyond the newsroom. In 2019, she launched **"College Playground,"** a show spotlighting college athletes and their journeys on and off the field. What began as a radio show has since evolved into a podcast and digital series on YouTube, produced by Sydney Simone Entertainment, LLC. Through this platform, she continues to highlight stories that inspire, inform, and entertain.

Sydney describes journalism as more than just reporting—it's an art form. She believes every person has a story worth sharing and takes pride in telling those stories with authenticity and integrity. Her mission is to build trust through transparency, create connections through storytelling, and impact lives by amplifying community voices.

Beyond the newsroom, Sydney enjoys eating a good meal, exploring new destinations, watching WNBA games, curating playlists, skating, biking, and spending time with close friends and family.

With a growing footprint in both traditional and digital media, Sydney continues to expand her brand as a versatile journalist and content creator. Her long-term goal is to become an anchor or daytime show host on a major network, where she can continue to inform, entertain, and inspire audiences nationwide.

Strengths: Visual storytelling, broadcast and digital reporting, on-air presentation, public speaking, writing, filming, editing, leadership, and relationship-building.