

Lucinda Kay > Journalist since 1994, Oregonian, Joy-Maker

Lucinda Kay brings a global perspective, integrity, tenacity, and joy. Lucinda launched her career in journalism in 1994, working as a TV News Anchor and Reporter for several years, and reporting for several radio stations as well (in English and Spanish). In 2006, Lucinda transitioned out of TV news, leaving KXLY TV in Spokane, WA, to use her media skills to consult and coach clients in the US, Canada and Jamaica. As a Communications Consultant she guides individuals and teams to more effectively tell their own story, serves as their spokesperson, and helps them to define their brand in a more influential way. Lucinda continued broadcasting even as a consultant, anchoring for the Spokesman Review's radio station and later hosting her own show, "Let It Shine with Lucinda Kay," She started freelancing for KXL Radio in 2016 and has just taken on the afternoon drive fulltime. She's a popular speaker, emcee and panelist.

*"I got into the news business to tell stories, to provide a voice for others in this bright beautiful diverse world. I started shadowing in a news room when I was just 15 and I knew then, journalism would be my path."*

Lucinda grew up in Ashland, OR and earned her communications degree at Lewis and Clark College here in Portland. She put herself through LC pouring pitchers of beer at the Dublin Pub. *"I LOVE this city, its people, its energy, the food, the access to urban living and nature's majesty! I'm so excited to get to live and work back home."* Lucinda has lived in South America, Central America and Jamaica, and she always lands back in the Northwest.

Karaoke, dance-off's, all kinds of fitness classes; Lucinda always says, *"I love to move. Whether it's yoga, lifting weights, hiking, dancing, whatever; it's important to nourish our strength, inside and out."*

She's particularly proud of her humanitarian work with Great Shape! Inc. Her "mama and aunties" founded the non-profit in 1988 and serve 40,000 people in Jamaica and St. Lucia every year. She serves as Great Shape!'s communications director and spokesperson. Hundreds of volunteers, many from Portland, travel to the Caribbean to provide free dental care, eye care, language arts programs, teacher training, and computer training. *"I've been raised to serve others so it's especially satisfying to harness my story telling and broadcast experience to equip and empower others."*