

Tara Wall is an award-winning documentary journalist, founder/chief creative strategist of [a cause-driven media production company](#), and media educator. With a career spanning more than two decades as a media executive, filmmaker and newscaster, Wall has covered the gamut from reporting as a national television correspondent to managing writers at a national newspaper and running the public affairs department at a top ten television station. She's anchored and reported on local news, urban education, national politics and global affairs, with a few years as a senior corporate and government executive in between.



Known for her keen eye, disarming interview skills and innate messaging style, Wall has analyzed political campaigns, moderated debates, hosted engaging talk shows, executive produced and directed compelling documentaries, as well as interviewed presidents, candidates, global leaders, policymakers, entertainers and everyday people with complex but important stories to tell. She's committed to guiding and cultivating the next generation of creators and storytellers, and funnels her advocacy for media literacy into the classroom as a state certified television and film instructor. A trusted expert on media, culture and national policy, Wall periodically addresses industry-related issues through her blog and website.

[Princess Tara Productions, LLC](#) is an independent, multimedia production company and creative communications agency Wall founded in 2010. She and her multiple Emmy-award winning team, partner with brands to develop and produce original works, documentaries, public affairs programs, multimedia content and creative marketing initiatives for digital, TV and film distribution. Wall's portfolio as a senior media adviser includes counseling media companies, three national political party chairmen, three presidential campaigns, Fortune 500 CEOs, celebrities, government agencies, and nonprofits.

Wall is currently directing and executive producing the documentary film '[Souled Out](#),' now in postproduction and a TBA feature film. She recently moderated the nationally televised 2016 presidential debate and community town hall for One America News Network, was an ESSENCE magazine contributor for the 2016 presidential election; creator, executive producer and chief news anchor for the weekly news program 'ATTN This Week'; creator, host and executive producer for the 'Africa In America' series of documentaries airing on MHz networks for AFRICA TODAY TV; she hosted a series of interviews with the Republican field of 2016 presidential candidates; led and produced the RNC's #CommittedToCommunity multimedia campaign; and continues to advise for various creative corporate media campaigns, direct socio-political documentaries and report as a freelance correspondent.

Wall was named among "[Washington's Most Powerful Women](#)" for her political and presidential media strategy work in 2012 and earned consecutive first and second place PR News Awards for branding and use of video in media campaigns in 2011 and 2010. She was part of the 2008 Peabody Award Winning "Best Political Team on Television" for CNN and CNN.com. and

received 1st and 2nd place National Association of Black Journalists (NABJ) awards for her documentaries on race relations in America in 1997 and 1998.

SVP of Communications from 2009-2011, Wall instituted and led the multimedia communications department at Fortune 500 healthcare company Amerigroup, earning consecutive first and second place PR News Awards for branding and use of video in media campaigns. In addition to managing a media relations, digital and marketing portfolio, Wall designed the build for the company's first state-of-the-art television and editing studios, commissioned and produced over 100 video projects and led its C-suite executive conferences, creative team projects, and overall messaging strategy.

Prior to that Wall worked for CNN and CNN.com as an on-air political contributor, analyst, and host during the 2008 Presidential Election cycle, as part of its Peabody-winning 'Best Political Team on Television.' She was also deputy editorial page editor, columnist and news anchor for The Washington Times from 2008-2009, where she conducted the final exclusive one-on-one Oval Office interview with President George W. Bush. She broke news with an above-the-fold front page story of Mr. Bush's response to incoming President Barack Obama's announced closure of the Guantanamo Bay terrorist detention facility. Wall anchored television news updates for local Times affiliates, wrote a weekly column and produced the "Tara's Two Cents" video commentary blog and podcast.

From 2007-2008 Wall served as communications director and spokesperson at the Office of the Federal Coordinator for Gulf Coast Rebuilding at the Department of Homeland Security (DHS). Wall was primary spokesperson responsible for the development of outreach and communications strategy, messaging, and press dissemination related to federal efforts to rebuild the Gulf Coast region. Prior to that, Wall was appointed by President George W. Bush as director of the Office of Public Affairs (OPA) at the Administration for Children and Families (ACF), within the U.S. Department of Health and Human Services (HHS) in February of 2007. At ACF, Wall served as an advisor to the Assistant Secretary, an agency spokesperson, managed department and public affairs staff in the development of messaging and media relations. Tara took her political reporting chops to Washington, DC to serve in a senior political position, having spent more than a decade as a television anchor and reporter at local ABC, NBC and CBS affiliates in St. Louis, MO; Western, SE Michigan, and Metro Detroit.

From 2001-2004, she was a reporter, anchor and Director of Public Affairs at CBS Detroit where she created, executive produced and hosted the talk show "Street Beat" which followed "Face The Nation" with Bob Schieffer. As part of the weekly, half-hour political affairs program, Wall interviewed national and state lawmakers, political operatives, journalists, community and business leaders. She covered the 2004 Democratic Presidential debate at Detroit's FOX Theater, interviewing all the major candidates and broke the exclusive "Mayor's Memo" story involving Detroit Mayor Kwame Kilpatrick in 2002. "Tara's Two Cents" was an original show feature, where Wall offered biting conservative commentary on pertinent show topics.

In addition to her role as a CNN political contributor appearing on Wolf Blitzer's Situation Room, Anderson Cooper 360 and Larry King Live, Wall has appeared as an independent presenting a conservative perspective, a political strategist and media expert on several national news outlets including FOX Newschannel's "O'Reilly Factor," MSNBC, C-Span, PBS, ABC News, American Urban Radio Networks (AURN), NPR, BET and TV One. Wall has written for, and/or been quoted and profiled in the Washington Post, The New York Times, Washington Times, USA Today, CNN.com. Black Enterprise, Ebony, Essence, Townhall.com, The Daily Caller and other publications.

She has received two National Association of Black Journalists (NABJ) awards for her documentaries on race relations in America.

Wall holds a Virginia teaching license from Shenandoah University with endorsements in Television & Media Production, Business & Information Technology and Marketing; and a Bachelor of Science degree from Eastern Michigan University with a major in Telecommunications & Film and a minor in Law & Government.

In her spare time, Wall is an avid kayaker, holistic lifestyle advocate and doting aunt.