

Mark Alford

Represented by The NWT Group
817.987.3600 NancyShafran@NWTgroup.com



Experience

Morning News Anchor/General Assignment Reporter, WDAF, Kansas City, MO 1998 – Present

- Anchor 4.5 hours daily, write and edit news copy, generate story ideas for the number one morning newscast in Kansas City. Numerous public appearances, public speaking, representing station.

Weekend Anchor/General Assignment Reporter, NBC 2, KPRC TV, Houston, TX 1995-1998

- Anchor 4 hours per weekend and generate news stories for weekday newscasts.

Reporter/Fill-in Anchor, NBC 5, WPTV, West Palm Beach, FL 1993-1995

- General Assignment and Environmental reporter. Live and taped interviews, producing 30 minutes specials on environment.

Reporter, CBS 10, KWTX, Waco, TX 1987-1989

- General Assignment and Political reporter. Investigated, generated, and wrote stories.

Education

University of Texas, Austin, TX 1983-1987

Major: Government/Communications, Minor: Latin American Affairs
Degree Not Attained.

Lee College, Baytown, TX 1982-1983

General Studies

Awards and Honors

- Associated Press Reporter of the Year
- Rocky Mountain News Reporter of the Year
- Media Person of the Year- American Royal
- Reporter of the Year- Houston Rotary

Community Involvement

- Board member Fox 4 Love Fund for children, helping needy children
- Board member Band of Angels, supplying refurbished band instruments to needy students
- Created and current board member of non profit, The Posse 100, helping families of first responders in time of need.
- Captain, Jackson County Mounted Sheriff's Posse

- Former Vice President, Fox 4 Love Fund for Children
- Former Vice President, Pony Express Horse Show Circuit
- Former Deacon, Red Bridge Church of Christ
- Emcee and/or Auctioneer for Fundraiser for:
 - University of Kansas Hospital- Friendship Inn.
 - Kansas City Hospice
 - Center Alumni Foundation
 - Fox 4 Love Fund for Children
 - St. Jude's Children's Hospital

Extracurricular Activities

Realtor specializing in residential properties. 2014-Present

Owner/Operator of Mark Alford Design, personal clothier. 1987-Present

- Managed and operated growing business, providing custom made clothing to top business leaders in the Kansas City Metro, Chicago, Los Angeles, New York, Dallas, Virginia and Philadelphia. Created and implemented strategic marketing and sales plan.

Owner/Operator of Lone Star Ranch, Kansas City, MO. 2005-2010

- Managed and operated large horse boarding and entertainment business. Created content for website that generated more than 100,000 page views per month. Created promotional and advertising material. Generated media coverage of events. Coordinated charity events on premises, gave tours and provided children's camps.