



Scott McDonnell



Represented by **The NWT Group**

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Professional Summary

Award-winning tv journalist and evening news anchor with more than 15 years of experience in major markets including Phoenix, Boston, and Portland. Proven leader in breaking news coverage, enterprise storytelling, and cross-platform audience growth. Emmy-winning communicator recognized for impactful reporting, strong newsroom leadership, and the ability to deliver compelling content across broadcast, digital, and social media platforms.

Awards

TV Emmy Wins:

- Best Morning Show - Phoenix, 2023
- Breaking News Coverage, 2022

Education

University of Rhode Island, 2000
Bachelor of Arts in Communications

Social Media



@scott_mcdonnell
2.6K followers



@scottymactv



@scottymack1

EXPERIENCE

WMTW, Portland, ME

Evening Anchor/Reporter

2024 – Present

- Anchor the daily 5:00 PM newscast, driving market leading coverage of breaking and developing news both in-studio and field anchoring.
- Produce, write and deliver impactful weekly enterprise reporting.
- Conceptualize, shoot, and edit digital and social content to expand audience reach and strengthen engagement across platforms, including Facebook, Instagram, TikTok, and YouTube.

Scytale Media/Wrigley Media/True Story Entertainment

2022 – 2024

Executive Producer/Senior Comms. Consultant

- Created innovative show concepts and produced high-quality visual content, ensuring engaging narratives through thorough research and audience analysis.
- Designed compelling pitch decks and sizzle reels, effectively communicating visions and driving stakeholder engagement and adoption.
- Directed on-location film shoots and managed field crews, ensuring optimal footage, timely project completion, and adherence to creative standards.

KPNX, Phoenix, AZ

Reporter/Anchor

2021 – 2023

- Anchored weekly morning newscasts and earned the 2022 Emmy for exceptional news coverage.
- Crafted and executed a daily social media strategy, maintaining posts across multiple platforms, writing stories for the website, and managing feeds on Instagram, Twitter, LinkedIn, and more.
- Pioneered enterprise journalism by creating unique and impactful stories, enhancing the station's reputation for innovative content.

WFXT, Boston, MA

Reporter/Anchor

2019 – 2021

- Anchored news broadcasts, earning nominations for the Best News Anchor.
- Boosted viewer engagement through strategic use of social media.
- Anchored & reported high level breaking news events including through COVID pandemic, riots following George Floyd events.

WTNH, New Haven, CT

Anchor/Reporter

2016 – 2019

- Anchored the 6 pm weeknight newscast.
- Produced promotional content for digital and broadcast platforms, targeting key audiences to engage viewership and enhance ratings.
- Hosted various shows and special programming, including the weekly franchise feature "What's Right with Schools."
- Developed and executed communication strategies to enhance the segment's reputation, ensuring alignment with corporate priorities.

KMBC, Kansas City, MO

Reporter/Anchor

2013 – 2016

- Managed news projects and special reporting initiatives, ensuring alignment with overarching goals and objectives.
- Created content and communication strategies focused on technological advancements and their impact on the community.
- Led in-field reporting on breaking news, including weather and tornado coverage.
- Anchored weekday evening newscasts and reported for night shows at 5 pm, 6 pm, 9 pm, and 10 pm.

News 13 Orlando/Bay News 9, Tampa, FL

Reporter/Anchor

2012 – 2013

- Identified emerging issues and developed communication strategies to mitigate risks.
- Monitored communication programs and leveraged data to inform and adjust strategies.
- Focused on key reputation drivers for the segment, ensuring communication plans aligned with 24-Hour News Coverage.
- Anchored a 24-hour local news channel, reporting on daily news events and enterprise stories.

WSEE, Erie, PA

MMJ/Anchor

2010 – 2012

- Edited and shot content, maintaining web content to engage audiences.
- Successfully executed multiple projects with competing priorities, consistently meeting tight deadlines.
- Ensured all communication strategies and plans were aligned with segment and corporate priorities, enhancing overall reputation.
- Produced, wrote and anchored evening newscasts, reporting on breaking and feature news elements

Earlier Work Experience

- **Radio Personality** ▪ WRTW-FM 93 ▪ Erie, PA ▪ 2010 - 2011
- **GA Reporter/Fill-In Anchor & Sports Anchor/Multimedia Journalist** ▪ WSHM-TV ▪ Springfield, MA ▪ 2009 - 2010
- **Associate Producer** ▪ WFSB-TV ▪ Hartford, CT ▪ 2008 - 2009