

Matt McClain
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Objective: Executive Producer / Assistant News Director
Upper Midwest middle market station

Professional Summary:

I have a unique combination of mass media, communications and public relations experience.

- More than 12 years experience as an award-winning TV News Producer
- Several years experience in communications, public and media relations with a global frozen food company

Education: University of Wisconsin-Stevens Point, Stevens Point, Wis.
BA, Communications, 1997

Work Experience:

- 1/10-4/13** Journal Broadcast Group, WTMJ-TV Milwaukee, Wis.
News Producer, all shifts
Work with anchors, reporters, photographers and supervisor to create informative, fast-paced newscasts. In charge of story selection and lead writer.
Produced 2012 WBA Best Morning Newscast
2010 WBA News Operation of the Year
- 8/08-8/09** Quincy Newspapers Inc., WSJV-TV South Bend, Ind.
Executive News Producer
Lead staff of reporters, anchors, producers to coordinate daily website, social media and broadcast news coverage. Proofread and edit news scripts. Coordinate story selection and delivery. Late newscast was consistently top-rated newscast in the market.
2008 AP Best Newscast, Indiana Division 2
- 3/06-8/08** The Schwan Food Company, Marshall, Minn.
Specialist, PR & Communications
Contact and respond to media outlets on behalf of all business units of the company. Evaluate, organize and execute all external media opportunities to showcase The Schwan Food Company. Part of team responsible for all external and internal communications. Crisis communication and media training leader. Media tracking.
- 6/03-2/06** Hubbard Broadcasting, Inc., KSTP-TV, St. Paul, Minn.
News Producer, all shifts including AM
Produced 2005 Breaking News Regional Emmy winning newscast
- 4/98-6/03** Viacom/CBS, Inc. WFRV-TV, Green Bay, Wis.
Senior News Producer, primarily the 10 p.m. news.
Produced 2002 Murrow Regional Award, Best Newscast