



MADDIE WHITE

MULTIMEDIA JOURNALIST,
ANCHOR & PRODUCER

✉ MADDIEREYNOLDWHITE@GMAIL.COM

▶ CLICK FOR REEL

EDUCATION

UNIVERSITY OF SOUTHERN CALIFORNIA,
ANNENBERG SCHOOL OF JOURNALISM

M.S. JOURNALISM EARNED
2015-2016

PACE UNIVERSITY, NEW YORK, NY
PFORZHEIMER HONORS COLLEGE

B.F.A ACTING EARNED
2010-2013

SOFTWARE

- ADOBE CREATIVE SUITE
- FINAL CUT PRO
- LIVEU
- GOPRO
- WORDPRESS
- FACEBOOK LIVE
- SNAPCHAT, TIKTOK, TWITTER, INSTAGRAM

SKILLS

INVESTIGATIVE/ENTERPRISE STORIES AP STYLE
 ANCHORING, TRAFFIC, WEATHER WORDPRESS
 BROADCAST VIDEOGRAPHY LICENSED DRIVER
 INEWS IMPROV BUILDING GRAPHICS
 PRODUCING NEWSCASTS GUITARIST/SINGER

EXPERIENCE

- **E.W. SCRIPPS CO.,** JUN 2018
BOISE, IDAHO - PRESENT
 -MULTIMEDIA JOURNALIST (MMJ)
 - CREATES STORIES FOR TWO SEPARATE ENTITIES: **KIVI/6 ON YOUR SIDE (ABC) AND KNIN/FOX 9 NOW**
 - EVALUATES NEWS LEADS AND TIPS TO DEVELOP STORY IDEAS AND ANGLES, VERIFIES FACTS
 - FILL-IN ANCHOR & PRODUCER
 - SHOOTS AND EDITS VIDEO FOR TV AND ALL MULTIMEDIA PLATFORMS ON CONCISE DEADLINES
 - APPEARS ON TV PROGRAMS IN TAPED INTERVIEWS AND NARRATIONS
 - GIVES LIVE REPORTS FROM SITES OF EVENTS (LIVEU, TRUCK, OR SOCIAL MEDIA LIVE)
 - WRITES WEB ARTICLES FOR COMPANY WEBSITE, PUBLISHES TO SOCIAL MEDIA
- **COMEXPOSIUM GROUP,** 2016 - 2017
LA, CALIF.
 -SOCIAL MEDIA MANAGER
 - REAL-TIME SOCIAL COVERAGE, INCLUDING SNAPCHAT AND FACEBOOK LIVE STAND-UPS, AT EACH OF OUR MONTHLY GLOBAL EVENTS.
 - DEVELOPED ONLINE PRESENCE, BRAND AWARENESS, SEO AND MONITORED TRAFFIC & KPIS.
- **ATVN/ANNENBERG MEDIA,** 2015-2016
CBS MEDIA CENTER,
LA, CALIF.
 -ANCHOR AND MMJ
 - PITCHED BREAKING STORIES FOR **ANNENBERG TV NEWS**. SHOT, WROTE, AND EDITED PACKAGES FOR TV, RADIO, AND WEB.
 - DEVELOPED STRONG NEWS JUDGMENT
 - FORMULATED COPY, DEVELOPED LEADS AND ESTABLISHED APPROPRIATE TONE FOR STORIES.
 - PERFORMED ON-LOCATION LIVESHOTS, STAND-UPS, ETC.