



# Mark Alford

Represented by **The NWT Group**

[NancyShafran@NWTgroup.com](mailto:NancyShafran@NWTgroup.com)

817-987-3600

<https://NWTgroup.com/client/markalford>

## EXPERIENCE

### WDAF, Kansas City, MO

### Morning News Anchor/GA Reporter

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 and speaking engagements representing the station

### NBC 2, KPRC TV, Houston, TX

### Weekend Anchor/GA Reporter

1995 – 1998

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

### NBC 5, WPTV, West Palm Beach, FL

### Reporter/Fill-In Anchor

1993 – 1995

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

### CBS 10, KWTX, Waco, TX

### Reporter

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

### Lee College, Baytown, TX

1982-1983

General Studies

## COMMUNITY INVOLVEMENT

- Board member Fox 4 Love Fund for children
- Board member Band of Angels
- Created and current board member of non profit, The Posse 100
- Captain, Jackson County Mounted Sheriff's Posse
- Former Vice President, Fox 4 Love Fund for Children
- Former Vice President, Pony Express Horse Show Circuit
- 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

Extremely well versed on current affairs and politics on the local, national, and international level. He has the ability to speak extemporaneously on any subject at any time from what is making headlines in our nation's Capital to happenings in Hollywood.

Anchors the most popular morning newscast in Kansas City.

The station has been number one in the morning for more than a decade.

He is the only anchor who has remained consistent on that program during that time.

Consistently among top performers in Kansas City for Share Rocket social media engagement.

He has helped raise more than \$25 million dollars for various community organizations.

Helped create the You Matter campaign for the station which raises awareness for mental health issues and gives concrete resources for those in need.

## Awards

- 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

## Social Media

 [mark-alford/](#)

 [@MarkAlfordKC](#)  
5,265 followers

 [@Fox4MarkAlford](#)  
18.1K likes