



Britni McDonald



Represented by **The NWT Group**

DavidChristopher@NWTgroup.com

817-987-3600

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

EXPERIENCE

Spectrum Charlotte, Charlotte, NC

July 2019 – Present

Primary Anchor

WINK, Fort Myers, FL

September 2016 – July 2019

Weekend Evening Anchor/Reporter

- **AP Award winner, 2017 Breaking Hurricane Irma coverage**
- Co-anchor top-rated weekend evening newscasts
- Regular fill-in anchor on mornings, midday, and evening newscasts
- Anchored around-the-clock coverage of Hurricane Irma
- Anchored 5.5 hour morning newscast during main anchor's maternity leave, live interviews included
- News leader on weekend evenings: help determine reporter assignments, proof reporter scripts, produce teases and promotions, work with producers on rundown and stacking
- Report live, breaking news on local, state, and national stories, including Hurricane Irma & Michael, President Trump's visit to Southwest Florida during 2018 election, Senator Rick Scott's campaign, Fidel Castro's death, Jacksonville mass shooting, TESS satellite launch from the Kennedy Space Center, and Erin Brockovich's visit during the water quality crisis
- Formulate multiple enterprise story ideas for daily pitch meetings
- Regularly write, shoot, and edit day-turn packages
- Culminate numerous contacts around the community and foster trust with them to help facilitate breaking news and competitive reports, including with the mayor and other city leaders
- Regularly engage and interact with viewers across social media platforms, cultivating nearly 10,000 followers on Facebook and 1,700+ on Twitter
- Host weekly Facebook live movie review, "Britni's Box Office"

WWBT, Richmond, VA

Sept 2014 – Aug 2016

**Sunday Evening Anchor/
Breaking News Anchor/Reporter**

- **2x Emmy® Award winner, Outstanding Newscast anchor, 2015 & 2016 National Capital Chesapeake Bay Chapter**
- Co-anchored top-rated Sunday evening newscasts
- Anchored live, ad-libbed, breaking news during an entire broadcast when the station was on lock-down due to an active shooter outside the station
- Anchored the Breaking News Center: gather local, state, and national breaking news over two-hour period during evening newscasts, ad-lib breaking news from the studio every half hour or more
- Anchored as a fill-in for weekday morning and evening newscasts, including CW and Fox News at 10
- Enterprised, wrote, and produced news packages for NBC12, CW, and Fox News at 10
- Reported live on local, state, and national news stories, including the Hannah Graham/Morgan Harrington murder cases, WDBJ fatal shooting, deadly tornadoes, the 2016 presidential election, and wall-to-wall coverage on nationally-covered murder of Virginia state trooper Chad Dermeyer
- Investigative reporting for 12 On Your Side segments that looked into viewer complaints/issues
- Integrated social media into daily reporting

WMTV, Madison, WI

January 2013 – August 2014

Weekend Evening Anchor/Reporter

- **Awarded 2nd place Continuing Coverage: Human Trafficking, 2013**

Awards

- 2024 Radio Television Digital News Association of the Carolinas
 - TV News Anchor of the Year
- 2024 Radio Television Digital News Association of the Carolinas
 - First Place - Political/Election - Primary Elections 2024
- 2024 Radio Television Digital News Association of the Carolinas
 - Second Place - Health-Medicine - "Blood Donations Save Lives"

Education

Olivet Nazarene University,
Bourbonnais, IL
2009

Bachelor of Science, Mass
Communications/TV—Video
Production Concentration

Social Media



BritninMcDonald



@BritniMcDonaldSpecNewsCLT
11K followers



@BritniMcNews
1.7K followers



@britnimcdonaldsutton
1.4K followers

Community Relations

- **WINK News:** Emceed ExEL Foundation's biggest fundraising event to help needy children get an education; participated in WINK Feeds Families Hunger Walk; Salvation Army bell ringer
- **WWBT (NBC12):** Celebrity dancer at Dancing with the Richmond Stars, VCU Children's Hospital, a months-long commitment to benefit VCU Children's Hospital; emceed Westchester Shamrock 5K and Concert Series
- **WMTV (NBC15):** Emceed and led panel discussion at health & wellness expo; volunteered as a high school ministry leader
- **WDJT (CBS58):** Participated in Cystic Fibrosis fundraiser, Rescue Mission, Girls on the Run; volunteered at Humane Society
- **KCWY (News13):** Emceed March of Dimes benefit

Wisconsin Broadcasters Association

- Solo anchored weekend evening newscasts; delivered breaking news
- Anchored as a fill-in for weekday morning and evening newscasts
- Enterprised, wrote, produced news packages with several airing nationally; reported live/breaking news
- Wrote feature articles as a contributing NBC 15 writer for BRAVA magazine
- Integrated social media into daily reporting

WDJT, Milwaukee, WI

Morning & Noon Reporter/MMJ/ Fill-in Anchor

July 2011 – Dec 2012

- Reported live local, state, national, and breaking news, including Governor Scott Walker's recall, Senator Paul Ryan's VP run, the 2012 presidential election, and the Sikh Temple shooting
- Enterprised and created daily news packages, including all shooting, reporting, writing, and editing
- Anchored as a fill-in for weekday morning and noon newscasts and news cut-ins
- Integrated social media into daily reporting
- Created a movie review blog, "Britni's Box Office," for CBS58's website

KCWY, Casper, WY

Morning & Noon Anchor/Producer/MMJ

July 2009 – June 2011

- ***Awarded 1st place Best Photography, 2011 Wyoming Association of Broadcasters***
- Achieved highest ratings on morning show since station's inception
- Co-anchored top-rated 90 minute morning weekday newscast; delivered live and breaking news
- Anchored/produced noon weekday newscast; delivered news cut-ins
- Conducted live daily interviews with state/local organizations, businesses, and politicians
- Conducted satellite interviews on news events, pertinent topics, and entertainment, such as the Space Shuttle launch, sex trafficking, and with celebrities like Hoda Kotb, Rainn Wilson, and Carson Daly
- Enterprised, produced, shot, and edited news packages, including a bi-weekly business feature for self-created and named segment, "Wyoming Works"
- Enterprised, produced, and hosted weekly live "how-to" feature and home improvement segments
- Integrated social media into daily reporting

Access ONU News, Bourbonnais, IL

Anchor/Reporter/Producer

August 2005 – June 2009

Charter TV3, Worcester, MA

Intern

May 2008 – August 2008

WCVB, Boston, MA

Intern

May 2007 – August 2007