

Rob Macko

Represented by Mort Meisner

mort@mortmeisner.com

(248) 545-2222

News Anchor and Reporter

Dedicated broadcast journalist with 25 years of experience in TV news

Passionate and creative news anchor and reporter looking for primary anchor position in newsroom dedicated to accuracy, credibility, serving the community, great storytelling and journalistic integrity.

Career Experience

WOWK-TV, Charleston, WV

2019– 2023

Evening News Anchor

Anchored 3 evening newscasts per day in the 75th largest television market in the United States.

Produced and edited the 11pm newscast, field anchored breaking news and special events coverage, produced website and social media content, and mentored younger journalists.

Key Accomplishments:

- **Twice won 2nd Place in Virginia's AP Broadcasters Awards** for "Veterans Voices" in 2019 and "Kimball War Memorial" in 2021.
- **Elevated awareness around West Virginia Music Hall of Fame** by utilizing organizational staff for insight into the state's music scene.
- **Delivered multiple Black History special reports** highlighting various business, civic, and government leaders in the community.

KLFY-TV, Lafayette, LA

2014 – 2019

Evening News Anchor

Anchored 6pm and 10pm newscasts 5 days per week, field anchored breaking news, community festivals, and special events, hosted public speaking events, moderated panels, wrote stories, and posted social media content.

Key Accomplishments:

- **Won Team 1st place 2015 Louisiana Association of Broadcasters and 2nd place in Louisiana Associated Press awards** for covering a hit and run story and a story on a local recording studio.
- **Hosted multiple road shows** to highlight community festivals, towns, and special events.
- **Moderated multiple political panels** including a judicial race and Rotary events.
- **Delivered weekly transportation stories** to highlight multiple road and developmental projects that were ongoing.

WJCL/WTGS-TV, Savannah, GA

2011 – 2014

News Anchor and Reporter

Produced and solo-anchored weekend 6pm, 10pm, and 11pm newscasts. Filmed interviews and b-roll and edited videos for news stories. Wrote stories for the website and anchored other newscasts as needed.

Key Accomplishments:

- **Shined light on emergency response time issues** due to confusing municipal boundaries.
- **Facilitated the posting of a new road sign** after reporting on a dangerous road without any speed signs.
- **Moderated panel** for election of new District Attorney in Chatham County.

Lake Erie College of Osteopathic Medicine, Erie, PA

2010 – 2011

Marketing Professional

Wrote press releases for digital and print materials, pitched news story ideas, coordinated interviews, and planned fundraisers and special events while assisting with other marketing and media relations needs as necessary.

Key Accomplishments:

- **Highlighted students and professors** within the medical, pharmacy, and dental schools with creative articles.
- **Spearheaded all project management efforts** for 2011 Pennsylvania League of Cities Tour.
- **Developed quarterly stories** for Alumni Magazine.
- **Produced monthly television segment** highlighting relevant medical issues and trends.

Additional Experience

WGRZ-TV, Freelance Reporter, Buffalo, NY

2010 – 2010

WROC-TV, Freelance Reporter, Rochester, NY

2009 – 2010

WIVB/WNLO-TV, General Assignment Reporter, Buffalo, NY

2006 – 2009

WJET/WFXP-TV, Anchor and Reporter, Erie, PA

2003 – 2006

WXII-TV, Greensboro Bureau Reporter, Winston-Salem, NC

2000 – 2001

WICU-TV, Reporter and Backup Anchor, Erie, PA

1998 – 2000

Education

Bachelor of Arts, Broadcast Journalism

The Pennsylvania State University

Technical Skills

WordPress, Adobe Premiere, ENPS, Microsoft Office