



# SAM ALI

*Sports Director*

## PROFILE

A 10-year sports broadcasting veteran that has rebuilt sports departments at each stop. I put a heavy emphasis on digital content and social media to drive viewers to watch our stories on air and online. My philosophy is finding stories that will resonate with hardcore sports fans, as well as casual viewers.

## SKILLS

- Live-U
- ENPS
- iNews
- NewsKing
- Edius
- Adobe Final Cut
- Avid
- WordPress

## HONORS AND AWARDS

- 2019 Sports Award of Merit, The Fight for His Life, Midwest Broadcast Journalist Association
- 2017 Best TV Sportscast, Packers Family Night, Michigan Association of Broadcasters
- 2016 Best TV Sportscast, Superior Girl at Superior Central, Michigan Association of Broadcasters
- 2015 Best TV Sportscast, Best Sports Moments of the Year, Michigan Association of Broadcasters
- 2014 Best Radio Special Show Broadcast Personality or Team, Primary Election Highlights, Michigan Association of Broadcasters

## EDUCATION

B.A. in Media Arts and Studies  
Wayne State University | Detroit, MI

Radio Concentration  
Specs Howard School of  
Broadcast Arts | Southfield, MI

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## EXPERIENCE

### Sports Director

WEYI/WSMH - Mid-Michigan Now | Flint, MI

06/2022 - Current

- Managed a one-person sports department for coverage of local high school, college and professional sports
- Produced, wrote and anchored multiple sportscasts throughout the week, including live shots for big events
- Organized shooting assignments for Friday night show For The Win
- Served as digital content manager for all sports content on station website and social media platforms

### Sports Director

KQDS - FOX 21 | Duluth, MN

01/2018 - 06/2022

- Produced, shot, edited two sportscasts five days a week, including 30-minute Friday night show
- Produced and anchored weekly "Coaches Corner" segment
- Oversaw sports department while assigning shooting assignments for local games

### Sports Director

WBUP/WBKP - ABC 10 | Marquette, MI

02/2015 - 01/2018

- Produced, wrote and anchored four sportscasts five days a week
- Created the sports department's social media presence on Facebook and Twitter
- Assigned photogs to shoot games across the viewing area

### News Director

WOLV/WCCY/WHKB - 97.7 The Wolf | Houghton, MI

10/2013 - 02/2015

- Produced and recorded six newscasts throughout the day, which included breaking news
- Served as Western U.P. bureau news/sports reporter for WBUP/WBKP



**SAM ALI**

REEL

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/SAM-ALI/

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