

MACKENZIE STASKO

REPORTER/STORYTELLER

PROFILE

I am a thoughtful storyteller, sharp interviewer and fact-gathering expert with close to a decade of experience in TV news. I have covered numerous key issues across multiple states, including the housing and homeless crisis, the state legislature, pandemic, social justice movements and climate change. Additionally, I have been entrusted with telling stories that reach a national audience. I was chosen to report on the historic Kīlauea volcano eruptions in Hawai'i and on the aftermath of Hurricane Maria in Puerto Rico.

CORE SKILLS

- Strong LIVE reporting
- Social media content creation
- Scriptwriting
- Research and analyzation
- AP style
- Panasonic/JVC cameras
- Brand awareness
- Time management
- Adobe Premiere Pro
- Adobe Encoder
- Final Cut
- Edius

HOW TO REACH ME



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216-308-4691

EDUCATION

University of Akron | Akron, OH | 2012

Bachelor of Arts in Journalism

Bachelor of Arts in Public Relations

Minor in American Politics

CAREER SUMMARY

Reporter

WNCN CBS17 | Raleigh, NC | 2020-present

- Pitch impactful community-oriented and thought-provoking stories during daily editorial meetings
- Coordinate, conduct and transcribe on-camera interviews
- Write compelling copy for TV scripts, social media posts and web stories under extremely tight deadlines with accuracy and attention to detail
- Present stories live on-air, quickly pivoting as necessary in breaking news and crisis situations
- Cultivate relationships with city leaders, sources and members of the community to stay on top of stories and gather crucial information

Reporter

KITV4 Island News | Honolulu, HI | 2016-2019

- Research and translate complex information from press releases, emails, news conferences and interviews into concise, easy-to-understand stories
- Deliver live, on-air reports during Good Morning Hawai'i and create additional content for midday and evening newscasts
- Create original content for digital platforms that captures attention and appeals to target demographic
- Promote stories on social media and regularly engage with viewers to gain trust and increase viewership

Multimedia Journalist/Fill-In Anchor

WICU/WSEE | Erie, PA | 2014-2016

- Shoot, write, edit and present multiple reports daily on air and across digital platforms
- Solo anchor and produce multiple newscasts, determining story sequence and writing copy, including on-air graphics

Reporter/Anchor

WHIZ | Zanesville, OH | 2013-2014

- Write and report multiple stories for evening newscasts daily
- Report live in the field, covering breaking news
- Solo anchor and produce weekend newscasts, remaining flexible as stories develop and content changes
- Record daily reports for sister radio stations, 92.7 FM and AM 1240

News Intern

WEWS | Cleveland, OH | 2012

- Shadow and assist reporters in the Special Projects Department
- Research and analyze information for reporters and producers