

Scott Theisen  
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TV Talent Agents  
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#### JOB EXPERIENCE

WAFF-Channel 48

Sports Director

October '06-December '17

Write, produce, edit and execute the sports cast for the 6 o'clock and 10 o'clock newscasts.

Oversee daily operations for the entire sports department and staff.

Communicate with news staff daily and sales department.

Assist in promotions of sports related events and material.

Experience working effectively with day to day operations as well as programs for the department while overseeing reporters as well as photographers.

Work very closely with high school as well as college level coaches in developing effective communications as well as working relationships.

Write and execute day to day operations for the sports section of the WAFF website.

Directed resources and staff during breaking news, created developed, and set up stories for sports reporters.

Compiled and prioritized information on daily, weekly and long range events in coverage area.

WAFF-Channel 48

Weekend Sports Anchor/Photographer

July '01-October '06

Wrote, produced, edited and executed weekend sports casts.

Worked closely with the Sports Director in executing weekend duties as well as, covering events during the week.

Worked on day to day operations as well as breaking news events and developed relationships within the sports community.

WAFF-Channel 48

News Photographer

August '99-July '01

Worked daily with producers, news photographers and editors.

Film, edit and execute daily news events, as well as, breaking news events.

Operate live trucks and satellite trucks.

Developed working relationships with members of the community.

#### EDUCATION

Bachelor of Arts Degree

Political Science

1998

University of Northern Iowa

#### Selected Contributions

- Successfully maintained and played a key role in increasing rating base by helping to design and implement strategic sports projects.
- Planned and helped lead execution of aggressive story telling that has resulted in numerous Associated Press Awards.

#### Awards and Recognition

- 2001, 2006, 2008 Associated Press Award for Best Sports Story
- 2004 Associated Press Award for Best Staff Photography
- 1999 Associated Press Award for Best Sports Program
- 1999 Mid-South Emmy Nominee