

TODD WALKER

811 Spence Enclave Lane | Nashville, TN 37210
(m) 720-648-9493 | todd.walker1221@gmail.com
www.toddwalkerreporter.com

PR & Communications Leader

Seasoned award-winning communicator and storyteller, skilled at developing effective strategies in promoting positive news through multiple media channels, reputation management, crisis communication, and internal communications. Proven written and oral communication skills, with the ability to use those skills to influence outcomes, gain the confidence of others, advance organizational change and implement both strategic and tactical plans. Possesses strong interpersonal skills, maturity and keen judgment, and capable of communicating with a wide range of individuals. Open to a variety of industries including Healthcare, Business Services, Consumer Products, and Technology.

CORE COMPETENCIES

Leadership • Corporate Communications • Media Relations • Crisis Communications • Social Media
Community Relations • Speech/Copy/Script Writing • Media Spokesperson • Issues Management
Government/Industry Affairs • Investor Relations • Brand Marketing • Public Relations
Public Affairs • Media Training • Internal Communication • Executive Counseling

AWARDS & HONORS

National Television Arts & Sciences “*National EMMY*” – **Nominee** (2014)
National Television Arts & Sciences “*Regional EMMY*” – **2-time Winner** (2014 & 2016)
National Television Arts & Sciences “*Regional EMMY*” – **4-time Nominee** (2014, 2015 & 2016)
Alaska Press Club – “*Best Social Media Award*”
Alaska Broadcasters Association – “*Best News Story Award*”

NOTABLE HIGHLIGHTS

Crisis Communications

Promoted by The E.W. Scripps Company, from one of its local stations (WTVF in Nashville), to head the launch of its startup national team with a primary focus of rapid response to national emergencies and breaking news. Coordinated crew logistics, internal communications detailing response to thousands of employees across dozens of satellite locations across the country, and ultimately the outward facing story seen by millions of viewers/readers daily. Awarded EMMY for breaking news within months of team's launch.

Multimedia Storytelling/Digital Marketing

Multi-EMMY award winning journalist and storyteller. Work showcased by the Poynter Institute during seminars teaching quality storytelling on deadline. Specialized in video content, but recognized for quality on all platforms including social media.

Media Relations

In 12 years as a journalist developed expert knowledge in the operations of the media industry, including best practices for pitching and receiving positive media coverage.

Strategic Communication

Developed content strategy for Scripps national team to produce content most relevant to viewers/readers to increase ratings/web clicks/engagement.

Executive/Media Coaching

Internal talent development coach for Scripps journalists. Provided daily interview preparation/best practices for interview subjects as a journalist. Quickly put subjects (professionals and non-professionals) at ease while on camera.

STRATEGIC COMMUNICATIONS PLANNING

- Plans external and internal information programs by identifying audiences and information needs, and determining specific media approaches.
- Responds to media inquiries by planning responses; providing information; arranging interviews; editing copy; coaching executive management and other responders.
- Provides opinion, offers support, and gathers information by representing the organization at public, social, and business events.

MEDIA RELATIONS | CRISIS COMMUNICATIONS

- Cultivates relationships with reporters in key outlets (trade, mainstream, consumer) across the country, with the goal of supporting local, state and national efforts.
- Collaborates with and provides guidance and direction to colleagues on message development and audience targeting through earned media.
- Manages reactive media inquiries, in addition to generating proactive coverage, and serves as an on-the-record spokesperson when appropriate.
- Leads planning for high profile media events, and generates appropriate collateral material (press releases, media advisories, talking points, etc.) in a timely and organized manner.
- Supports crisis communications and rapid response efforts.

DIGITAL CONTENT PRODUCTION | SOCIAL MEDIA | BRAND JOURNALISM

- Develops and executes comprehensive social media strategies and campaigns.
- Shapes brand presence to maintain a consistent brand voice for community engagement.
- Serves as the digital “eyes and ears” of the brand and continues to build an overall reputation that is aligned with company branding guidelines and policies.
- Forges strong and trusted relationships with key brand evangelists and encourages interaction across brand channels.
- Works with others to organize, generate, and deliver creative content to online audience.

PUBLIC RELATIONS | PUBLIC AFFAIRS

- Oversees the development of compelling written materials including fact sheets, Q&As, press releases, media alerts, blog posts, and backgrounders.
- Facilitates/coordinates briefings between Company executives and media or analysts, ensuring that executives are prepared and media trained as needed.
- Leads PR activities including media relations execution, trade show support, awards, and speaking opportunities, all while maximizing ROI.
- Provides post mortem analysis of PR and Publicity activities; oversees tracking/reporting.

RELEVANT EXPERIENCE

INDEPENDENT CONSULTING, Nashville, TN

2017 – Present

Digital Marketing, Communications & PR Consultant

Selected engagements:

- Created and guided digital marketing strategy for launch of new business. Developed cost-effective advertising to successfully jumpstart client in new, competitive market.
- Guided rebrand and digital marketing of expanding Nashville health & fitness company.
- Provided extensive training for business owners and individuals preparing for media interviews or responding to crisis situations.
- Featured in national PR industry publication as subject matter expert for pitching and receiving positive media coverage.

THE E.W. SCRIPPS COMPANY

2013 – 2017

National Correspondent (2015 – 2017)

Guided the successful launch and rapid expansion of a small startup team covering national news for Scripps television and digital properties. Served as lead correspondent. Developed and continuously improved coverage and content strategy. Coordinated travel, technology logistics and budget for myself and crews at a moment's notice to responding to breaking news anywhere in the United States, including hostile zones.

- Produced at least three unique, daily versions of stories for 33 TV stations and more than 50 websites on deadlines of five hours or less. Customizing content as requested by individual properties.
- Awarded EMMY for live breaking news coverage within the first year of my team's launch.
- Innovated new ways to deliver unique content on emerging platforms and new technology, while simultaneously providing quality reporting on legacy channels.

Reporter, WTVF-TV, Nashville, TN (2013 – 2015)

Lead nightside reporter for Middle Tennessee's number one TV news station.

- Consistently crafted unique and exclusive stories by digging into subjects and beat others dismissed as "boring" or too complex for TV.
- Established self as the "problem solver" reporter exposing wrongs impacting viewers.

KUSA-TV, Denver, CO

2012 – 2013

Multimedia Journalist, KUSA-TV, Denver, CO

Shot, wrote and edited daily packages for Colorado's dominant news station.

- Awarded regional EMMY and nominated for national EMMY for spot news.
- Recognized by National Press Photographer Association for in-depth multimedia storytelling.
- Through social media and community sources, broke major stories and landed exclusive interviews.

KTUU-TV, Anchorage, AK

2006 – 2012

Anchor / Reporter / Producer / Web Manager

Revamp AM newscast to emphasize forward-thinking, original content. Established and guided protocols for online news coverage as one of KTUU.com's first dedicated producers.

- Ratings increased in every "sweeps" period and demographic as much as 33%.
- Established newsroom standards for using social media in reporting. Winner of first ever "Best Social Media" award by Alaska Press Club.
- Embedded with Alaska soldiers deployed in Afghanistan.

Note: Served as Reporter / Fill-In Anchor for KTVA-TV between 2008 – 2010

- Award winning reporter who broke local and national news stories by developing sources close to federal investigations and local news-makers.
- Anchored live breaking news coverage in studio and from the field for more than eight hours as a nearby volcano was erupting.
- Pioneered using social media as a news gathering and distribution tool in newsroom.

EDUCATION

UNIVERSITY OF ALASKA | ANCHORAGE

BA | Bachelor of Arts, Journalism & Public Communications

ADDITIONAL

Boy Scouts of America, **Eagle Scout**