

Robert 'Robby' S. Donoho III

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ACHIEVEMENTS

WCBI-TV - CBS Television Affiliate: Columbus, MS

Sports Director March 2013 – Present

Sports Anchor/Reporter July 2011 – March 2013

- 60 Teams in 60 Days: created and produced previews of all 60 area high school football teams
First season generated interest in community for local advertisements during each team's preview
- Legacy of the Lions: 2012 AP Award for Best Sports Story in Mississippi
Weir High School historical biography of the school's rich football tradition
- The End Zone: expanded and directed WCBI's Friday night high school football show
Covered more than 20 games per night becoming WCBI's highest-grossing sales show
- Social Media: increased interaction and content via Facebook and Twitter for viewers
Instigated hash-tag war with schools competing in High School Football State Championships
Responsibilities: Direct sports team of four, anchor four shows per day Monday-Friday, shoot games and stories, edit production videos, post stories to WCBI website, and update social media outlets.

WLFI TV-18 - CBS Television Affiliate: Lafayette, IN

Sports Intern May 2010-August 2010

- First intern to be elevated to sports reporter/anchor.
- Performed all duties of full-time sports reporter/anchor as an intern.

Responsibilities: edited highlights, interviewed athletes, shot games and stories, wrote shot sheets and stories, posted video and stories to the WLFI website and social media.

UWIRE/PALESTRA.NET - Online College-Based Media Company: Columbus, OH

ESPN.com / ESPNU Reporter December 2009 – May 2011

- Produced special interest story about U.S. Miss Basketball winners playing for Purdue that aired on ESPN
Responsibilities: Produced, wrote, and edited Purdue University feature stories for ESPN and ESPNU Campus Connection, reported at home football, basketball, baseball, soccer and volleyball game

BIG TEN NETWORK - Sports Television Network: Chicago, IL

Play-by-Play Broadcaster/Reporter November 2009 – May 2011

- Play-by-play voice of home preseason Purdue basketball games, home Purdue volleyball games
- Color analyst during Big Ten Network's live Purdue vs. Michigan volleyball game

PURDUE ATHLETIC DEPARTMENT - Sports Information Department: West Lafayette, IN

Play-by-Play Broadcaster/Producer September 2009 – May 2010

- Produced and hosted weekly online show 'Purdue Conversations' featuring prominent student athletes.
- Produced and hosted weekly recap 'Boilermaker Breakdown' highlighting the week in Purdue athletics.

PURDUE SPORTS RADIO NETWORK - A Learfield Sports Radio Network: West Lafayette, IN

Radio Coordinator/On-Air Talent/Producer September 2007 – May 2011

- Produced pregame tailgate show that led into home football radio broadcasts.

SKILLS & EDUCATION

Skilled photographer with experience shooting games, press conferences, and player interviews
Proficient in Adobe, Final Cut Pro, EDIUS, Sony Vegas, ENPS, iNews, Microsoft Office

PURDUE UNIVERSITY, Brian Lamb School of Communication, May 2011

Bachelor of Arts in Mass Communication, minor in Film and Video Studies.
Cumulative GPA: 3.33 out of 4.0