**SCOTT MACDONALD**

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SUMMARY OF QUALIFICATIONS

The highest qualification for providing temporary services to political firms may be an understanding of the day-to-day operations necessary for a smooth and successful campaign. Knowing how important every piece of the pie is creates focus on making sure the job – any job – every job --is done right. After studying Broadcast Journalism at USC, Scott climbed the ladder through three California markets for radio and television news, winning two Emmy Awards; followed by years as the Communications Director for California’s foremost ballot measure campaign firm leading some of the state’s most controversial issues and some of the dullest.

PROFESSIONAL EXPERIENCE

Communications Director, Woodward & McDowell, 1990-2011,

Founder, Macdonald Communications, 2011 – present.

* Created and implemented earned news media events, briefings, and backgrounders
* Produced video for websites and video news releases
* Wrote news releases, op-eds, speeches, and website content
* Produced and distributed social media content
* Worked as day-to-day spokesman for ballot campaigns and national issue coalitions
* Founded public affairs firm, specializing in news media outreach, political campaigns public affairs firm specializing in media relationsLundeenMacdonald is a

Reporter, anchor, sportscaster, 1979-1990: KTTV-TV, Los Angeles; KTXL-TV, Sacramento; KCOY-TV, Santa Barbara Bureau; KTMS-AM&FM, Santa Barbara

* Wrote, produced, and anchored highly rated FOX-affiliate weekend newscasts
* Reported live via satellite or on-set lead breaking news story for weekday newscasts
* TV sports anchor covering San Francisco Giants, Oakland A’s, Sacramento Kings, local sports and more.
* Co-anchored all-news morning radio show. Covered local events and breaking news.
* Radio play-by-play announcer for UCSB basketball and baseball, Santa Barbara City College football

Broadcaster/News Media Relations, Pittsburg Diamonds, 2017 and 2018

* TV, radio, and internet play-by-play announcer for independent minor league baseball team
* Host of daily pre-game show “Runs!Hits!Aaron!” with manager Aaron Miles
* Produce written and video content for team website
* Responsible for outreach and interaction with San Francisco Bay Area sports media
* Make public appearances on behalf of the team

PROFESSIONAL AWARDS AND ACCOMPLISHMENTS

Winner of two Emmy Awards (Academy of Television Arts and Sciences) for Outstanding Breaking News Coverage and Outstanding Writing. Winner of two Mark Twain Trophies (California Associated Press Television and Radio Association, CAPTRA) and two Golden Mikes (Southern California Broadcasters Association).

Named to Capitol Weekly’s Top 100 in California Politics in 2010.

EDUCATION

Completed four years of study towards a B.A. Broadcast Journalism/History

University of Southern California