

ADAM WINKLER

EXPERIENCE

Sports Director **2016 - Present**
WTKR-TV **Norfolk, VA**

- Relunched the sports department after a decade without sports and implemented a fresh take on sports.
- 11pm newscast increased its ratings 48% from July 2016 to July 2017.
- 11pm newscast won the 2018 May Nielsen sweeps for the first time since May 2012 and won again in Nov. 2018.
- 6pm newscast had ratings increase of 22% from May 2017 to May 2018, more than any other station in the market.
- Shoots, writes and edits stories and highlights.
- Enterprises, writes and publishes web stories/push alerts for sports page of station website.
- Uses social media to share content and promote coverage/events to digital audience.
- Anchors, produces, writes and staffs the market's top ranked Friday night high school football show.
- Formulates a plan to staff and deliver live coverage of Redskins games and training camp.
- Travels, often as a one-man band, to deliver on-location coverage of games and events.

Sports Reporter/Anchor **2010 - 2016**
KEYE-TV **Austin, TX**

- Anchored, produced and wrote five weekend sportscasts per week.
- Co-anchored "Sports Sunday", which is an award winning live thirty minute weekly wrap-up show.
- Reported sports stories for weekday sportscasts.
- Shot, wrote and edited stories and highlights.
- Co-anchored and co-produced numerous thirty minute live pregame specials and preview shows.
- Used social media to communicate with viewers and to promote sportscasts and stories.
- Hired as a sports reporter and promoted to weekend sports anchor in 2012.

Sports Reporter/Anchor **2007 - 2010**
KWTX-TV **Waco, TX**

- Anchored, produced and wrote four weekend sportscasts per week.
- Reported sports stories for weekday sportscasts.
- Shot, wrote and edited sports stories and highlights.
- Co-hosted "Sports Friday", which is a thirty minute high school football show.
- Hired as a sports reporter and promoted to weekend sports anchor in 2008.

Sports Reporter/Anchor **2004 - 2007**
KNOE-TV **Monroe, LA**

- Anchored, produced and wrote four weekend sportscasts per week.
- Reported sports stories for weekday sportscasts.
- Shot, wrote and edited sports stories and highlights.
- Co-hosted "Friday Night Blitz", Louisiana's highest rated high school football show.
- Hired as a sports reporter and promoted to weekend sports anchor in 2005.

AWARDS

- 2017 Best Local Sportscaster, Hampton Roads Sports Commission
- 2015 Emmy, On-Camera Talent-Sports Anchor, Lone Star Chapter
- 2014 First Place, Sports Anchor-Texas Associated Press Broadcasters
- 2014, 2013 & 2009 First Place, Sports Story-Texas Associated Press Broadcasters
- 2014 First Place, Sports Special-Texas Associated Press Broadcasters
- 2014 Distinguished Young Alumnus-Association of Southwestern Alumni
- 2013 First Place, TV Feature-Texas Governor's Office Barbara Jordan Media Awards
- 2012 Austin's Top Sports Blogger-Culture Map
- 2009 First Place, Sportscast-Texas Associated Press Broadcasters
- 2008 Second Place, Sportscast-Texas Associated Press Broadcasters
- 2006 Third Place, Sportscast-Louisiana Associated Press Broadcasters
- 2005 First Place, Sportscast-Louisiana Associated Press Broadcasters

EDUCATION

Southwestern University, Georgetown, TX

- 2004 Bachelor of Arts in Communication Studies