

Steven MacDonald

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<https://stevenmacdonald13.wixsite.com/stevenmacportfolio>

Summary

- Sports Information Director (SID) at the Division 1 level
- Play-By-Play broadcaster on ESPN+, BTN+, and Rochester Sports Network, etc.
- AP style writing, audio/video content creation, social media manager

Education

UNIVERSITY OF DETROIT MERCY (DETROIT, MI): AUGUST 2021-MAY 2023

- Masters of Arts in Liberal Studies May 2023 (3.77 GPA)

ROCHESTER UNIVERSITY (ROCHESTER HILLS, MI): MAY 2019-MAY 2021

- B.S. in Mass Communications (Summa Cum Laude)

SPECS HOWARD SCHOOL OF MEDIA ARTS (SOUTHFIELD, MI): MAY 2017-MAY 2018

- Broadcast Media Arts Diploma, May 2018 (3.84 GPA)

OAKLAND UNIVERSITY (ROCHESTER, MI): SEPTEMBER 2016-APRIL 2017

- Focused on journalism and broadcasting

Recent Industry Experience

GRADUATE ASSISTANT, ATHLETIC COMMUNICATIONS | University of Detroit Mercy (Detroit, MI) | 9/1/21-5/1/23

- Sports Information Director (SID) for track and field, cross country, and fencing
- Play-by-Play broadcaster on ESPN+ for soccer, softball, and women's lacrosse
- Audio and video content creator for social media channels

PLAY-BY-PLAY BROADCASTER | University of Michigan (Ann Arbor, MI) | 3/1/21-5/1/21

- Fill-in broadcaster for men's and women's lacrosse on BTN+

PLAY-BY-PLAY BROADCASTER | Rochester University (Rochester Hills, MI) | 2/1/21-3/1/21

- Play-by-Play broadcaster for men's and women's basketball for the 2020-21 season
- Called 10 games including the WHAC tournament, called the WHAC men's championship game

PLAY-BY-PLAY BROADCASTER | Shelby Township TV | 10/1/20-PRESENT

- Play-by-Play broadcaster for local high school football
- Called an MHSAA State Playoff first round game in 2020

SPORTS PRODUCER | NRMStreamcast (Farmington Hills, MI) | 5/10/19-1/9/21

- Sports producer and board operator for audio visual podcasts

MULTIMEDIA PRODUCER/PLAY-BY-PLAY | University of Detroit Mercy (Detroit, MI) | 9/13/2018- 5/1/19

- Created video content to be posted on the university athletics website, YouTube channel, & Twitter accounts
- Directed broadcasts for ESPN3/ESPN+
- Trained student workers in broadcast production positions
- Created TV and radio commercials which aired on ESPN3, ESPN+, WADL Detroit, and 910 AM Superstation