

Matt Bennett

Anchor • Reporter • Multimedia Journalist

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Professional Summary

Versatile broadcast journalist with nearly 10 years of experience in local television news, advancing through roles including Production Assistant, Producer, Multimedia Journalist, Reporter, Weekend Anchor, and Morning Anchor. Experienced in live reporting, breaking news, enterprise storytelling, shooting and editing, producing, digital publishing, and multiplatform storytelling. Recognized for strong technical aptitude and frequently assists colleagues with newsroom technology, cameras, editing systems, and AI-assisted workflows while thriving under deadline.

Professional Experience

WWAY-TV | Wilmington, NC

Morning Anchor | April 2022 – Present

Previous Roles: Weekend Anchor • Reporter • Producer • Multimedia Journalist • Production Assistant (December 2016 – April 2022)

- Deliver live coverage of hurricanes, elections, court proceedings, breaking news, and major community events.
- Produce complete stories from concept to air, including shooting, writing, editing, and live reporting under tight deadlines.
- Write, edit, and publish content across broadcast, web, and social media platforms.
- Conduct live interviews and develop enterprise stories that serve the local community.
- Collaborate with producers, reporters, photographers, meteorologists, and newsroom leadership to deliver accurate, engaging coverage under deadline.
- Develop recurring franchise segments and special reports.
- Represent WWAY at community events as an emcee and station ambassador.
- Recognized for advanced technical knowledge, frequently assisting coworkers with newsroom technology, editing systems, cameras, and AI-assisted workflows.

City of Wilmington Communications Department | Wilmington, NC

Producer / Director | November 2021 – August 2022

- Produced multimedia content supporting city communications and public engagement.
- Directed City Council meetings and managed live production workflows.
- Collaborated with city leadership to communicate public information effectively.

Areas of Expertise

Live Anchoring • Live Reporting • Live Interviews • Breaking News Coverage • Enterprise Reporting • Story Development • News Producing • Editorial Decision-Making • AP Style • Digital Publishing • Social Media Strategy • ENPS • Adobe Premiere Pro • Edius • Professional Broadcast Camera Systems • AI-Assisted Newsroom Workflows

Education

Salisbury University

Bachelor of Arts, Communications (Media Production)