



## **Frank Robertson Bio** **Media, messaging, broadcast talent, crisis communication**



**Emmy Award winning anchor and reporter Frank Robertson has 36 years of experience thinking on his feet in front of a camera.**

From live coverage of the 1994 Los Angeles earthquake to interviewing former President George Bush, Frank is an expert at asking the tough question — and getting answers!

Frank has anchored, produced and hosted news and sports programs for six television stations throughout the United States. For the last 20 years, he has been one of the faces of WTVT in Tampa, where he reported, anchored nightly newscast and produced many special segments.

Before this, he spent two years co-anchoring the hour-long “Live at Five” news program on WSVN-TV in Miami, where he received a prestigious UPI news award for coverage of casino gambling referendum in Florida.

An unbeatable combination of news and sports anchor and reporter, Frank has covered major league baseball, basketball and football, including extensive coverage of the Tampa Bay Buccaneers and three Super Bowls.

With thousands of broadcast interviews under his belt, Frank has cultivated a stellar reputation as a media strategist who coaches corporations, nonprofit organizations, political and sports personalities on effective messaging, crisis news management and delivering effective presentations.

Frank’s other accolades include an Emmy Award nomination for a special report on radical environmentalists (KTVK-TV in Phoenix, AZ) and a South Carolina Broadcasters Association award for a series of reports on colon cancer (WSPA-TV in Spartanburg, SC).

Additionally, he recently worked as an adjunct professor at the University of South Florida, where he taught a course called Florida Focus, a mini newscast produced by students and airing on WUSF-TV Channel 16 in Tampa.