

JOSH GORBUTT

Award-Winning Journalist & Senior Communications Executive

Earned Media & PR · Executive Storytelling · Crisis Leadership · Stakeholder Engagement

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SUMMARY

National Murrow and Emmy Award-winning communications executive with 15+ years building earned credibility and delivering clarity under pressure. As News Director at KBTX, I serve as the primary external voice for one of Texas's most award-winning broadcast organizations—coaching executives for high-profile appearances, leading real-time crisis communications, and managing investigations that drew state legislative scrutiny. I lead a team of 50+, manage a multimillion-dollar budget, and deliver zero-failure execution across in-person, virtual, and hybrid environments. My 2024 RIAS Berlin Commission fellowship with NATO and EU leadership provides unique preparation for global communications mandates across government, corporate, and institutional environments.

EXPERIENCE

KBTX · Gray Television · News Director

Jul 2015 – Present

- Served as primary external communications voice for an award-winning broadcast organization—building genuine community trust through editorial transparency and audience-first storytelling, growing total platform reach 50%+ and more than doubling engagement reach.
- Led real-time crisis communications across breaking news, institutional failures, and live disruptions—developing rapid-response protocols and maintaining audience trust with no margin for error.
- Provided executive coaching for leadership and on-air talent during high-stakes public appearances, live interviews, and crisis moments—translating authentic voice under pressure into credible, audience-ready performance.
- Led investigations driving public accountability, including an inquiry resulting in a senior administrator's resignation and drawing state legislative scrutiny.
- Served as primary communications contact for emergency managers during community crises—functioning as a trusted public liaison across local, state, and federal stakeholders.
- Led a team of 50+ across editorial, production, and operations; managed a multimillion-dollar annual budget, vendor contracts, compliance obligations, and ROI reporting for leadership.
- Owned end-to-end strategy and execution of high-stakes live events—political debates, telethons, breaking news specials, and investigative premieres—across in-person, virtual, and hybrid formats.
- Led full-scale pivot to virtual and hybrid operations during COVID-19, redesigning workflows and infrastructure—expanding to 50+ broadcast hours weekly without missing a single newscast or event.

KBTX · Gray Television · News Operations Manager

2013 – 2015

- Led a comprehensive rebranding initiative—messaging overhaul, visual identity refresh, and brand voice realignment—coordinating cross-functional teams across on-air, digital, and event touchpoints.
- Managed vendor and technology partner relationships across multi-site broadcast automation rollouts, serving as corporate trainer and primary operational lead.
- Collaborated with Marketing, Sales, and Leadership to align operational strategy with brand standards and organizational growth objectives.

KBTX · Gray Television · Marketing & Promotions Director

2012 – 2013

- Planned and executed community events, brand activations, and promotional experiences—overseeing venue logistics, vendor coordination, sponsor deliverables, and on-site operations from concept through post-event reconciliation.
- Developed event-based sponsorship packages and brand activation programs, translating business goals into high-impact audience experiences that drove measurable engagement rate improvements and revenue growth.

CW8 Aggeland · Gray Television · Director of Operations

2011 – 2013

- Spearheaded a complete station relaunch as an integrated brand and communications transformation—managing audience development, sponsor engagement, and live programming logistics—delivering 200%+ viewership growth, record revenue, and CW Model Affiliate recognition.

Gray Television · Marketing & Creative Services Producer

2008 – 2011

- Produced branded long-form content and live event coverage, including an Emmy-nominated documentary co-produced with Blue Bell Creameries—managing production logistics, external partners, talent, and post-production distribution.

SKILLS

Communications & Earned Media: Earned media strategy, press & media relations, crisis communications, executive communications coaching, narrative strategy, multi-audience messaging, public affairs, brand voice

Event Execution & Strategy: Live event production, hybrid & virtual events, budget management, staff management, vendor relations, crisis management

Event Technology: Eventbrite, Cvent, Foundant CommunitySuite, Greater Giving

Project Management: Asana, Trello, Basecamp, Airtable, Microsoft Planner, Excel

Communications & Marketing Tools: Adobe Creative Suite, SocialNewsDesk, Hootsuite, Canva, Waymark, broadcast production

CRM & Analytics: HubSpot, Salesforce, Google Analytics, Taboola, Chartbeat, Power BI

EDUCATION

Bachelor of Arts, Integrated Marketing Communications

Sam Houston State University

HONORS & AWARDS

- Charles E. Green Award for Breaking News, Headliners Foundation, 2026
- Texas Association of Broadcasters TBNA Award for Breaking News, 2026
- Edward R. Murrow National Award — Digital Coverage, RTDNA, 2023
- Edward R. Murrow Regional Awards (15 wins, incl. Overall Excellence, Innovation & Breaking News), RTDNA, 2019–2025
- Jason Hightower Award for Broadcast Excellence — Inaugural Winner, Texas Association of Broadcasters, 2021
- Gracie Awards — Sports Feature · Soft News Feature, Alliance for Women in Media Foundation, 2022 · 2023
- Bonner McLane Public Service Award (4x winner), Texas Association of Broadcasters, 2019 · 2021 · 2022 · 2023
- Nancy Monson Spirit of Freedom of Information Award, Texas Freedom of Information Foundation, 2023
- Lone Star EMMY Excellence in My Market — Investigative, Continuing Coverage, Breaking News, 2018
- Lone Star EMMY Awards — News Series & Newscast, 2012 · 2014

SELECT FELLOWSHIPS & PROFESSIONAL DEVELOPMENT

RIAS Berlin Commission Fellowship · Germany & Brussels

Spring/Summer 2024

One of fewer than 1,000 American journalists selected for this internationally recognized, RTDNA-administered fellowship. Embedded across Germany and Brussels with senior government officials, multinational media organizations, and leaders at NATO and EU headquarters—building cross-cultural stakeholder fluency directly applicable to global communications mandates.

Carole Kneeland Project for Responsible Journalism

Spring 2020

Fewer than 800 news leaders nationwide have completed this selective fellowship in ethics, executive decision-making, and leadership excellence. Kneeland Fellows now lead newsrooms in 92% of the top 100 U.S. media markets.

COMMUNITY LEADERSHIP

Community Foundation of the Brazos Valley — Executive Board Past Chair & Trustee 2019–Present

Bryan Independent School District — Superintendent Advisory Committee Member 2023–Present

Bryan/College Station Chamber of Commerce — Leadership Brazos Chairperson 2018–2022

Baylor Scott & White College Station — Volunteer Ambassador Committee Member 2021–2024

American Cancer Society — Cattle Baron's Ball Chairperson 2014–2016