

CRYSTAL HAYNES COPITHORNE

COMMUNICATIONS PROFESSIONAL

CONTACT

617-875-2511

crystal.haynes@gmail.com

copithornecommunications.com

EDUCATION

M.S. Media Advocacy –
Northeastern University
B.S. Broadcast Journalism –
Emerson College

SKILLS

- Broadcast: Avid, Final Cut Pro, iMovie, linear tape editing, DVC Pro cameras
- Digital: WordPress, Squarespace, Canva, Adobe Photoshop
- Audio: Maestro, Shortcut, Audacity, ProTools, Adobe Audition
- Social Media Strategy & Engagement | Breaking News Coverage | Multimedia Storytelling

HONORS & BOARDS

- New England Emmy Award, Education Reporting
- Co-Chair, March of Dimes of New England Board
- 2x Black Excellence on the hill award by ma legislature
- Founder & CEO, Common Narrative Media
- Member, NAACP, Boston Association of Black Journalists
- Former Commissioner, Arlington Human Rights Commission

Crystal Haynes Copithorne is an Emmy award winning journalist with 20 years of experience in broadcast news (most recently at Boston 25 and GBH), and a proven track record of community-centered storytelling. Adept at cultivating deep source relationships, delivering impactful live reporting under deadline pressure, and producing compelling multimedia content for television, digital, and social platforms.

WORK EXPERIENCE

Anchor / Reporter – Boston 25 News (WFXT), Boston, MA | 2011 – 2023

- Anchored Boston 25 Weekend Morning News and reported breaking, investigative, and enterprise stories across New England.
- Cultivated political, business, and community sources to deliver stories of public importance.
- Produced and presented live coverage during severe weather, public safety emergencies, and high-profile events.
- Wrote for broadcast, web, and social platforms; engaged audiences to generate story leads.

Key Highlights: 9 NE Emmy nominations crime and community reporting/producing, 1 NE Emmy win for Equity in Education reporting, originator of Boston's Black History series

On-Air Host / Co-Producer – GBH, Boston, MA | 2022 – 2024

- Anchored Greater Boston and Basic Black; developed topics and booked guests leveraging community relationships.
- Delivered in-depth coverage of politics, equity, and public affairs.
- Scripted and coordinated both digital and broadcast segments.

Reporter / Anchor – News Channel 8 (WTNH/MYTV9), New Haven, CT | 2007 – 2011

- Reported statewide on politics, public safety, and community issues.
- Earned recognition for national coverage, including the Cheshire home invasion case.
- Conducted in-depth interviews with high-profile figures, including President Bill Clinton.

Reporter / Anchor – ABC40 (WGGB-TV), Springfield, MA | 2004 – 2007

- Delivered hyper-local coverage of Western Massachusetts; anchored newscasts and produced field packages.
- Began as Producer/Assignment Editor, coordinating crews and managing daily editorial priorities.

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Senior Director of Communications – United Way of Massachusetts Bay, Boston, MA | 2024 – Present

- Lead media outreach, storytelling, and content strategy across campaigns and impact areas.
- Grew social media engagement on key fundraising campaigns by 50%.
- Developed multimedia campaign materials, website content strategies, and internal communications models.

Part-Time Lecturer – Northeastern University, Boston, MA | 2021 – Present

- Teach undergraduate/graduate courses in broadcast journalism, public relations, and data visualization.
- Designed innovative field-reporting and storytelling exercises.

Earlier Media Roles:

- Host/Producer, WYBC-FM – The Electric Drum public affairs program (2008–2011).
- Freelance Writer/Consultant – Produced content for nonprofits and businesses.
- Freelance Radio Announcer – WYBC-FM and Cox Radio.