

Name

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ONLINE & BROADCAST NEWS PRODUCER, WRITER & EDITOR

NEWS STAFF SUPERVISION • LIVE & LIVE-TO-TAPE STUDIO NEWS PRODUCTION • NON-LINEAR EDITING
WRITER, EDITOR & ASSIGNMENT EDITOR • INFORMATION & RESOURCE MANAGER

Multiple Peabody and Emmy Award-winning News Producer, Writer & Editor with 20+ years of Major Network Live and Live-To-Tape Broadcast Studio News Production experience and specialized expertise in the development of User-Generated Content, Social Media and Online News Production. Dynamic, highly effective leader with demonstrated ability to build, mentor and motivate productive teams and successfully direct multiple high-priority projects on tight, concurrent timelines. Exceptional communicator with superior organizational and collaborative skills, sound news judgment, and proven ability to “think on feet” and excel under extremely challenging conditions.

PROFESSIONAL EXPERIENCE

Company *Producer*

*Atlanta, GA
2000 – Present*

Fulfilling multiple concurrent key leadership functions, plays instrumental role in delivery of broadcast and online news for industry-leading news provider. Facilitates television/online integration efforts, ensuring the synchronous exchange of materials between COMPANY and Website. Initiated multiple cross-promotional programs that drove site traffic and significantly increased broadcast ratings. Oversees research, development and production of breaking news stories, supervising eight-member editorial staff and eight-member graphic and media departments.

Line Producer, COMPANY, 1-5PM Block, (2000 – Present)

- Supervises development of news stories for six to seven daily 30- and 60-minute live-to-tape COMPANY newscasts per week, rapidly assessing situations, creating plans and allocating resources. Ensures quality, factual accuracy and timely production of concise, audience-targeted packages across multiple platforms under constant deadline pressure.
- Assigns writing/editing duties for 20+ news stories per day, writes, produces and edits 20-25 teases and stories per week, determines story placement and directs control room activity.

iReport Producer, COMPANY & Website (2007)

- One of four employees selected for program designed to cross-pollinate COMPANY and Website, played pivotal role in transforming COMPANY into television’s most interactive network. Spearheaded multiple “enterprise” reporting projects (in-depth features for Website with guest interviews on COMPANY), creating highly effective cross-promotional opportunities for both divisions. Online features routinely generated 150,000+ page views.
- Initiated the development of programming featuring user-generated content, leading to daily television segments. Authored 750+ online articles, vetted user submissions, assembled photo galleries and wrote associated copy, and monitored news and special events to capitalize on potential opportunities.
- Advocated COMPANY’s adoption of social media (Facebook, Twitter) for incorporation into newscasts, including segments, significantly enhancing COMPANY brand profile during a period that saw 15% ratings growth over three years.

Segment Producer, COMPANY (2005 – Present)

- Manages input from an average of 30+ callers per program, seven to 10 times per day for program, determines story selection for interactive segments, and produces relevant story elements (graphics, pictures, video footage).
- Researches, writes and produces multiple guest interviews each weekend for both television and online broadcast.

COMPANY/Website (continued)

Weekend Control Room Producer, COMPANY (2005 – Present)

- Innovates programming spotlighting audience-relevant content for 20 30-minute programs per weekend, pitching, assigning and developing a wide range of stories.
- Produces consistently creative and engaging reports, manages complex technical playback systems, and oversees digitization process in keeping with all editorial and broadcast standards.

Fill-In Executive Producer, COMPANY 3-6PM Block (2000 – 2005)

- Led news team for 30- and 60-minute live-to-tape newscasts on as-needed basis, booking guests, assigning reporters and managing breaking news in the control room.

Segment Producer, DVDETAILS, FLASHBACKS, FACTOIDS (2000 – 2005)

- Pitched, wrote and produced multiple 30+ two- to three-minute segments per week spotlighting DVD releases, historical news events and intriguing facts and figures.

PRIOR RELEVANT EXPERIENCE

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| COMPANY, SENIOR WRITER • Atlanta, GA | 1995 – 2000 |
| COMPANY, SCIENCE AND TECHNOLOGY TODAY, UNIT PRODUCER • Atlanta, GA | 1999 |
| COMPANY, COPY EDITOR • Atlanta, GA | 1989 – 1995 |

AWARDS

- 2008 PEABODY AWARD**, *Coverage of the 2008 Presidential Primary Campaigns and Debates*
- 2005 PEABODY AWARD**, *Coverage of Hurricane Katrina Disaster*
- 2005 DuPONT/COLUMBIA UNIVERSITY AWARD**, *Coverage of South Asia Tsunami Disaster*
- 2002 EMMY AWARD**, *Reporting of Significant Events on September 11, 2001*

PRESENTATIONS

2010 EASTERN COMMUNICATION ASSOCIATION CONFERENCE

New Century, New Media: Charting the Future of Media Studies

EDUCATION & AFFILIATIONS

- Master of Arts**, Communication, State University, City, ST (*Expected January, 2011*)
- Bachelor of Arts**, Interdisciplinary Studies in Intercultural Communication, State University, City, ST
- Society of Professional Journalists**, *Member since 2007*
- Online News Association**, *Member since 2008*
- National Communications Association**, *Member since 2008*

TECHNICAL SKILLS

Proficient with both Mac and PC platforms, Social Networking Sites and New Media and Broadcast Platforms, Microsoft Office (Word, Excel, PowerPoint), working Knowledge of Basic HTML, Non-Linear Video Editing (Final Cut Pro, Avid), Photoshop, Omniture Web Analytics, Content Management Systems.