

DEANNA FRY

Senior Broadcast Producer

Atlanta, GA | www.deannafry.tv | deanna@deannafry.tv

SUMMARY

Peabody and National Emmy® Award-winning Senior Producer with more than 20 years of experience leading national news coverage across politics, race and culture, social justice, breaking news, and enterprise reporting. Experienced across live control rooms, field production, showrunning, editorial strategy, and team leadership, with senior roles at CNN and CBS News. Former Senior Producer for the CBS News Race & Culture Unit, Supervising Producer for *Face the Nation*, and co-creator and Showrunner of BET's award-winning *America in Black*.

SKILLS & EXPERTISE

Team **Coaching & Mentorship** | **Budget** Management | Story **Pitching & Development** | Script **Review & Oversight** | **Writing** | **Segment** Producing | **Field** Producing | **Breaking** News | **Line** Producing | **Tape** Producing | **Control Room** Management | **Deadline-Driven** Environments | ENPS | iNews | Wolftech Production Software | **Videography** | **Editing**

KEY AWARDS

National Press Club Consumer Journalism Award (Broadcast) 2025 | **National Association of Black Journalists** Salute to Excellence Award for Network Public Affairs Segment, 2024 | The **Walter Cronkite Award** for Excellence in TV Political Journalism, 2023 | **Emmy Award** for Outstanding Live News Program, 2022 | The American Bar Association **Silver Gavel Award** for Broadcast, 2022 | Alliance for Women in Media Foundation **Gracie Award** for Investigative Feature, 2022 | **Radio Television Digital News Foundation** First Amendment Award, 2022 | George Foster **Peabody Award** for Breaking News, 2013

PROFESSIONAL EXPERIENCE

CNN, Atlanta, GA

9/2025 – Present

Senior Broadcast Producer, CNN This Morning

- Lead the daily editorial direction and execution of a national live morning news program
- Execute high-stakes live broadcasts, leading full rundown restructures during breaking news while preserving clarity, pacing, and editorial integrity under tight deadlines
- Set tone, framing, and story hierarchy to ensure urgency, clarity, and cultural relevance
- Partner directly with the anchor, EP and senior leadership to evolve the show's voice and competitive edge
- Oversee script development, segment strategy, and control room execution to maintain high editorial standards
- Mentor and elevate producers and writers, strengthening performance, accountability, and newsroom culture
- Serve as acting Executive Producer when needed, running the show end-to-end and guiding team alignment from pitch to air

CBS NEWS, New York, NY/Washington, DC Hybrid

11/2023 – 9/2025

Senior Producer, Race & Culture Unit

- Generate and develop ideas for stories on race, culture, sexuality, gender identity, immigration, religion, and general news content.
- Shared oversight of stories across the network and platforms to ensure accurate storytelling, diverse coverage, and the correct context, tone & intention.
- Help manage the editorial process for multicultural stories, segments, and special features.
- Showrunner for the BET monthly news magazine produced by the CBS Race & Culture Unit.
- Support the CBS News Standards & Practices Unit as a fill-in Director, providing editorial oversight and ensuring content met accuracy, fairness, and adherence to network guidelines.

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PROFESSIONAL EXPERIENCE (continued)

CBS NEWS, New York, NY/Washington, DC Hybrid 12/2022 – Present
Senior Broadcast Producer / Showrunner / Co-Creator, *America In Black*

- Chosen by the executive producers to launch the pilot season of the show, which is a collaborative effort by CBS News & BET News.
- Working with the executive producers, I manage all facets of show production, delegating elements to team members.
- Provide guidance and feedback to producers and editors.
- Develop story ideas and pitch them to producers.
- Review stories produced by the team to ensure they meet quality standards and are consistent with the program's style.
- Manage the show's budget, including in-studio and field production, within limits set by the executive producers.
- Shared oversight with the executive producers of all final written products, including scripts, promotional and marketing materials.

CBS NEWS, Washington, DC 6/2021 – 11/2023
Supervising Producer, *Face The Nation*

- Finished the 2021-2022 broadcast year as the #1 Sunday morning public affairs show in viewers for the second consecutive season.
- Managed video and graphic rollouts from the lower-level control room during live broadcasts while overseeing a team of editors to ensure seamless production and timely delivery.
- Managed a team of producers as they covered pieces ranging from news of the week to in-depth editorials with guidance from our executive producer.
- Worked with correspondents and coached producers on how to edit scripts and develop story pitches
- She coordinated video production elements for the broadcast.
- Oversaw logistics for remote field interviews with the moderator.

CBS NEWS, New York, NY 9/2019 – 6/2021
Tape Producer, *CBS Mornings*

- "CBS Mornings" was selected as Outstanding Live News Program for the 2021 News Emmys.
- "CBS This Morning" was nominated for the 2020 Daytime Emmy "Best Morning Show."
- Produced news of the day and original content, including research, conducting interviews, writing and editing scripts, field producing, and supervising the editing process for the correspondents.

HEARST WASHINGTON BUREAU, Washington, DC 9/2017 – 9/2019
Coordinating Producer

- Editorial oversight of the bureau's morning show content and segments for the 30 Hearst Television affiliates.
- Organized live event feeds.
- Coordinated daily live shots from the studio, White House, or Capitol for our local stations.
- Field-produced interviews, multiple reporter hits in Washington, DC, and significant events on the road.

FOX59 WXIN-TV, Indianapolis, IN 8/2014 – 8/2017
6 AM Producer

- Produced 1 hour of the 6-hour morning show.
- The 6 am show's ratings among adults aged 25-54 increased 54% from when I started producing in 2014.
- Field-produced major events such as the Indy 500 and political visits.
- Developed recurring segments that catered to our key demographic, women aged 25-54, and covered hot topics such as children, health, shopping, food, and politics.

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PROFESSIONAL EXPERIENCE (continued)

NBC30 WVIT-TV, West Hartford, CT

12/2012 – 7/2014

Producer

- Produced the 6 pm & 11 pm weekend newscasts and the 5:30 pm Wednesday - Friday newscasts.
- Ratings increased by 75% on the Saturday 6 pm newscast (Nielsen, May 2013).
- Produced major breaking news events, including historic storms, train derailments, the Boston Marathon Bombing, and awarded a Peabody Award & Emmy Award for our coverage of the Sandy Hook Tragedy.

NBC13 WTHR-TV, Indianapolis, IN

6/2011 – 11/2012

Associate Producer

- Wrote stories for the WTHR website using AP format.
- Communicated to multiple live crews and a helicopter pilot from the control room.
- Maintained the #1 ranking in the market for the 5:30 pm newscast (Nielsen, July 2011) and grew the 4:30 am half-hour (November 2011).
- Re-launched the 3-hour weekend morning show, creating more than half a dozen new weekly segments, some of which are still used today more than 10 years later.

ABC7 KOAT-TV, Albuquerque, NM

9/2009 – 6/2011

Line & Field Producer

- Produced the 6 pm newscast 3 days during the week and the 5 & 6 pm newscasts on the weekends.
- Maintained a #1 ranking in the market for the weekday and weekend 6 pm and the weekend 5 pm (Nielsen, November 2009, February 2010, May 2010, July 2010, and November 2010).
- As a field producer, I prepared health packages for the on-staff cardiologist or anchor, which included interviewing subjects and writing scripts.

FOX28 WSJV-TV, South Bend, IN

9/2007 – 9/2009

Morning Producer

- Produced 2 hours of a 3-hour morning show.
- Prepared interview segments for the show by selecting guests and booking them.
- Acted as an overnight assignment editor, listening to police and fire scanners and making periodic beat calls.
- Credited with doubling the morning show's ratings, making it the number 2 morning show in the South Bend market, beating Good Morning America and The Early Show (Nielsen, November 2008 & March 2009).

PBS56 WYIN-TV, Merrillville, IN

9/2006 – 8/2007

Associate Producer

- Hired as an unpaid intern and promoted within 3 months to produce a 9 pm weeknight newscast.
- Timed the show from the control room by hand and ensured the commercial content aired.
- Coordinated the activities of reporters, photographers, and production assistants.
- Shot VOs, VO/SOTs, and edited/logged video using non-linear and linear edit systems.

EDUCATION

University of Illinois Urbana-Champaign, Champaign, IL

10/2026 – Present

M.B.A. candidate in Entrepreneurship & Strategic Innovation, and Digital Marketing

Indiana University, Bloomington, IN

2006

B.A. in Broadcast Journalism, Minor in Legal Studies