

# DEANNA FRY

## Network News Senior Producer

Washington, DC • 646-582-0700 • [deanna@deannafry.tv](mailto:deanna@deannafry.tv) • [www.deannafry.tv](http://www.deannafry.tv)

### SUMMARY

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I am Deanna (*dean-nuh*), an award-winning Senior Producer specializing in race & culture, politics, social justice, and enterprise stories. In my nearly 20 years in broadcast news, I earned my stripes as a tape producer, field producer, segment producer, line producer, and now senior producer.

The minute-by-minute changes in local news made me comfortable working under pressure during breaking news, so I moved to the national level. I started on *CBS Mornings*, then was quickly promoted to mentor a team of producers and broadcast associates while helping manage *Face the Nation*, the most-watched Sunday public affairs show.

Within two years, I was again promoted to senior producer of the *CBS Race & Culture Unit*. Now in its second season, I am also leading a news magazine for BET News, which I helped create as a Senior Broadcast Producer and Showrunner.

### SKILLS & EXPERTISE

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**Content Management** | 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**

### AWARDS

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**National Association of Black Journalists** Salute to Excellence Award for Network Public Affairs Segment, 2024 | **New York Association of Black Journalists** Ed Bradley Award, 2024 | The **Walter Cronkite Award** for Excellence in TV Political Journalism, 2023 | **South Asian Journalists Association** Award for General Reporting, 2022 | **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 | The Alliance for Women in Media Foundation **Gracie Award** for Hard News Feature, 2021 | George Foster **Peabody Award** for Breaking News, 2013 | Boston/New England **Regional Emmy Award** for Continuing Coverage Within 24 Hours, 2013

### PROFESSIONAL EXPERIENCE

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**CBS NEWS**, New York, NY/Washington, DC Hybrid 11/2023 – Present  
**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.
- Collaborate across the network and platforms and 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.

**CBS NEWS**, New York, NY/Washington, DC Hybrid 12/2022 – Present  
**Senior Broadcast Producer / Showrunner, *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.

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## PROFESSIONAL EXPERIENCE (continued)

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### **CBS NEWS: Senior Broadcast Producer** (continued)

- 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 a team of producers and editors 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.

**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.

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## PROFESSIONAL EXPERIENCE (continued)

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**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

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**Indiana University, Bloomington, IN**

2006

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

## CERTIFICATIONS

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**Yale University, New Haven, CT**

2017

Course Certificate in America's Written Constitution