

DEANNA FRY

SENIOR PRODUCER

CONTACT

- 646-582-0700
- deanna@deannafry.tv
- www.deannafry.tv
- Washington, D.C.

EDUCATION

Bachelor of Arts - Journalism
Indiana University
2006
Majored in broadcasting with a concentration in legal studies

CERTIFICATIONS

Accounting for Business Decision Making
University of Illinois
Expected 2024
An introduction to accounting's role in helping managers develop and implement, and improve an organization's strategy.

Queering Identities
University of Colorado
Expected 2023
Explored the history of LGBTQ identities, experiences, and activism that have helped shape broader conversations about civil rights, equality, and justice.

Race & Cultural Diversity in American Life & History
University of Illinois
Expected 2023
Studied the ways in which race, ethnicity and cultural diversity shaped American ideology, law, and social relationships from the colonial era to the present.

America's Written Constitution
Yale University
2017
Studied the main themes of the American Constitution—popular sovereignty, separation of powers, federalism, and rights.

PROFILE

I am Deanna (*dean-nuh*), an award-winning Senior Producer who specializes in race & culture, politics, social justice, and enterprise stories. During my 15+ years in broadcast news, I have earned my stripes as a tape producer, field producer, segment producer, line producer, and now as a senior producer. The minute-by-minute changes in local news prepared me to lead a team of producers and broadcast associates while helping manage *CBS' Face the Nation*, the most-watched Sunday public affairs show. Now I have been tasked with creating a newsmagazine for BET as Senior Broadcast Producer.

WORK EXPERIENCE

Senior Broadcast Producer

CBS News | BET: America in Black Hybrid 2022-Present

- Helped launch a new BET newsmagazine which premiered in February 2023.
- Lead a team of producers, editors, correspondents, and operational staff.
- Review stories to ensure they meet quality standards and are consistent with the program's style.

HIGHLIGHTS

- Recruited to work with the two Executive Producers to launch the monthly news magazine from concept to broadcast.
- Oversee the logistics of the show, including shoots, story development, and the rundown.

Supervising Producer

CBS News | Face The Nation Washington, DC 2021-Present

- Oversee the tape elements of the weekly Face the Nation broadcast and digital projects.
- Manage a team of producers and editors and work with correspondents to edit scripts and develop story pitches.
- Oversee logistics for field interviews with the moderator.

HIGHLIGHTS

- Hired as the first Supervising Producer for the show, created new processes for video gathering, and streamlined all the editing for Face The Nation.
- Expanded the focus to Face the Nation, to include social justice and civil rights issues.

Tape Producer

CBS News | CBS This Morning New York, NY 2019-2021

- Responsible for pitching, developing, and turning news of the day pieces for the CBS This Morning broadcast.
- Produce original content, including research, conducting interviews, writing and editing scripts, field producing, and supervising the editing process.





HIGHLIGHTS

- My coverage of the Derek Chauvin trial was included in the reel which won CBS Mornings "Outstanding Live News Program" at the 43rd Annual News and Documentary Emmy Awards.
- Responsible for CBS being the first network to cover Ahmaud Arbery's murder on air, and continued to produce continuing coverage of the case.
- Lead network producer on a number of ongoing stories including the deaths of Breonna Taylor and George Floyd.
- Produced the network's exclusive interviews with the grand jurors in the Breonna Taylor case and the first network interview of her boyfriend, Kenneth Walker.

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AWARDS

- Emmy Awards, 2013, 2022
- Gracie Awards, 2021, 2022
- Silver Gavel Award, 2022
- Peabody Award, 2013

SOCIAL MEDIA

@DeannaFryTV



WORK EXPERIENCE

Coordinating Producer

Hearst Television Washington, DC 2017-2019

- Editorial oversight of morning show content and segments.
- Communicated coverage plans to 30 local affiliates.
- Produced major events, including breaking news and election coverage.
- Conducted interviews with lawmakers and government officials.

HIGHLIGHTS

- Coordinated and executed live *Democrat Presidential Debate* coverage from Miami.
- Oversaw multiple wall-to-wall breaking news events such as hurricanes and mass shooting coverage for 30 local stations.
- Field produced and wrote packages for our correspondent.

Line & Segment Producer

FOX59 WXIN Indianapolis, IN 2014-2017

- Produced the 6 am hour of a six-hour morning show, the most competitive hour in the market.

HIGHLIGHTS

- Credited with reformatting the 6am show and creating reoccurring segments which catered to our key demographic and hit hot topics such as children, health, shopping, food, and politics.
- Number 1 in demos Women 18-49 & Adults 25-54 (Nielsen, May 2015 - July 2017).

Tape Producer

NBCUniversal Hartford, CT 2012-2014

- Produced the WVIT weekday 5:30 pm show and the Saturday & Sunday 6 pm & 11 pm newscasts.

HIGHLIGHTS

- Ratings increased 75% on the Saturday 6 pm newscast (Nielsen, May 2013).
- Newsroom awarded a Peabody Award and Emmy Award for our coverage of the Sandy Hook Tragedy.

Writer & Producer

NBC13 WTHR Indianapolis, IN 2011-2012

- Floating producer and writer who filled in on every show at the station.

HIGHLIGHTS

- 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.
- Maintained the #1 ranking for the newscasts I produced across four different dayparts.

Line & Field Producer





ABC7 KOAT Albuquerque, NM 2009-2011

- Produced the Weekend 5 & 6pm newscasts.
- Researched and wrote packages for the "Health Beat" reporter.
- As a field producer, occasionally covered spot news.

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Line & Segment Producer

FOX28 WSJV South Bend, IN 2007-2009

- Hired to produce 1 one of a 3-hour morning show, but due to staff attrition, I produced all three hours.

HIGHLIGHTS

- Credited with doubling the morning show ratings; making it the number 2 morning show in the South Bend DMA, (Nielsen, Nov 2008 & May 2009).
- Created segments for the weekday 3-hour morning show; interviewed and prepared guests.

Associate Producer

PBS56 WYIN Merrillville, IN 2006-2007

- Stacked and wrote the 9 pm half-hour newscast.

HIGHLIGHTS

- Hired as an unpaid intern and promoted within 3 months to produce the weeknight half-hour newscast.
- Assigned tasks and stories to reporters and photographers.
- Acted as a one-man band and shot news stories.