

SARAH PRITCHARD

PRODUCER

CONTACT



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@SarahPritchard



Knoxville, TN

SKILLS

- Producing
- Writing
- Storytelling
- AP ENPS
- Adobe Premiere
- Edius
- Adobe Rush
- Adobe Photoshop
- Social Media
- Organization
- Leadership
- Problem solving
- Time management

REFERENCES

Greg Baldwin

Assistant News Director



865-340-1074



gregory.baldwin@wvlt-tv.com

Dave Winstrom

Managing Executive Producer



865-406-6493



david.winstrom@wvlt-tv.com

PROFESSIONAL SUMMARY

Innovative and dynamic news producer with nearly three years of dedicated experience. Gained valuable experience producing various shows, mostly nightside and evenings, for a year, after starting a career during the beginning of the pandemic. Was asked to take over the 6 p.m. show, and quickly excelled as a "power producer," consistently meeting tight deadlines and exceeding expectations. Managed the 6 p.m. from last in the market to a strong number two, competing daily with the legacy stations. Served as a leader in the newsroom, using effective communication to support others.

WORK EXPERIENCE

Producer

WVLT News

June 2020-Present

- Research and write hyper-local news stories that impact the people of East Tennessee for the 6 p.m. news
- Pitch meaningful and impactful content ideas for reporters to turn on a daily basis; always asking "why does this matter to the viewer?"
- Work with others to determine the stories that need to be covered each day
- Craft a cohesive newscast with flow and proper pacing, making sure to do more than just fill time
- Use clear, concise and conversational writing
- Work quickly to get breaking news on the air
- Produce special projects for news and sports: Medal of Honor specials; and a 'Big Orange Tipoff' show, similar to ESPN's 'College Gameday,' but with a focus on the Tennessee Volunteers basketball team
- Work with other producers to make sure there is not too much overlap across evening newscasts
- Work with editors to determine the best visual and audio elements available to make the newscast memorable
- Produce the "powerblock" leading into the 6 p.m. news; about 5 minutes of strong regional, national and consumer stories to lead straight into the 6 p.m. news
- Collaborate with the digital team to produce engagement-driven stories by editing articles and push alerts

Endowment Intern

South Carolina ETV

Summer 2019

- Edit videos to be posted online at SCETV.org and Knowitall.org, and to air on Palmetto Scene, a weekly show that airs Thursdays at 8 p.m. on ETV
- Use history minor to create virtual reality/3-D tours of historic places and museums across South Carolina
- Organize interviews and find locations to shoot video and create educational content for SCETV's K-12 education website Knowitall.org
- Write weekly blog posts

EDUCATION

University of South Carolina

Bachelor of Arts in Journalism & Mass Communications

May 2020

- Major: Broadcast Journalism
- Minor: History
- Summa Cum Laude