



MEREDITH SHELDON

SPECIAL PROJECTS PRODUCER

Meredith Sheldon is a national Murrow and regional Emmy award winning special projects producer. She helps oversee production for investigations and human-interest stories at NBC News Atlanta.

CONTACT

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- ATLANTA, GEORGIA

SKILLS

- Leading a creative team
- Managing multiple projects
- Video production
- Storytelling
- Problem solving
- Adobe Premiere, InDesign
- AP ENPS
- DSLR, Sony XD

EDUCATION

UNIVERSITY OF FLORIDA
B.S. Journalism 2019
B.S. Health Education 2019
Summa cum laude

AWARDS

REGIONAL MURROW, 2023
Won 2 regional Murrows for News Documentary and Excellence in Video

REGIONAL EMMY, 2022
Won a regional Emmy for Diversity, Equity & Inclusion video storytelling

NATIONAL MURROW, 2019
Earned a national Edward R. Murrow award for feature reporting

REGIONAL MURROW, 2019
Won 2 regional Murrows for News Documentary and Innovation

EXPERIENCE

SPECIAL PROJECTS PRODUCER

11ALIVE NBC NEWS, ATLANTA

JAN. 2022 - NOW

11Alive is the NBC News affiliate based in Atlanta, Georgia, serving the sixth largest television broadcast market in the country. The station is owned & operated by TEGNA Inc., an innovative media company that serves the greater good of its communities.

- Managed production for a 10-person, special-projects team, overseeing 4+ video stories per week across broadcast, digital, streaming and YouTube platforms.
- Collaborated daily with photographers, editors, directors, graphic designers, reporters and show producers to create long-form and short-form stories.
- Created and executed coverage plans for a 100+ person newsroom for breaking news events, such as the Roe v. Wade overturn and charges dropped for officers in Rayshard Brooks' death. Both coverage days are Emmy nominated in 2023.
- Produced a daily investigative video segment for 2 months managing 2-6 stories a week boosting 6 P.M. show ratings to the highest share of the year for August 2022.
- Led our station's "Voices for Equality" franchise, producing 30-minute enterprise video specials monthly highlighting diversity and inclusion. Our piece celebrating Pride in Atlanta won a regional Emmy in 2022.
- Named Employee of the Quarter in May 2023 after producing a community conversation on violence prevention for Black Youth featuring Atlanta's Mayor, artists and local leaders. Managed pre and post production for a 1-hour video special for TV and streaming.

SOCIAL CONTENT PRODUCER

11ALIVE NBC NEWS, ATLANTA

OCT. 2020 - DEC. 2021

- Pitched, wrote and produced 2-4 video news segments daily for 11Alive and 11Alive.com.
- Line-produced 1-hour to 4-hour live newscasts daily in Market 6 coordinating with directors, executive producers, anchors, editors and reporters.
- Coordinated 8 crews for 7+ hours of live election coverage on TV, digital & streaming.
- Produced shows and segments during breaking news events like the 2020 Presidential Election, Georgia's historic Senate runoff race, the Braves World Series' win and an EF-4 tornado.

PRODUCER IN RESIDENCE

9NEWS NBC NEWS, DENVER

JULY 2019 - OCT. 2020

9NEWS is the NBC News affiliate in Denver, Colorado serving the 17th largest broadcast market in the country. TEGNA Inc. owns and operates the top-ranked station in the market.

- Produced 2-hour and 1-hour live newscasts for Market No. 17's highest-rated morning show with no prior line production experience.
- Worked with TEGNA corporate leaders to improve its national pilot producer program for the next 30 incoming producers.