

MEREDITH SHELDON

SPECIAL PROJECTS PRODUCER

Meredith Sheldon is an Emmy-winning producer specializing in investigative journalism and special projects. In Market 6, she helps lead the station's investigative team, 'Verify' fact-checking team, 'Voices for Equality' franchise and 11Alive's TV coverage plan for special news or breaking events.

CONTACT



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MEREDITH-SHELDON.COM



ATLANTA, GEORGIA

SKILLS

- Managing multiple projects & multiple people
- Leading a team
- Organizing content for TV, digital
- Calmly handling breaking news
- Collaboration
- Investigative journalism
- Live news production
- Video storytelling

EDUCATION

UNIVERSITY OF FLORIDA

B.S. Journalism 2019

B.S. Health Education 2019

AWARDS

SOUTHEAST EMMY AWARD

Won a regional Emmy for Diversity, Equity & Inclusion reporting

NATIONAL EDWARD R. MURROW

Earned a national Murrow for sports feature reporting

REGIONAL EDWARD R. MURROW

Won 2 regional Murrows for News Documentary and Innovation

NATIONAL BROADCAST SOCIETY

First place for TV News Video in national competition

EXPERIENCE

SPECIAL PROJECTS PRODUCER

11ALIVE NBC NEWS, ATLANTA

JAN. 2022 - NOW

- Collaborated with a 6-person team daily helping oversee 1-4 in-depth investigations per week while coordinating investigative and enterprise content daily for 3 TV shows, 11Alive.com and 11Alive+.
- Managed content coverage plans for a 100+ person newsroom for major breaking news events, including Roe overturned and the officers' charges dropped in Rayshard Brooks' death. I pre-produced 8 enterprise stories, organized day-of coverage plans, managed content for 5-10 reporters, lined up 10 experts and line-produced 2 hours of breaking news cut-ins.
- Identified, researched and produced one quick-turn investigation daily for 2 months juggling 2-6 stories at a time boosting 6 P.M. ratings to the highest share of the year for August 2022.
- Coordinated with 5 show producers, digital producers, editors, photojournalists and marketing managers daily to streamline story and promotion production for 1-5 stories a week.
- Owned the station's "Verify" fact-checking brand managing 1-5 story pitches daily while coordinating story production for 1-5 reporters and digital producers.
- Led our station's "Voices for Equality" franchise producing 30-minute enterprise specials monthly highlighting diverse voices. Our special celebrating Pride in Atlanta won a regional Emmy.
- Investigated nearly 60 Georgia police departments' process for handling rape cases for more than 8 months to produce a digital-first docu-series exposing the lack of justice for victims in Georgia.
- Filled in for Director of Innovation occasionally to manage 6-person investigative team, handle schedules, approve scripts and promotions and oversee all 11Alive special projects/coverage.

NEWS & SOCIAL CONTENT PRODUCER

11ALIVE NBC NEWS, ATLANTA

OCT. 2020 - JAN. 2022

- Executed 2-4 original, exclusive segments daily for 11Alive's KPI show at 11 P.M. and 11Alive.com.
- Line-produced 1-hour to 4-hour newscasts solo for Market No. 6 while producing 1-2 creative segments daily.
- Coordinated with more than 8 live crews for 7 hours of live election coverage on TV and streaming
- Juggled show and segment production during major breaking news events including the 2020 Presidential Election, Georgia's historic Senate runoff race, an EF-4 tornado and the spa shootings.
- Managed 2 anchors, 2 directors and 2 photographers live in the field during major events such as the Braves' World Series win.

NEWS PRODUCER

9NEWS NBC NEWS, DENVER

JULY 2019-OCT. 2020

- Produced 2-hour and 1-hour newscasts for Market No. 17's highest-rated morning show with no prior line production experience.
- Calmly handled breaking news daily in a high-pressure production environment.
- Worked with TEGNA leaders to improve its national program for the next 30 producers.