

## JENNIFER C. THOMAS

### EVIDENCE OF PARTICIPATION IN CREATIVE ACTIVITIES MAJOR MEDIA PRODUCTION *ELECTION 2016: ROAD TO THE CONVENTIONS*

Role: Producer / Executive Producer  
Live One-hour News Special

June 23, 2016

WHUT-TV

PBS Affiliate

Washington, DC

and livestreamed on WHUT.org



*Producer Jennifer C. Thomas poses with host Mo Ivory, program participants of Election 2016: Road to the Conventions Live Election Special.*

Please find all supporting documents in the attached PDFs

#### Contribution and Impact

I served as producer of a [LIVE one-hour program](#) on PBS affiliate WHUT TV broadcast to more than 2.5 Million viewers and available worldwide online. I also took on the duties of the executive producer for the network's special Election 2016 coverage to deliver a quality-controlled broadcast which met the PBS station's stringent technical broadcast qualifications. Live broadcasting producing is both unique and challenging in that it requires a high level of skill set by the producer to maintain to-the-second management of time, resources, talent and staff.

My contributions included:

- conceptualizing the news/magazine special
- Creating the title, theme music, and direction of the broadcast
- supervised staff of twenty full-time and part-time managerial and union professionals
- including engineering, operations, director and supervisors and students
- Writing ALL promotional material including press releases (which were shared with Howard University Office of Communications)
- Writing scripts for voiced reporter stories
- Writing scripts for the entire show as well as for the teleprompter.
- Researching and selecting all video clips
- Creating graphic content
- Implementing deadline management strategies

**Guest Relations:** In addition to the aforementioned duties, I also contacted and organized guests, held numerous planning meetings with WHUT management and staff, ensuring all of the professional guests were informed and updated on daily changes in the news and subsequent content and flow of the program. I also managed post-show meetings and distributed follow-up communication with all involved.

**Pre-Production Planning:** I managed all video selection and music for the theme, stories in the newscast, and promotional breaks. As producer, I had to ensure the anchor had all scripts, that the teleprompter operator and directing staff had all updated information, and that those scripts were amended live, as needed do the time constraints.

**Deadline Management:** Because the broadcast was LIVE, it could not "go over" its allotted time. Consequently, I had to ensure the shows did not go one second past the scheduled end time, which meant an on-the-spot truncation of the live broadcast as needed, and careful coordination with the talent (host), director and other staff.

#### RELEVANCE

The 2016 U.S. Presidential Elections were historic in many facets. The race for the successor of the country's first African American President, Barack Obama became contentious as the country grappled with significant issues of race, the economy, terrorism, healthcare and technology. In June of 2016, each party was preparing to hold its national convention to select its party's presidential candidate. Donald Trump appeared to be an outlier to many in the conservative Republican party, while U.S. Senator Bernie Sanders and former Secretary of State Hillary Clinton were embattled in discussions over Democratic themes. This Election special was vital, in that it allowed members of the African American community to speak on relevant issues to them, from their perspectives. Guests representing academia and both sides of the isle took part in an intelligent impactful conversation on the country's only black-owned PBS affiliated network.

#### Challenges

This production was challenging in that WHUT did not have the technology that is standard for a live news production-style broadcast.

This affected the

- Rundown creation of the show and the
- Timing and Scripting

Both of these major show components are usually managed electronically via content management software.

As a result, I created Rundowns and Scripts in Excel and Word, and timed the LIVE broadcast manually.



#### About WHUT TV

WHUT-TV, Howard University Television was founded in 1980 in Washington, D.C., as WHMM. At its inception, the station became the first public station in the United States to be licensed and operated by a historically black college and university (HBCU) - Howard University. The station broadcasts reach over 2.5 million households in a 60-mile radius. The station endeavors to underscore Howard University's overall mission in its commitment to excellence, leadership and public service. For over 35 years on air WHUT has become a leader in broadcast communications by providing quality programming for the Greater Washington, D.C., viewing community that is relevant and informative, while offering exceptional professional training in television production, engineering and management. For more information, please visit [www.whut.org](http://www.whut.org).