

JENNIFER C. THOMAS

EVIDENCE OF PARTICIPATION IN CREATIVE ACTIVITIES EXECUTIVE PRODUCER

NewsVision Live-Recorded Newscast

WHUT TV

Washington, DC

May 7, 2016 | May 8, 2016 (encore
presentation)

Contribution and Impact

I served as the executive producer of two 30-minute Howard University-student-produced newscasts, "NewsVision News" on PBS Affiliate WHUT TV. I worked alongside a staff of twenty full-time and part-time managerial and union professionals, including engineering, operations, director and supervisors to deliver a quality-controlled broadcast which met the PBS station's stringent technical broadcast qualifications. I also wrote all promotional material and supervised the production of promos which were broadcast on WHUT. I also wrote, and voiced the Show Open and video "bumpers" for news stories for WHUT

Some of my additional duties included:

- Spearheading meetings with the station's general manager and other management and staff
- Creating concept for Logo; working alongside Assistant Dean Nigel Martin who created the logo
- Creating concept for original music; working alongside Assistant Professor Dr. Michael Austin who created the music
- Working alongside my graduate assistant, Prof. Hussein Murad, who created the show open- providing photographs and videos for the content
- Holding Anchor Auditions- creating scripts and soliciting professors to serve as reviewers; creating audition sheets
- Creating rundown formats in Excel for students
- Formatting scripts
- Coordinating Managing schedules and rehearsals with WHUT management
- Writing/ managing production of promos
- Writing press releases
- Coordinating schedules with fellow MJFC professors who wanted to attend
- Coordinating pre-taped segment with Dr. Gracie-Lawson Borders, Dean, Cathy Hughes School of Communications

Relevance

The newscast was broadcast on PBS Affiliate WHUT TV to an audience of more than 2 million viewers in the greater Washington, DC metropolitan area. The broadcast aired twice, with the debut broadcast notably airing after the live Howard University Commencement Speech by President Barack Obama on May 7, 2016. An encore presentation aired the following day.

It was also posted online on WHUT's YouTube page, making it available worldwide.

The newscast, once a staple and incubator of experience for broadcast journalism students, had not been on air for more than 20 years.

This experience was not just groundbreaking for students who learned hands-on about the complexities and nuances of producing a professional newscast under strict deadlines, but the classroom transformed into a teaching laboratory for imparting professional skills as well as knowledge. The content included stories of significance to the Howard University and at-large community, and those in the greater Washington, D.C. area. It also featured a pre-recorded segment with Dean Gracie-Lawson Borders on the upcoming 45th School of Communications Celebration. Additionally, the professional staff at WHUT who had not worked alongside students in producing an "as live" broadcast. It has also set a new precedent for the department, school and university. A majority of all of the capstone (graduating seniors) students who took part in the newscast are now working in the media and credit their experience with this newscast in shaping their readiness.



Please find all supporting documents in the attached PDFs



Students/faculty/staff in post-production photograph



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.