

# STEPHANIE BECK

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## STORYTELLER | STRATEGIC PLANNER | DATA-DRIVEN DECISION-MAKER “PROJECT MANAGER IN A PRESSURE COOKER”

**CAREER SNAPSHOT** – Dynamic content strategist and writer with more than two decades of experience producing live news and delivering brand-aligned narratives in complex environments. Expert at distilling government policy, legal rulings, market data and technical products into engaging multiplatform content. Proven ability to partner technical and creative teams to drive action through clear, persuasive storytelling. I **create impact by** cutting through rapidly shifting priorities to create a polished product, and applying decisive editorial judgment under pressure to maintain brand integrity.

### SIGNATURE ACHIEVEMENTS:

- ✓ **Coordinated with Engineering and IT staffs to implement three new technology systems and create training protocol for 125+ members of newsroom**
- ✓ **Won Emmy and Murrow awards for tone-appropriate cross-platform delivery of news**
- ✓ **Executed all levels of strategic planning and live production for award-winning media ranging from daily newscasts to long-term projects lasting months or years**

## SIGNATURE STRENGTHS & COMPETENCIES

### COMMUNICATION

Strategic Storytelling  
Translate Complex Concepts  
Brand Alignment  
Cross-platform sensibilities

### LEADERSHIP

Editorial Judgment  
Content Planning  
Data-driven Decision Making  
Mentoring Staff Members

### IMPLEMENTATION

Deadline Management  
Cross-Departmental Collaboration  
Training Staff on New Technologies  
Innovate Presentation & Workflow

## EXECUTIVE EXPERIENCE

### WRAL – RALEIGH, NC |

#### Senior News Producer June 2022 – January 2026

Daily duties include:

- Approve approximately 30 reporter and producer scripts a day for content and length;
- Conceptualize and create graphics within our brand for on-air use;
- Proofread more than 100 on-air graphics daily for four hours of content (noon to 7p);
- Provide research and context for daily news stories;
- Point person for editorial content and high-pressure decisions made in live broadcasts.

Designed and led multi-stage training program for 25+ newsroom staff, improving script accuracy and effectiveness across 4 hours of daily newscasts.

Successfully implemented three new technology systems from purchase to training to on-air use.

Served as IT administrator on newsroom-specific software that often required immediate attention.

Developed and conduct feedback sessions to help newscast producers improve accuracy, language, and content.

Redesigned on-boarding process for newscast producers entering our newsroom.

Developed process that cut time spent on award submissions by 50% on deadline and improved newsroom morale by expanding pool of applicants.

**WRAL – RALEIGH, NC |****Newscast Producer                      March 2001- May 2022**

This role included a series of steps of increased trust and responsibility that fell within the same salary grade and title for HR purposes. Those steps allowed me to move from working one weekend morning to producing the most-watched newscast in the state of North Carolina – WRAL News at 6pm. In addition to a daily newscast, I did much of the work that I handled as a Senior Producer, demonstrating to HR the need to create the role.

- Won 4 Regional Emmy Awards and 2 Edward R. Murrow awards for work on the front lines of producing newscasts during breaking news situations
- Met multiple deadlines a day to produce daily newscasts.
- Took on longer-term projects ranging from three days to seven years in production, demonstrating time & resource management, balancing daily demands with long term goals.

**Select Awards and Accolades**

- **Winner:** 6 Midsouth Regional Emmy Awards including awards for Innovation and Technical Achievement
- **Winner:** 3 RTDNA Regional Edward R. Murrow Awards in Innovation, Best Newscast, and Breaking News
- **Winner:** 2023 Producer of the Year and Special Projects Producer of the Year for RTDNAC
- **Nominations:** 25 nominations for Regional Emmy Awards, with 4 of them for my roles as a content and people manager

**Examples of my work**

You can find examples of my work at <https://www.stephaniebeckonline.com/examples>

I am happy to explain how any given piece fits your needs.

**FREELANCE – RALEIGH, NC |****Writing Coach    Jan 2014- Jan 2023**

Assisted clients in identifying their stories to tell and the voice to use to tell them, then writing to target a specific audience. Clients included a therapist who wrote an ongoing blog on self-care and silencing the Inner Child; academics writing grant proposals; proofreading book chapters and academic submissions; and providing feedback on research posters and presentations.

**Crew Member, Gale Force Media                      Oct 2000- June 2010**

Served as a member of in-game production crew for Carolina Hurricanes, NC State Mootball and basketball games, along with special events at the Raleigh ESA/PNC Arena. I learned multiple positions including replay, ribbon board operation, and creating in-game highlight video while playing back commercial spots.

**EDUCATION**

**MASTER OF ARTS – MASS COMMUNICATION | UNC-Chapel Hill**

**BACHELOR OF ARTS – JOURNALISM AND MASS COMMUNICATION | UNC-Chapel Hill**

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## Work Samples

As a television news producer, my work is best demonstrated through sharing the finished broadcast products. Many of the skills needed to execute these programs will also be useful in other professions.

Below is the tactical context for how some of my award-winning content demonstrates the transferable skills of editorial judgment, technical translation, and long-term planning.

### 1. Translating Technical & Legal Complexity: SCOTUS *Dobbs v. Jackson* Ruling

- **Video Link:** <https://www.youtube.com/watch?v=l7WdJZaeVM0>
- **The Challenge:** Breaking down high-density U.S. Supreme Court legal language into actionable information for a mass audience during a 7-hour continuous news cycle.
- **The Tactical Action:** As a manager, I translated complex legal jargon for reporters and producers to ensure accuracy across five different newscasts (Noon–7 PM). I also pulled double-duty that day, producing the 5 PM show while managing the content. I chose to focus on visual storytelling as a way to differentiate our coverage.
- **Transferable Skills:** Simplifying complex data into clear narratives for the audience. Use of graphics and visualizations to make concepts easier to grasp. Editorial judgment in both this newscast and across the newsroom. Meeting multiple deadlines in a day. Making decisions quickly during high-pressure live broadcasts.
- **The Result:** Named **News Producer of the Year** (RTDNAC) for this entry.

### 2. Strategic "Derivative" Narratives: The 25th Hour (Heddingham Shooting)

- **Video Link:** <https://www.youtube.com/watch?v=jcpKFDxTSZE>
- **The Challenge:** Moving a narrative from "Breaking News" (What happened) to "Thought Leadership" (Why it happened and what's next) after the initial 24-hour cycle.
- **The Tactical Action:** I identified the *WRAL Cares/WRAL is Here to Help* brand pillars as the way to present this coverage with authenticity. I wrote every script with a specific executive voice designed to provide answers and comfort, moving the audience from fear to understanding. I managed the lifecycle of the story to ensure the "25th hour" felt fresh, authoritative, and community-focused.
- **Transferable Skills:** Creating a tone that was informed by our brand and reputation. Crafting a narrative in an executive voice. Aligning the coverage with the brand. Making an explicit

messaging pivot. Managing the content and teams involved in a high-stress situation to create an informative broadcast whole.

- **The Result:** This newscast won the **2023 Regional Edward R. Murrow Award** and **2023 Best Newscast in the Carolinas**.

### 3. Strategic Content Lifecycle & Legacy Planning: The Billy Graham Project

- **Video Links:** <https://www.wral.com/news/video/17360575/>  
<https://www.wral.com/billy-graham/17361025/?navkeyword=billy+graham>  
<https://www.wral.com/news/video/17387792/>
- **The Challenge:** Orchestrating a comprehensive content strategy for an "end-of-an-era" event with a multi-year lead time. Planning for the passing of this North Carolina icon began seven years before his eventual passing. This required maintaining deep archival knowledge while simultaneously prepping modern, multi-platform assets for an inevitable global news event.
- **The Tactical Action:** I managed the content lifecycle from ideation to execution over 7+ years. This involved curating decades of historical archives, scripting two long-form specials, and pre-producing digital-first content. I plotted the "derivative narratives" (sidebar stories and follow-ups) years in advance to ensure our coverage provided unmatched context the moment the event occurred. This project was unique in that it had to be complete and up to date at all times such that I could drop content for the entire 24-hour news cycle at a moment's notice across those seven years.
- **Transferable Skills:** Long-Term Project Management with an undetermined deadline across a multi-year timeline. Organizing and updating vast amounts of archival content for modern, multi-platform distribution. Pre-planning a derivative content strategy that allowed for sufficient updates in the moment to appear fresh and new. Cross-functional collaboration between creative, technical and editorial teams.
- **The Result:** Delivered a seamless, multi-day content rollout across linear and digital platforms that served as the definitive record for the region, balancing historical reverence with real-time news delivery. Won **2019 Midsouth Regional Emmy for Continuing Coverage**.

These samples represent a career dedicated to asking the right questions, finding the way to connect with an audience, and delivering high-fidelity content under any timeline. Additional examples of my work can be found at: [www.stephaniebeckonline.com/examples](http://www.stephaniebeckonline.com/examples)