

whitney chirdon

Producer/Project Manager/Media Specialist

(814) 574-2871 • whitney@psu.edu • [linkedin.com/in/whitneychirdon](https://www.linkedin.com/in/whitneychirdon) • [YouTube](https://www.youtube.com) • [whitneychirdon.com](https://www.whitneychirdon.com)

PROFILE

Creative, multi-talented, driven communications professional with more than fourteen years of experience in studio and field production. Documented record of successful live productions, development of new content from concept to delivery for broadcast as well as clients. Known for managing numerous complex projects, reacting quickly to problems and tight deadlines.

CORE COMPETENCIES/TECHNICAL SKILLS

Adobe Premiere Pro	Conflict Negotiation, Team Building
Adobe Audition CC	Media Relations
Adobe After Effects	Social Media Strategy
Studio/Field Producing, Directing	Research, Scripting, Writing
Project Management	Storytelling
Client Management, Relations	Interviewing/On-Camera Hosting

EXPERIENCE

Strategic Communications, Rock Ethics Institute, Penn State College of the Liberal Arts, 07/2017-present

- Plan and execute comprehensive communication plans for external and internal public relations campaigns through multi-channel dissemination to keep key audiences informed of faculty research and institute achievements.
- Translate complex data, research, issues, concepts, and information for multi-platform distribution including social media posts, articles, websites, and niche publications.
- Research, interview sources, and translate faculty research into compelling press releases, features, story ideas, photos, video, audio content.
- Work with strategic communications throughout the university, as well as university department representatives and colleges, to promote unit and develop new partnerships and programming.
- Lead the identification and development of strategies and tactics for reaching different audiences, with an emphasis on the exploration and development of emerging communication channels.
- Manage relationships with the media to promote programs, achievements, and faculty research on a national, regional and local level; respond to media inquiries and coordinate interviews.
- Consult faculty and leadership team on programming plans and coordination of communication efforts to maximize audience impact and reach.

Key Projects:

Rock Ethics Website Redesign and Development

- Redesigned sitemap, design, and development specs for new PLONE site to Liberal Arts IT (est. completion Sept. 2018).

Rock the News Podcast

- Research, book guests, host/interview, engineer, edit, upload monthly podcast to iTunes and rockthenewspodcast.com.

Stand Up Awards

- Produced, directed and shot some video for annual Stand Up Awards video. Implemented social media campaign and enlisted student ambassadors to expand the audience reach for the campaign. Developed creative concept and designs for campaign including photography, poster design, print collateral, and social media posts.

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Producer/Technical Director, "On Second Thought," Georgia Public Broadcasting, 01/2017-06/2017

Producer and director for live, daily radio talk show hosted by former NPR host, Celeste Headlee.

- Pitch, produce, conduct interviews, and edit news radio story segments complemented by rich audio elements.
- Manage performance of live broadcast and control room operations during production; direct remote broadcasts.
- Serve as TD during live program operating ENCO, book and route connection with guests via ISDN, Skype, phone, etc.

Senior Producer/Director, WPSU-TV/Penn State Public Broadcasting, 03/2007-10/18/2015

Successfully created, pre-produced, produced, directed, delivered and coordinated custom video and media productions in various lengths and budgets, including video for WPSU, promotional, recruitment, and educational videos for Penn State.

- Created, managed, and coordinated video and multi-media projects as team leader or independently.
- Managed multiple concurrent projects with responsibility for creative vision, meeting technical standards, establishing business plan and budget, maintaining client relations, and creating editorial content.
- Worked with team to create and execute project vision including camera direction, graphics, music, lighting, talent, scripts, location, equipment, editing, sound design, post-production, and delivery.
- Generated detailed communications systems with timelines, assignments, project goals, treatments, production rundowns, and equipment details to project team throughout all phases of each project.
- Supervised up to 20 individuals per project, including production crew, junior producing staff, talent, marketing personnel, multimedia, engineering, administration, outside contractors/vendors, and interns.
- Made critical decisions resolving technical and editorial issues under pressure of live broadcasts and deadlines.
- Planned project media strategy, served as spokesperson, wrote press releases, managed social media for projects.

Key Projects:

Broadcast Talk Show Programming

- Arranged on-air interviews with local and national celebrities, coached and prepped TV hosts for guest interviews.
- Selected topics, guests, researched subject matter, wrote interview questions, scripts, produced/directed live shows.
- Conceptualized new talk show format for post "Downton Abbey" program, incorporating social media during the live broadcast and for promotion of local events and series. Developed social media strategy to incorporate into live program, which is the current standard model at WPSU.

On Air Promotions

- Orchestrated creative treatments including style, graphics, music, content, scripts, scouted locations, scheduled shoots, directed cameras, and conducted interviews. Managed editors and audio mix in post-production and often edited and mixed audio. Produced testimonials, new branding campaigns, sizzle spots, and program spots.

Our Town series

- Created and launched strategy that revitalized the most successful fundraising program in WPSU's history, increasing annual production to two 60-minute episodes, while reducing budget, consolidating staff time, and facility usage.
- Taught approximately 30-40 community volunteers in more than 30 rural Pennsylvania towns the skills to capture their hometown stories on video, teaching basic videography skills, and coaching storytelling with visuals.
- Transformed promotion strategy and production model, which resulted in more volunteer contribution and response.
- Taught production seminars, presented for PBS at the Annual Meeting in 2013, and led webinars for National Educational Telecommunications Association (NETA).

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Big Ten Network, ESPN, ABC Sports — Stage Manager, 03/2007 – 09/2015

- Produced on-air talent in the booth during live sports broadcast.
- Arranged on-camera interviews with athletes and coaches during games.

WPSU-TV Penn State Public Broadcasting — Associate Video Producer, 10/2005 – 03/2007

- Produced studio and field productions for broadcast on WPSU-TV, as well as marketing video projects for PSU.
- Scheduled production resources, wrote scripts and treatments, booked talent, directed shoots, hosted on camera.
- Served as lead producer for 5 on-air fundraising campaigns each year, generating approx. \$800,000/yr. in revenue.

WPSU-TV Penn State Public Broadcasting — Senior Promotions Associate, 09/2003 – 10/2005

- Initiated and executed station development and community events.
- Designed décor and event themes, selected and scheduled entertainment, and scouted and secured venues.
- Developed promotional strategy including print collateral, press releases, ad copy, speeches, website content.
- Managed client and donor relationships, interacted with major donors to promote station achievements at events.

WPSU-TV Penn State Public Broadcasting — Donor Services Coordinator, 02/2002 – 09/2003

The Barash Group — Advertising Account Executive, 09/2001– 02/2002

CURRENT EQUIPMENT

Sony PXW-FS5 XDCAM Super 35 w/zoom lens

Tascam DR-701D 6 Track Field recorder

Ikan Rayden LED Bi-Color Light Kit

Blackmagic Assist HDMI 6G-SDI Recorder & Monitor

Soundcraft Signature 12 MTK 12-input Multi-Track Mixer

Vinten System Vision Blue Flowtech 75 Carbon Fiber Tripod

Blackmagic Ultrastudio Minirecorder + OBS

ACHIEVEMENTS

Music From Penn State: Music Theatre Spotlight, Winner, Mid-Atlantic Emmy® Award, Entertainment - Program/Special, 2009, 2014

Music From Penn State: Music Theatre Spotlight, Nominee, Mid-Atlantic Emmy® Award, Entertainment - Program/Special, 2013, 2012

Our Town series, Nominee, Mid-Atlantic Emmy® Award, Community Service Programming, 2014, 2015

EDUCATION

Bachelor of Arts – Communications

Bachelor of Arts – Liberal Arts (French Language & Literature)

The Pennsylvania State University, May 2000