

DANA ROBERSON

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PROFESSIONAL EXPERIENCE

WNET/THIRTEEN (Current)

PBS NewsHour Weekend

Executive Producer/General Manager WNET/Thirteen

Leads editorial, production and digital team for the weekend half-hour national news broadcast and on-line. Show runner for weekend coverage and long-term projects. Manage nimble team of internal and free-lance producers to ensure timely delivery of segments.

Preserving Democracy: Pursuing a More Perfect Union

Executive Producer

Guided multiple production teams for a quick turnaround 2-hour documentary on the state of democracy for a January 6th primetime special. Crafted production budget, worked with internal and external teams on funding, editorial direction and production of content for the project.

CUNY GRADUATE SCHOOL OF JOURNALISM (Craft of Journalism)

Adjunct Professor

The foundation course for all students. Teaching the essential skills of researching, reporting and writing. Students are assigned a neighborhood in New York and concentrate their reporting there for the semester. Instruct on the fundamentals of researching, reporting and writing through in-class instruction/drills and hands-on exercises in New York City.

CUNY GRADUATE SCHOOL OF JOURNALISM (Craft of Journalism/Craft 2 Audio)

Adjunct Professor

Lead adjunct for Craft 2 - advanced reporting for audio. Build on reporting skills learned in Craft 1 utilizing techniques for audio storytelling.

NEW YORK PUBLIC RADIO/WNYC

The Takeaway

Producer/Sr. Producer

Produce daily one-hour national radio newscast. Fill in for Senior Producer. Set daily run-down, delegate segments to producers. Produce and voice specialized segments for broadcast. Book, produce and edit segments ranging from foreign policy, science, health and the environment and more. Create CMS for The Takeaway website.

CBS INTERACTIVE

CBS News Presents: Civil Rights 50 Years Later

Producer

Produced live, interactive multi-media event across multiple platforms, both digital and televised, which was streamed live and simultaneously broadcast in connection with CBS News on the Smithsonian Channel. Utilized social media immersion, as well as Microsoft and promotional partner engagement. Produced A-list talent for live program in addition to incorporating on-line news elements with Skype technology; creating blog content and utilizing SEO techniques.

HDNET/AXS.TV

Dan Rather Reports

Coordinating Producer/Producer

Produced segments with a focus on long-format and investigative stories for veteran newsman Dan Rather. Extensive writing and field production skills; international reporting experience. Went undercover to report on the growing “pill mill” industry; produced an hour-long Haiti earthquake aftermath segment; reported on how anti-abortion measures are putting women’s health at risk. Supervised producers with story planning, coordination, scripting and development. Produced short segments for the web, tweets and Facebook posts for show. Coordinated summer internship program; mentoring interns and teaching producing skills both in the field and in script and post-production. The interns completed their summer with a finished video “audition” reel with both on-camera and cut segments, which they edited.

CBS NEWS

60 MINUTES & 60 MINUTES II

Co-Producer/Associate Producer

Worked primarily on investigative segments for correspondent Dan Rather breaking major news stories, such as the Abu Ghraib prison abuse scandal in Iraq and the first interview with Strom Thurmond’s biracial daughter. Conceptualized and produced the on-line pilot for 60 Minutes “Overtime,” their web based series of content not seen on the television news broadcast.

PUBLIC EYE WITH BRYANT GUMBEL

Field/Associate Producer

Developed, produced and field produced stories for one-hour prime time news magazine. Conducted primary and secondary on-camera interviews. Assisted with editorial content and segment structure.

COAST TO COAST

Associate Producer

Developed, reported and field produced segments for weekly prime time news program. Extensive field producing work.

SMITHSONIAN UNIT

Associate Producer

Produced taped and live segment for Smithsonian special. Coordinated the production of 30 Smithsonian minutes. Researched and field produced segments for three one hour prime time specials.

CBS SUNDAY MORNING

Associate Producer/Researcher

Produced, wrote, field produced and reported segments for weekly documentary style news program featuring both hard news and feature segments. Developed solid reporting and field producing skills thru research, phone interviews and shooting b-roll and secondary interviews.

WEEKEND NEWS/FACE THE NATION

Broadcast Associate

Supervised Weekend News staff in all stages of script development and distribution. Gathered and researched tape for weekly news talk show. Researched and helped develop Decade in Review.

ADDITIONAL EXPERIENCE

Investigative Workshop January Academy (2021), Craig Newmark Graduate School of Journalism

Keynote speaker, Fourth Estate Banquet, University of Iowa School of Journalism

-Topic: “From Iowa City to Tiananmen Square”

Guest lecturer, Investigative Reporting Workshop American University School of Communication

-Taught course on finding, verifying and maintaining solid investigative leads

Guest teacher, Basic Reporting, University of Iowa School of Journalism & Mass Communication

-Taught course on basic reporting skills and news writing for television

Guest speaker, Ethical Issues in the Media, Communication & Media Studies Fordham University

-Lectured on ethical issues involving the airing of the Abu Ghraib prison scandal during war

Guest speaker, Journalism course, Hunter College CUNY

-Lectured on basic reporting and fact checking techniques with video clips as examples

EDUCATION

Columbia Graduate School of Journalism; MS

University of Iowa; BA, Journalism.

AWARDS

Peabody Award

Sigma Delta Chi Award

Front Page Award, Newswomen's Club of NY

American Women in Radio and Television "Gracie" award

News & Documentary Emmy

National Association of Black Journalists

New York Association of Black Journalists

NY Society of Professional Journalists Deadline Club