

WILLIAM M. SHORY

PROFESSIONAL EXPERIENCE:

NEWS DIRECTOR June 2013-present
WAVE-TV – Louisville, KY

- Lead all news and production operations – including editorial decisions, recruiting, budgeting, capital planning, branding, community relations, and legal issues.
- Oversee all station special projects and long-form coverage, including 40-plus hours of live coverage during Kentucky Derby season.

DIRECTOR OF PRODUCTION May 2012-June 2013
Jupiter Entertainment – Knoxville, TN

- Managed budget, scheduling, staffing, production, and post production for multiple shows on cable networks including Discovery, NatGeo, and others.

NEWS DIRECTOR March 2004-March 2012
WBIR-TV – Knoxville, TN

- Directed all newsgathering operations for dominant NBC affiliate.
- Developed and launched initial news presence on web, mobile, and social platforms.

EXECUTIVE PRODUCER OF SPECIAL PROJECTS June 2002-March 2004
WCCO-TV – Minneapolis/St. Paul, MN

- Supervised dedicated unit for long-form and investigative reporting.
- Field produced major breaking news and all special events.

NEWS DIRECTOR July 1999-June 2002
WHNT-TV – Huntsville, AL

- Took second-ranked station to first place during 12 consecutive ratings periods.

ASSISTANT NEWS DIRECTOR December 1998-July 1999
WCNC-TV – Charlotte, NC

EXECUTIVE PRODUCER July 1996-December 1998
ABC 33/40 – Birmingham, AL

10PM PRODUCER August 1994-July 1996
WHNT-TV – Huntsville, AL

6 & 10PM PRODUCER June 1993-August 1994
KJAC-TV – Beaumont/Port Arthur, TX

SELECTED AWARDS:

Ohio Valley Emmy Awards 2015 – Newscast, Breaking News, Live Sporting Event
Ohio Valley Emmy Awards 2013 – Breaking News
RTDNA Regional Murrow Awards – Overall Excellence – 2014, 2010, 2008, 2005
SPJ National Ethics in Journalism Award – 2010
FBI Director’s Community Leadership Award – 2010
Greater Knoxville Business Journal “40 under 40” - 2010

ASSOCIATIONS:

Jefferson County Imagination Library – Founder, Committee Member (2015-present)
Junior League of Louisville Community Advisory Board (2016-present)
Leadership Louisville Focus (September 2013)
Leadership Knoxville (Class of 2008, Board of Directors 2012-2013)
Tennessee Coalition for Open Government Board of Directors (2010-2012)
University of Tennessee Chancellor’s Associates (Class of 2010)
Tennessee AP Broadcasters Association Board of Directors (2008-2013)
Arts and Culture Alliance of Greater Knoxville Board of Directors (2006-2013)
Carole Kneeland Project Fellow (2005)

EDUCATION:

B.A. in Communication and History, 1992
Trinity University, San Antonio, TX
Awards: National Merit Scholarship, Trustee’s Scholarship, Outstanding Senior

REFERENCES:

John Lansing CEO – US Int’l Media, Voice of America Washington, DC (865) 322-5750	Abby Ham Anchor/Reporter WBIR-TV Knoxville, TN (865) 541-5349	Garry Kelly Former General Manager WSLS-TV Roanoke, VA (540) 512-1535
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704 Talon Place
Louisville, KY 40223
(502) 974-4332
bshory@gmail.com
www.billshory.com