

# Vicky Collins

Denver, Colorado | 303-881-0621 | vicky@teletrendstv.com  
Portfolio: teletrendstv.com | Founder: Bucket List Community News

## EXECUTIVE PROFILE

Award-winning journalist, producer, and community news entrepreneur with more than 30 years of experience leading editorial strategy, multimedia storytelling, audience engagement, and cross-platform production for national broadcast networks and independent media organizations. Founder and publisher of a local digital news outlet focused on community-centered journalism and civic engagement for the Denver metro. Experienced in newsroom leadership, innovation, audience and revenue development, storytelling, and emerging media workflows, including AI-assisted journalism and digital transformation initiatives.

Collaborated with major national and international media organizations including NBC News, NBC Sports, PBS, CNN, CBS, ABC, Al Jazeera America, VICE News, and Olympic Broadcasting Services. Proven ability to lead teams, build community trust, produce high-impact journalism under deadline, and adapt legacy storytelling practices to evolving digital ecosystems.

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## PROFESSIONAL EXPERIENCE

### Bucket List Community News

**Founder & Publisher** | Denver, Colorado | 2019–Present

- Founded and lead a community-centered digital journalism platform focused on neighborhood news, civic storytelling, culture, education, and solutions journalism in Denver.
- Developed editorial strategy, audience engagement initiatives, newsletters, multimedia storytelling, and community partnerships.
- Mentored almost 100 students and recent graduates from three universities in internships and paid apprenticeships in a training hospital model for covering the community
- Lead experimentation with AI tools, digital workflows, and emerging audience engagement and revenue strategies for local journalism sustainability.
- Manage reporting, editing, sponsorship development, community outreach, and strategic growth initiatives.

## Teletrends

**President & Executive Producer** | Denver, Colorado | 1993–Present

- Lead an independent production company delivering broadcast, documentary, sports, nonprofit, and branded storytelling for national and international clients.
- Produced long-form and breaking news content for networks including NBC, ABC, CBS, CNN, PBS, MSNBC, VICE News, and Al Jazeera America.
- Oversaw editorial development, field production, booking, writing, interviewing, remote production, and post-production workflows.
- Managed productions covering major national events including the Columbine tragedy, Aurora theater shooting, COVID-19 pandemic, national political coverage, and Olympic Games.
- Part of team producing global live-event coverage for multiple Olympic Games and international sporting events.
- Founder and publisher of Bucket List Community News which serves the community with free neighborhood news and trustworthy voices to connect metro Denver.

## NBC News

**Producer** | Denver Based | 1997–Present

- Produced stories and coverage for *NBC Nightly News*, *Today*, MSNBC, and *Dateline NBC*.
- Led story development, editorial coordination, booking, scripting, field production, and live coverage for breaking news and investigative and feature stories.
- Reported on nationally significant events including:
  - JonBenét Ramsey investigation
  - Columbine High School shooting
  - Aurora theater shooting and trial
  - COVID-19 pandemic and natural disasters
  - National political debates
- Coordinated complex multi-platform reporting under tight deadlines and rapidly evolving news conditions.

## KRON-TV

**Producer / Senior Producer** | San Francisco, California | 1988–1993

- Produced top-rated morning and evening newscasts and special programming.
- Created and launched the youth-focused magazine show *First Cut*, managing editorial vision, production teams, and teen contributors.
- Produced feature segments and specials for *Bay Area Backroads*.
- Led editorial planning, promotion strategy, and newsroom coordination across daily broadcasts and special projects.

## **KAKE-TV**

**Senior Programming Producer & News Producer** | Wichita, Kansas | 1981–1988

- Directed local programming strategy and production for live daily and weekly programs, public affairs broadcasts, and community-focused specials.
- Produced the Iris Award-winning *Town Hall Meeting* and other specials.
- Managed staff, budgets, programming development, and long-range editorial planning.

## **WVIT**

**News Producer** | Hartford, Connecticut | 1982–1983

- Produced evening newscasts and live special-event programming.
- Coordinated editorial production, scripting, and live broadcast execution.

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## **EDUCATION & PROFESSIONAL DEVELOPMENT**

**University of Colorado Boulder**

**B.A. in Communications**

**Craig Newmark Graduate School of Journalism at CUNY**

**Executive Program in News Innovation & Leadership Applicant**

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## **HONORS & AWARDS**

- Emmy Awards — NBC Sports Olympic Coverage (1996, 2000, 2002, 2004)
- Iris Award — *Town Hall Meeting*
- Telly Awards — *Earth Rescue* series and Denver Health Foundation productions
- Cine Golden Eagle Award — American Water Works Association
- UPI/Lee Nelson Award — Outstanding Newscast in New England

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## **AREAS OF EXPERTISE**

- Newsroom Leadership
- Community Journalism
- Digital Transformation

- AI & Emerging Media Workflows
- Audience Engagement
- Newsletter Strategy
- Editorial Strategy
- Breaking News Coverage
- Long-form Storytelling
- Video Production
- Cross-platform Journalism
- Storytelling for non-profits
- Civic Engagement Reporting
- Live Event Production
- Multimedia Reporting