

URSULA MCPHERSON-VITKUS

umvitkus@gmail.com | 850.559.3090 | umvitkus.com

Brooklyn-based **archival producer** with 7 years of experience in media and rights advocacy. Passion for pop culture and community.

MEDIA & PRODUCTION EXPERIENCE

Associate Producer - Licensing & Syndication

NBCUniversal News Group — New York, NY | Feb 2024 – Present

- Acting as the front line for archival research, rights and clearances – finding materials, discerning fair use, or ensuring that all releases are in place.
- Legal research to ensure all content remains accurate for air.
- Selecting standout moments from episodes for social media and other digital promotional content.
- Coordinating, writing, and directing voiceover sessions with on-air talent incl. Lester Holt (NBC Nightly News) and Craig Melvin (TODAY).
- Managing pre-production and production for all syndicated episodes of Dateline – administration, research, scripting, booking crew and vendors, securing locations, creating call sheets, and more.
- Projects include: *Dateline: Secrets Uncovered*, *Dateline: Unforgettable* (Oxygen) and *Dateline* for Peacock streaming.

Archival Producer / Associate Producer

TIME Studios — New York, NY | Feb 2023 – Aug 2023

- Sourced, logged, organized, and licensed archival materials, procuring masters, and providing editors and directors with the strongest footage to support key story beats while advising on fair use.
- Formed relationships with gatekeepers for global athletic footage to broker lower price for materials,
- Coordinated workflow between producers, editors, directors, and showrunner to ensure timely delivery of cuts during post-production on a six-part sports docuseries for AppleTV.

Associate Producer

Break Thru Films — New York, NY | Jul 2021 – Jan 2023

- Conducted thorough archival research followed by sourcing, logging, organizing, and licensing materials.
- Managed pre-production, production, and post-production across multiple projects, including research, subject relationships, shoots, travel, client/vendor management, research, and editorial prep.
- Projects include: *Nature of the Crime* (HBO, 2024), *UFOs: Investigating the Unknown* — Season 1 (NatGeo, 2023), *My So-Called High School Rank* (HBO, 2022)

RELEVANT SKILLS

- Archival Research | Fair Use | AirTable | Frame.io | Excel | Asana | Avid MC | Adobe | CapCut | Canva | Movavi | Google Suite | Copywriting | Interpersonal Communication | Research | Interviewing | Field Producing | Events | Talent Management | Detail-Oriented | News & Pop Culture Literacy

OTHER PROFESSIONAL EXPERIENCE

- **Legal Assistant**, *Law Office of Heather S. Zakson* (Special Ed) — Los Angeles, CA | 2019 – 2020
- **Project Specialist**, *USC Institute on Inequalities in Global Health* — Los Angeles, CA | 2018 – J2019

VOLUNTEER LEADERSHIP

- **Field Lead**, *Zohran Mamdani Mayoral Campaign* — New York, NY | March - November 2025
- **Team Lead**, *GA Democrats In-Person Ballot Curing Program* — Atlanta, GA | Oct 2020 – Jan 2021
- **Women's Space Coordinator**, *Nea Kavala Refugee Camp* – Polykastro, Greece | May 2017 – Aug 2017

EDUCATION

- **University of Georgia**, Class of 2018 – Bachelor of Arts in International Affairs & Arabic, *Magna Cum Laude*