



Emily Ford, '15
Line Producer, Meet the Press Daily

From an early age, Emily Ford felt that she was a writer. It turns out that feeling was correct, and Ford now works as a line producer for "Meet the Press Daily." The 2015 Gaylord College graduate, who majored in journalism and minored in international studies, recently talked about how her time at OU prepared her for a career in television, what her job looks like day to day, how she spends her time outside of work and more.

What is your favorite memory from your time at Gaylord College?

My favorite memories were all of those afternoons spent working with our student-run broadcast OU Nightly. I worked in every position from audio op, to floor director and eventually became an anchor. The best for me though was when one of my moments in the anchor chair actually aired during an OU football game on the jumbotron.

Do you have a favorite faculty/staff member at Gaylord?

with the director to communicate our vision and checking that nothing is missing before air time.

What do you consider to be the most significant moments of your career so far?

There have been many in the six or so years that I've been with MSNBC, but just in that time I think it's pretty significant that I've gotten to cover two presidential elections and a global pandemic. You really always feel like you have a front row seat to history... and you are part of a giant team that gets to share it with the world.

How did Gaylord College prepare you for your future career?

I say to a lot of my co-workers and people close to me that entering MSNBC as an intern would have been nearly impossible without Gaylord College. The fact that iNews is taught alone to journalism majors is a HUGE deal because that is the system we use

I would have to say Mike Boettcher, who is a legend in the industry. He was super helpful when asking for advice on how to jumpstart my career and what path I should take. I originally wanted to be on-air talent like Mike, but when I got into producing I couldn't see myself leaving it.

How did your career path lead you to NBC News?

I was able to land an internship with MSNBC in the summer of 2013 when I was still a sophomore. It was some time away from graduation, but luckily they had a production assistant position open in July of 2015, shortly after I left OU. I was a PA for about two years working mainly with the graphics department. From there I got promoted to associate graphics producer, then associate writing producer, then segment producer and now line producer.

Describe your role at NBC News – current and former.

Right now I am a line producer for a political news show, "Meet the Press Daily" with Chuck Todd. I started with the team in March. Line producers, I like to say, are stuck in the middle of two worlds, editorial and technical – and that is why I love it so much. You really have to have an affinity for writing but also have to know how to juggle a million things at once and have sharp organizational skills. You also need to be able to work under pressure – and move FAST. This has definitely been the most challenging role so far, and the most rewarding because I really feel it is where I shine the most. Daily tasks include things like timing the show, writing teases, booking reporters, staying on top of banners for all segments, moving the rundown around when breaking news happens, staying on top of live events/REMs, working

in the newsroom. With my school experience, I was literally able to walk in and start working right away. And with my time at OU Nightly, I already knew how to write a script for broadcast. These are just some of MANY examples. The college really does an impeccable job of preparing students to work in the TV business.

What advice would you give to current students aspiring to a career in mass communication?

I always felt from an early age that I was a writer deep in my soul. If you have that feeling, love TV and believe in the importance of truth-telling, it's really the most rewarding and FUN job you can have. Practice writing early and often. Watch A LOT of different news networks. Read every article you can. And get connected through your college, your professors, however. It may sound crazy, but the TV business isn't THAT BIG – so the more connections you make along the way, the easier it will be for you to find opportunities. Luckily, Gaylord College has a great group of professors who are extremely connected and are willing to help students. I would also recommend trying to land a spot in the New York market, if you can.

What do you do for fun outside of work?

I really enjoy traveling, exercising and eating healthy. I like to learn so I try to study other languages, whether it's brushing up on French or with my Japanese tutor once a week. In the winter I like to snowboard... we have a ton of good mountains for that in the northeast. My boyfriend and I are major film buffs, so if we are not doing those other things we are watching movies and spending time with our rescue puppy.



OU Gaylord College of Journalism & Mass Communication
(405) 325-2721 | gaylordalumni@ou.edu | <http://www.ou.edu/gaylord/jaymac>
395 W. Lindsey Room 3000, Norman, OK 73019

Stay Connected:

