

JayMac

Gaylord College of Journalism and Mass Communication Alumni Association



GAYLORD ALUMNI SPOTLIGHT Kenzie Meek-Beck, '14 Senior Pre-Production Producer at MedBridge

"I consider the most significant moments of my career to be educating others through the power of visual storytelling. As a journalist, I helped inform and educate the community on current events. As a producer, I am creating medical education in order to improve the lives of patients."

During an internship in college, Kenzie Meek-Beck discovered her love of the online video platform. The 2014 broadcast journalism major followed this interest in her career and now uses her degree at MedBridge, an online medical education platform for healthcare professionals and patients. Meek-Beck recently shared her thoughts about her time in Gaylord College and professional experiences since.

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

I greatly enjoyed my experience at Gaylord College. My favorite memories are how much the faculty cared about our success and how passionate they were about their students' careers in communication. This other memory that comes to mind is not my favorite (because of the sad nature of events), but my most memorable experience was covering the devastation of the tornado that tore through Moore in 2013. My peer, Jessica Bruno, and I reported for The New York Times on the damage. This opportunity

wanted to give television reporting another go. Eventually, I decided that the online platform was more of my style and chose to take the job at MedBridge -- producing online video educational content.

Describe your work at MedBridge.

My title at MedBridge is the Senior Pre-Production Producer. As a producer, I collaborate with experts in the healthcare field to develop high-quality educational content. In this role I help design courses, lead video shoots at our studio and off-site locations, and secure models and equipment for these shoots. I also work on projects that will help improve the processes for my internal team.

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

I consider the most significant moments of my career to be educating others through the power of visual storytelling. As a journalist, I helped inform and educate the community on current events. As a producer, I am creating

to shoot video for the NYT was through connections in the Gaylord faculty. In order to join the national and local news crews, Jessica and I walked more than a mile through some of the damage and past where the National Guard was set up -- with all of our gear in tow.

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

Oh no, this question is putting me on the spot! I would say it is a tie for my favorite staff member at Gaylord. Mike Boettcher and John Schmeltzer provided me with so much knowledge, experience, and opportunity, which is something I will always be grateful for. They are truly wonderful educators.

How did your career path lead you to MedBridge?

MedBridge, which is a company based in Seattle, is an online medical education platform for healthcare professionals and patients. I help produce some of their educational video content. In school, I started with the idea in mind that I would be a television reporter. However, at one of the career fairs at Gaylord, I applied for an internship at NewsOK.com. I worked within their online video department covering stories for Oklahoma City. During this internship, I fell in love with the freedom of the online video platform. My first job outside of school was a hybrid of an on-air and online reporter, and in my second job I

medical education in order to improve the lives of patients.

How did Gaylord College prepare you for your future career?

Gaylord was a vital part of preparing me for this job. It taught me how to research and the importance of seeking and fighting for the mass production of factual information. School taught me the how to create rememberable and digestible information for the masses. It also taught me the technical aspects of producing, shooting video, editing, and directing. These other skills I learned also allow me to collaborate and communicate well with my colleagues who are in those jobs.

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

Keep an open mind when it comes to finding your niche in your career field. If you're passionate about communication, you will find what speaks to you. Don't let anyone discourage you on your path to your end goal. But, also remember that life is an ever-changing road and sometimes the path you didn't expect is also the most beautiful! Just make sure it is what you want.

What do you do for fun outside of work?

I produce and host a podcast on women empowerment. It is called The Peaceful Truth.



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