

Sherkiya Wedgeworth

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Summary

Award-winning newsroom leader with over 20 years of experience in digital content strategy, audience engagement, and inclusive journalism. Most recently, serving as Managing Editor of Accountability and Outreach at Colorado Public Radio (CPR), where I lead initiatives that build trust with underserved communities, track source diversity, and drive transparent, community-centered coverage. Executive Producer of Real Talk with Denver7, a collaborative news show elevating underrepresented voices across Colorado. Proven track record in editorial leadership, cross-platform collaboration, and DEI-informed storytelling. Recognized for spearheading events and editorial strategies that increase impact and deepen audience relationships.

Selected Leadership Highlights

- Received 2025 “Best Practices” award from National Association of Black Journalists for my work with Source Matters.
- Led CPR News to “News Organization of the Year” by the Colorado Association of Black Journalists (2024), recognizing excellence in equity-focused journalism.
- Featured speaker on national journalism panels hosted by the American Press Institute and the Online News Association, discussing community engagement and source tracking.
- Spearheaded “The People’s Forum”, a mayoral campaign event presented by Denverite that prioritized voices from Denver’s most marginalized communities.
- Panelist for “Black Voices Matter” on CPR News, highlighting the influence and responsibility of Black journalists and communications professionals.

Work Experience

Managing Editor, Accountability and Outreach

Colorado Public Radio (CPR News), Denver, CO — June 2021–Aug. 2025

- Executive Producer of Real Talk with Denver7, a weekly news show spotlighting issues affecting historically marginalized communities through on-air conversations and multimedia storytelling.
- Lead newsroom strategies to build trust, transparency, and engagement with Colorado's underserved communities.
- Supervise a team of editors and reporters focused on accountability journalism and community-centered storytelling.
- Manage collaborations across CPR, Denverite, and KRCC to ensure inclusive coverage and newsroom representation.
- Develop and implement audience engagement plans, including listening sessions and feedback loops that inform editorial direction.
- Track and analyze newsroom source diversity and engagement metrics to inform coverage goals, using Source Matters.
- Play a key leadership role in long-term editorial planning and cross-platform content strategies.
- Spearhead efforts to broaden CPR News' coverage of marginalized communities by aligning editorial content with organizational DEI goals.

Online Managing Editor, 1105 Media Inc., Vienna, Va., May 2012–May 2021

- Responsible for creating, aggregating and managing content for the Federal Soup website and its brands; including e-newsletters, social media outlets, forums and other premium content channels.

Communications Manager, AABB, Bethesda, Md., Jan. 2010 May 2011

- Managed, wrote and edited material for weekly newsletter and monthly magazine focused on cellular therapies and transfusions for approx 8,000 subscribers.

Education

Iowa State University, Ames Ia., BA, Journalism

Software Experience

- AirTable
- Microsoft Office Suite
- Adobe Audition
- SharePoint
- Basic HTML
- WordPress
- Hallmark e-mail Marketing
- High Road Solutions e-mail Marketing
- Marketo e-mail Marketing
- Source Tracking Software
- Google Suite