

Katelyn Petroka

Specialist, Strategic Communications
(Consultant)
Washington, D.C.

Biography

Katelyn Petroka draws upon her decade-plus experience as a news producer at CNN to help clients navigate the complex and evolving media landscape. Her understanding of newsroom editorial decision-making, dedication to message integrity, familiarity with adapting to market needs, and journalistic intuition allow her to arm clients with a compelling and effective narrative.

Katelyn leverages her media background to assist clients with strategic targeting and story framing, allowing them to seize opportunities, mitigate risks, adapt to challenges, and respond to crises.

Katelyn draws upon her broad journalistic portfolio, which included investigative pieces on the opioid crisis, presidential and midterm elections, citizen protests, domestic terrorism, and congressional and administration responses. Her reach extends beyond national news, as her relationships span across a network of more than 900 local domestic and international news stations, and she understands the power and importance of communicating to local audiences.

Prior to her career at CNN, Katelyn earned her master's degree in journalism from the University of Southern



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Languages

English

Practices

Strategic Communications

Government Relations and Public
Affairs

California, focusing her thesis on energy reduction strategies and extensively covering multiple fields of interest including renewable energy, climate and life sciences, and emerging technologies. She began her professional career as a local news producer in Virginia where she received a Peabody Award for her work in covering the Virginia Tech shootings.

Awards and rankings

- Peabody Award, "Virginia Tech Shootings: The First 48 Hours" (WSLS-TV), 2007

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