

# Jakob Lazzaro

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## Experience:

### 90.5 WESA — Pittsburgh, Pennsylvania

*Digital Producer*

*December 2022 — present*

- Build, copy edit and publish stories by WESA reporters and partner organizations
- Write and send Inbox Edition, WESA's daily morning newsletter
- Update homepage, send push notifications and manage station social media accounts
- Write SEO-friendly headlines and descriptions; track story analytics
- Take and edit photos; occasionally report breaking news stories and features

### 88.1 WVPE — South Bend-Elkhart, Indiana

*Senior Reporter and Assignment Editor*

*September – November 2022*

*Reporter and Assignment Editor*

*June 2021 – September 2022*

- Reported daily news stories and features about South Bend, Elkhart and the rest of Michiana
- Wrote, tracked and voiced broadcast pieces; wrote digital articles for website
- Collaborated to structure and plan news coverage, edited scripts for broadcast and articles for website
- Updated website and homepage throughout the day with latest local and statewide stories
- Hosted All Things Considered live on Thursdays and Fridays; served as a fill-in host for Morning Edition

### National Public Radio — Washington, D.C.

*Diversity Assistant*

*March – May 2021*

*Diversity Intern*

*June – September 2020*

- Managed NPR's Diverse Sources Database, a public resource helping journalists find diverse sources
- Researched and interviewed potential sources and wrote and published WordPress blog posts
- Wrote and sent out Source of the Week email newsletter featuring this week's source
- Ran the Source of the Week Twitter account
- Helped launch new, redesigned Diverse Sources Database website in April 2021

### CalMatters — Sacramento, California

*Editorial Intern*

*January – March 2020*

- Pitched and reported two explanatory digital features with data-driven infographics
- Pitched, reported and edited an audio version of one of the features for broadcast with 89.3 KPCC
- Edited and produced Gimme Shelter, the CalMatters housing podcast

## Education:

### Northwestern University — Evanston, Illinois

- Bachelor of Science in Journalism with a history double major
- Study abroad at the University of Hong Kong, Hong Kong

*Graduated in June 2020*

*August – December 2018*

## Skills:

- Adobe Audition, InDesign, Photoshop; Grove/Brightspot; Mailchimp; Chartbeat; ENCO; WordPress
- Newsletters; photography; social media management; SEO; tape syncs; board operations; audio editing