



Lawrence Lerner

Journalism & Communications

ABOUT ME

I'm a New York-based editor, reporter and photographer with extensive experience leading editorial teams, crafting strategy, and producing stories across a full spectrum of traditional and digital media, including magazines, newspapers, public radio and the web.

I've also doubled as a public relations manager in university, government and nonprofit settings, developing/implementing internal and external communications plans to engage stakeholders, drive fundraising and raise awareness of key organizational goals.

EXPERIENCE

Assistant Director, Editorial & Media

Rutgers University–Newark | Newark, NJ | 2011–present

- Plan/implement internal + external communications across multiple platforms for the College of Arts & Sciences, working with senior leadership throughout the university to increase the school's visibility + fundraising
- Hire/manage interns + freelancers
- Oversaw launch of college website + faculty/staff trainings for 40 editorial groups
- Devise/implement social-media + email marketing strategy
- Use data analytics to drive decisions
- Manage media relations + secure story placement in university and mainstream publications; pair faculty experts with news outlets seeking perspectives on trending topics
- Write/produce news stories, features, print and e-newsletters, marketing brochures, and speeches + shoot photos for most products
- Plan/produce video content + oversee photo shoots and special projects

News Writer/Web Producer (*Freelance*)

PRI's The Takeaway, WNYC Public Radio–NPR | New York, NY | 2009–2011

- Wrote eight 2min. newscasts on deadline during fast-paced, 4-hour live national broadcast, creating story lineups from newswires, editing/integrating audio quotes from AP Primecuts, and updating stories hourly while IM-ing with control-room producers + show hosts
- Produced story segments on-the-fly for the Takeaway website, uploading images + writing/fact-checking copy while IM-ing with producers + hosts

Editor-in-Chief

Chelsea Now Newspaper | New York, NY | 2006–2008

- Launched and led this 25,000-circulation weekly community newspaper covering Chelsea, Hell's Kitchen and surrounding Manhattan neighborhoods
- Managed one staff reporter and rotating roster of 40 freelancers + interns
- Broke stories on illegal hotels, affordable housing, pedestrian safety, labor violations, early development of the Highline, LBGT issues and more
- Paper won NY Press Association awards for in-depth reporting, was frequently cited by the *NYTimes* Metro section, and became a must-read for area residents and politicians

EDUCATION

M.S. Journalism
Columbia University
Graduate School of Journalism

M.A. American History
Rutgers University

B.A. English + Literary Theory
Syracuse University

CONTACT

lerner@rcn.com
lawrencelerner.com



PORTFOLIO

See my **website** for writing +
photography + editorial work

See **LinkedIn** for testimonies

Reporter/Photographer & Copy Editor (*Freelance*)

Various outlets | San Francisco & New York | 1997–2005 & 2008–2011

- Wrote stories/shot photos for *The Christian Science Monitor*, *TimeOut New York*, *Gay City News*, *Maxim*, *XXL* and others
- Copyediting clients (40+) included *Harper's*, *Wired*, *Rolling Stone*, *Saveur*, *Billboard*, *Spin*, *Time Out New York*, *George*, *Mirabella*, *Travel & Leisure*, *Smart Money*, *Martha Stewart Living*, *Complex*, Hachette Special Publishing, Talk Miramax Books + HarperCollins Publishers San Francisco
- Final reader for books by Secretary of State Madeleine Albright + lawyer David Boies

Public Affairs Officer (*Freelance*)

Federal Emergency Mngt Agency (FEMA) | New York, NY | 2001–2003

- Deployed on 9/11 and smaller regional relief efforts to promote FEMA recovery + mitigation programs in federally declared disaster areas
- Photo-documented 9/11 Ground Zero cleanup, shot panels/conferences for agency website + publications, wrote press releases + media advisories, gave on-camera interviews, developed message points for reporter briefings, and helped plan media strategy

Co-founder & Communications Director (*Pro bono*)

V-Day Men | New York, NY | 1998–1999

- Launched companion organization to V-Day, the nonprofit started in 1998 by playwright Eve Ensler of “The Vagina Monologues” fame to end violence against women
- Co-chaired celebrity benefit auction in Nov. 1998, raising \$100K for V-Day: Honorary Board members and speakers included actors Harvey Fierstein, Harvey Keitel and Dylan McDermott + journalist Carl Bernstein
- Oversaw outreach + PR, did radio interviews, drafted solicitation materials, and worked with other nonprofits to drive event attendance

ADDITIONAL EXPERIENCE / SKILLS

- Public-records searches, LexisNexis and other research databases, computer-assisted reporting
- 35mm photography/editing, video shooting/lighting/editing, audio recording/editing, photography slideshows
- Photoshop, Final Cut Pro, ProTools, Soundtrack Pro, DAVID, Excel
- Website project management (Drupal), Squarespace + Wordpress web platforms

CAREER PATH (Chronological)

2011–now: Assistant Director, Editorial & Media / Rutgers University–Newark

2008–2011: Freelance reporter/photographer & copy editor

——> **2009–2011:** Newswriter & Web Producer (freelance) / NPR's "The Takeaway" (WNYC Public Radio)

2006–2008: Editor-in-Chief / Chelsea Now newspaper

2005–2006: M.S. Journalism / Columbia University Graduate School of Journalism

1997–2005: Freelance reporter/photographer & copy editor

——> **2002–2004:** M.A. American History / Rutgers University–Newark

——> **2001–2003:** Public Affairs Officer (freelance) / Federal Emergency Management Agency (FEMA)

——> **1998–1999:** Co-Founder & Communications Director (pro bono) / V-Day Men