

# LORA STRUM

## *Multimedia Journalist*

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### SUMMARY

A nationally-recognized “quadruple-threat” in the industry whose multimedia work has been featured at the 2013 News and Documentary Emmy Awards and online at the PBS *NewsHour* Student Reporting Labs, *PoliticsPA.com*, *Army News Service* and *The Fox School of Business*. Insightful and persistent with a solid understanding of industry standards.

### EXPERIENCE

#### **Science and Social Media News Assistant;** *PBS NewsHour*

ARLINGTON, VA 5/2016-PRESENT  
Pitch and deliver digital content for online and on air. Develop and manage social media content. Assist producers with pre-interviews, segment logistics, and research.

#### **Communications Intern; Fox School of Business**

PHILADELPHIA, PA 8/2014-5/2016  
Pitch and deliver digital content relating to computer, data and statistical sciences, human interest and education for the Fox School of Business.

#### **Education Reporter; Philadelphia Neighborhoods**

PHILADELPHIA, PA 8/2015-12/2015  
Up-to-date multimedia coverage of the School District of Philadelphia, including state budget crisis, unions and policy change

#### **Editorial Intern; Philadelphia Inquirer**

PHILADELPHIA, PA 8/2015-12/2015  
Support editorial staff in all aspects of news publication, including fact-checking, headline writing and AP style review

#### **Intern; Army News Service**

THE PENTAGON 6/2015-8/2015  
Pitch and deliver content on senior leaders, public policy, and the Department of Defense. +12 stories. Manage social media; including 30 percent follower increase.

**Contributing Writer; Politics PA**  
PHILADELPHIA, PA 8/2014-1/2015  
Analysis of local, state and national breaking political news for immediate publication.

**Freelance Video Editor/Intern; PBS NewsHour Student Reporting Labs**  
ARLINGTON, VA 9/2012-12/2013  
Produce multimedia packages, conduct interviews, and repurpose print content for publication online.

**Segment Producer, Editor; “Poverty 2.0” with Cornell West and Tavis Smiley**  
ALEXANDRIA VA, 9/2012  
Produce and edit video content for national “Poverty 2.0” tour with Dr. Cornell West and Mr. Tavis Smiley at T.C. Williams HS.

### EDUCATION

#### **Temple University School of Media & Communication**

PHILADELPHIA, PA May 2016  
Bachelors of Arts in Journalism and French  
GPA: 3.8

### SKILLS

Languages: French  
Expert: MS, Final Cut Pro/X/7, social media  
Skilled in: Adobe Creative Suite, HTML/CSS/JavaScript, Knightlab

### AWARDS

Keystone Journalism Award Winner  
2013 NATAS Mike Wallace Scholar  
2013 Ron Brown Scholar

