

SARA LACY BERNARD

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Profile

I'm a podcast producer with a background in multimedia journalism. I've written and reported for magazines, websites, newspapers, and broadcast radio outlets; now I produce podcasts for news outlets and clients. I've a strong preference for stories over news – and long-form narrative over hot takes. See clips at www.saralacy.com.

Experience

ON-CALL PODCAST PRODUCER, CROSSCUT – FEB 2020-PRESENT

Host and producer of "[This Changes Everything](#)," a podcast for a Seattle-based news organization about the events that transform society. The first season explores impacts of the coronavirus pandemic on all aspects of our lives; the second season dives into the 2020 movement to defund police. Based largely on interviews with Crosscut staff reporters and stitched together with narration, news archive audio, and music. Co-producer on the second season of another Crosscut podcast, "[Crosscut Escapes](#)," exploring the natural wonders of the Pacific Northwest.

FREELANCE PODCAST PRODUCER – DEC 2018-PRESENT

Projects include: "[Crosscut Talks](#)" podcast for Cascade Public Media, incl. writing scripts, voice coaching the host, editing together intros and outros, improving audio of live events; and "[Trial Insider: Dinh v. Ride the Ducks](#)" podcast, a six-episode series about a tragedy, a trial, and its context for a personal injury law firm, incl. interviewing subjects, working with compromised courtroom audio, news archive audio, CC-licensed music, and my own narration to weave together a complex, historical narrative. Several more audio/podcast projects in the works.

FREELANCE WRITER/RADIO REPORTER – 2005-PRESENT

Outlets include: KUOW, KOED, [Grist](#), Crosscut, [The Atlantic](#), Wired, VIA, Making Contact, Adirondack Life, Yoga Journal, The Bold Italic, Ode; also SEO article writing and copywriting for Microsoft and Expedia and other clients, along with article editing for the South Seattle Emerald.

HOST/PRODUCER, SEATTLELAND – NOVEMBER 2017-AUGUST 2018

Launched an entirely new podcast, featuring 20- to 30-minute reported stories from the Seattle area. Participated in every aspect of podcast production, including visioning and naming the podcast. Led workshops in audio for print reporters. Also served as host, reporter, producer, audio editor, engineer, fact-checker, and intern manager.

STAFF WRITER, SEATTLE WEEKLY – JULY 2015-OCTOBER 2017

Pitched, reported, and wrote long-form narrative features, breaking news, and medium-length news stories. Won two First Place SPJ Northwest awards for two feature stories. Participated in editorial strategy and major transformations of the newspaper. Took photos for stories frequently, produced audio to accompany feature stories occasionally.

FELLOW, GRIST – AUGUST 2014-FEBRUARY 2015

Reported, wrote, and produced daily blogs, reported features, and long-form multimedia investigations (see exp.grist.org/clean-coal) including audio, video, and photos for the environmental news site, grist.org.

REPORTER, ALASKA PUBLIC MEDIA – JUNE-AUGUST 2013

Reported and produced 2-4 minute radio features, audio slide shows, and videos for the statewide Alaska Public Radio Network, Anchorage's local station (KSKA), and alaskapublic.org.

REPORTER, RICHMOND CONFIDENTIAL – AUGUST 2012-JUNE 2013

Reported, wrote, and produced multimedia stories for a community news site covering Richmond, CA at richmondconfidential.org.

REPORTER, CROSSCURRENTS ON KALW 91.7 FM – MAY 2011-MAY 2012

Produced San Francisco Bay Area-based radio stories, collected and glossed local news for blog posts, uploaded content to web at kalw.org.

WEB EDITOR, VIA MAGAZINE – NOVEMBER 2010-FEBRUARY 2011

Built article pages in Drupal CMS, copyedited newsletters and articles, optimized images in Photoshop, provided additional online editorial support. In office for four months, then five years ongoing freelance work.

STAFF WRITER AND MULTIMEDIA PRODUCER, EDUTOPIA MAGAZINE – MARCH 2005-MARCH 2009

Pitched, reported, and wrote education and lifestyle stories for Edutopia magazine and edutopia.org. Produced audio slide shows, polls, blogs, and other multimedia content.

Education

UC BERKELEY GRADUATE SCHOOL OF JOURNALISM

Master of Journalism (M.J.), 2014

UNIVERSITY OF CALIFORNIA, BERKELEY

Bachelor of Arts (B.A.), 2005; English and French double major; Creative Writing minor

Skills

RADIO

Field recording, script writing, audio editing and mixing, public radio reporting and style, voicing, podcast hosting and soup-to-nuts production

WRITING

Magazine-style features, front-of-book pieces, online articles, blogging for news outlets, copywriting (i.e. marketing case studies, Web content, and SEO articles)

NEWSROOM SKILLS

Pitching, interviewing, editing, copyediting, breaking news reporting, long-form investigations, long-form narrative, team collaboration, multimedia packages, fact-checking, social media management, web production including basic HTML, basic Spanish, strong French

TECHNOLOGY SKILLS

Drupal CMS, Wordpress, basic HTML, audio editing software (particularly Adobe Audition, Hindenburg), audio recorders (Zoom, Tascam DR-40, Marantz), digital photography (Nikon D40,

Canon Rebel T3i), video cameras (Sony NX70, Canon DSLRs), Adobe Photoshop, Adobe Premiere, SoundSlides, Creatavist, Mac and PC platforms, Google Drive, Slack, social media tools

Awards

FIRST PLACE AWARD IN CRIME AND JUSTICE REPORTING, SPJ NORTHWEST 2017

SPJ Excellence in Journalism Competition Award for an investigative feature about about the King County Prosecutor's Office's lackluster approach to prosecuting alcohol-facilitated sexual assault.

FIRST PLACE AWARD IN HEALTH REPORTING, SPJ NORTHWEST 2016

SPJ Excellence in Journalism Competition Award for a feature story about environmental injustice and legacy pollution in Seattle's Georgetown neighborhood.

RANDY SHILTS MEMORIAL AWARD FOR EXCEPTIONAL REPORTING

UC Berkeley Graduate School of Journalism award for an audio documentary about one woman's fight to clean up a century of chemical waste in Richmond, CA.

BERTRAND H. BRONSON PRIZE

Awarded to the best undergraduate honors thesis of the year in the UC Berkeley English Department.