Pem McNerney

Madison, CT / [pemmymac@gmail.com](mailto:pemmymac@gmail.com) / (203) 745-8142

Award-winning multimedia journalist with extensive expertise in storytelling, social media strategy and tactics, analytics, and online community development and management.

EDUCATION

* M.A. Liberal Studies, Humanities, Wesleyan University, Middletown, CT
* Bachelor of Arts (English, with honors), Mount Holyoke College, South Hadley, MA

EXPERIENCE

**Shore Publishing,** Madison, CT June 2015 to current

**Living Editor**

* Living editor writing, editing, shooting photos, and producing some video for the [Living Section](https://www.zip06.com/section/living) for seven weeklies along the shoreline of Connecticut and the Connecticut River valley. Also serve as deputy editor for town and government news, obits, local features, calendar, and announcements.
* Two first place Connecticut Society of Professional Journalist (SPJ) awards in 2017 in feature writing for “[A Deceptively Beautiful Day Turns Fatal](http://contentcreation.com/wp-content/uploads/2017/08/deceptivelybeatifulday.pdf),” and in leisure for “[In Pursuit of a Most Delicious Fish Loved by Locals,”](http://contentcreation.com/wp-content/uploads/2017/08/mostdeliciousfish.pdf) along with a second in arts & entertainment for “[How Art, Storytelling Are Being Used to Save Plum Island](http://contentcreation.com/wp-content/uploads/2017/08/plumisland.pdf),” and a third, working with another reporter, in breaking news coverage for “[Manhunt in Madison](http://contentcreation.com/wp-content/uploads/2017/08/Suspect-Nabbed-in-Madison-Manhunt-_-Zip06.pdf).”
* Third place Connecticut SPJ award in 2016 for “[Living with Connecticut Wildlife](http://contentcreation.com/wp-content/uploads/2017/08/livingwithctwildlife.pdf).”

**University of New Haven,** New Haven, CT 2015 to 2016

**Adjunct**

* Taught graduate level health communication course on patient-provider communication, health literacy, interactive health technology, and health communication campaigns with a focus on writing, public speaking, and multi-media skills.

***The Hartford Courant*,** Hartford, CT June 2014 to June 2015

**Politics Editor**

* Supervised a staff of six reporters, covering politics and government, striving for an emphasis on how political issues affect people in their everyday lives. Worked with reporters to develop daily, enterprise, and long-form journalism projects for the newspaper and web site, using written stories, photography, and videography.

**Content Creation Co.,** Madison, CT January 2014 to current (on and off)

**Writer and Editor**

* Providing writing, editing, photography, video, and social media services on a freelance and contract basis.
* Mentor, Central Connecticut State University (CCSU) Communications Department mentoring program and stateside editor for CCSU Journalism Department D-Day 70 project, 2014.
* Using WordPress, collected and disseminated information on writing, editing, content management, storytelling, social media and related topics at <http://www.contentcreation.com>.

AOL / Patch.com, Madison, CT 2010 to January 2014

Editor and Writer

* Developed content for hyperlocal news websites for Madison, Clinton, and Guilford. Madison site, launched in late November 2010, consistently exceeded readership goals set by AOL, by employing strategic and tactical social media techniques. As of January 2014, Madison Patch had the highest penetration by population in the region, when compared to other Patch sites, at 1.36.
* Responsibilities included working a 24/7 news cycle writing stories with photos and videos; covering government, politics, public affairs, breaking news, and features; editing, assigning stories and managing freelancers; facilitating conversations on the site and social media channels; cultivating user-generated content and teaching citizen journalists how to use the platform; coordinating social media posts and cultivating online community across platforms.
* In 2013, awarded First Place, General Reporting Series-Online, Connecticut SPJ for Hurricane Sandy Coverage. Also in 2013, awarded Madison Chamber of Commerce New Member Award. Also nominated in 2013 for the Madison Jaycees 58th Annual Award for Distinguished Service.
* Following coverage of Hurricane Sandy, was asked to contribute article to *Introduction to Emergency Management*, Fifth Edition, a widely used emergency management textbook, and *Disaster Communications In A Changing Media World.* Article explained how social media allowed community to help cover the storm.

Yale University, New Haven, CT 2001 to 2010

* Senior Web Editor, Office of Development (2006-2010)
* Communications Director, CENTURY/TTURC (2001 to 2006)

Content Creation Co., LLC, Madison, CT 1996 to 2001

Writer and Editor

* Full time. See details above.

*The Hartford Courant,* Hartford, CT 1987 to 1996

City Editor, Content Coordinator, Reporter, Editor

* Local content coordinator from November 1995 to September 1996, assisted *The Courant* set up its first news websites. Assistant Editor for *Northeast* magazine from January 1995 to November 1995. City Editor from August 1991 to January 1995. Editor for Sunday business section and *Business Weekly* from June 1989 to August 1991. Business Reporter from July 1987 to June 1989.

ADDITIONAL EXPERIENCE, EDUCATION

Writer, Reporter, Editor

* Business Reporter for the *Journal Inquirer,* Manchester, CT. Correspondent for the *Springfield Daily News*, Springfield, MA. Reporter/Editor for the *Westfield Evening News*, Westfield, MA. Writer for the Energy Education Foundation, Boston, MA. Knight Center Fellowship, two-week course in finance, College of Journalism, University of Maryland. Continuing education and workplace sponsored courses in social media, communications, photography, and video.