

Erica M. Peterson

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JOURNALIST, EDITOR, NEWSROOM LEADER, PROBLEM-SOLVER

I'm an experienced, compassionate and visionary nonprofit newsroom editorial leader who excels at elevating reporters' work to serve readers and listeners. My strengths include editorial planning — for overall priorities, major projects, new initiatives and products — helping reporters explain complicated policies, impactful investigative reporting and figuring out how to solve journalistic and cultural problems both large and small.

KEY SKILLS

Editing for clarity and impact	Project management	Strong interpersonal skills
Audience growth	Investigative reporting	Ethics leadership
Editorial planning	News product development	Journalism as teamwork

PROFESSIONAL EXPERIENCE

Independent Journalist 2024- Present

Editing and working on special journalism projects with a variety of clients, including election-related work for the Knight Foundation, editing and consulting for Mountain State Spotlight, managing and editing freelancers for 100 Days in Appalachia and technical editing on the Future Today Institute's annual tech trend report.

Mountain State Spotlight 2020 - 2024 Managing Editor

Managed day-to-day operations at a nonprofit, accountability-focused local newsroom with six reporters, producing a wide variety of investigative, explanatory, service and feature journalism · Worked with reporters through all steps of the process, including conceiving, planning, reporting, editing and publishing complex stories · Built organizational infrastructure for a new startup, including creating and updating employee policies and editorial content strategies · Led audience development and membership efforts, including social media and outreach to communities and media partners · Created new products to serve West Virginia news consumers, including newsletters · Served as part of the organization's leadership team.

Louisville Public Media 2018 - 2020 Director of News and Programming

Managed a large local and regional newsroom for the local NPR affiliate, including 20+ reporters, hosts, editor and producers · Served as a member of the organization's management team · Spearheaded special projects and podcast development · Worked with reporters to determine how to best tell a story, including innovative sound use, data, photos and video · Managed 24/7 radio programming, including setting host standards, making programming changes, launching new shows and choosing special programming.

Louisville Public Media 2011 - 2018 Environment Reporter/Enterprise Editor

Researched, wrote and produced radio and web stories on energy, climate change, public health, the economy and the environment in Louisville and Kentucky · Specialized in dissecting complicated information and making it accessible · Worked with reporters to determine how to best tell a story, including innovative sound use, data, photos and video · Work aired on NPR's All Things Considered, Morning Edition, Here & Now and Weekend Edition, as well as public radio shows like Living on Earth, It's Only a Game and The Takeaway.

West Virginia Public Broadcasting 2008-2011 News and Public Affairs Reporter/Producer

Researched, reported, voiced and edited radio, television and digital packages · Beats covered included state government, environment, energy, science and health.

EDUCATION

Master's of Science in Journalism

The Medill School of Journalism at Northwestern University, Evanston, IL

Bachelor of Arts

Carleton College, Northfield, MN

Major: Psychology, awarded cum laude. Minor: Medieval and Renaissance History

AWARDS

Peabody Award, 2017

Was part of a team that won a Peabody Award in 2017 for "The Pope's Long Con."

Society of Professional Journalists' Sigma Delta Chi Award, 2014

Won "Public Service in Radio Journalism" for a series for which I monitored black carbon pollution in areas around Louisville.

Multiple team awards

During my time leading the Louisville Public Media newsroom, my team won multiple state awards, as well as several regional and one national Edward R. Murrow awards.

Additional awards

My reporting work was also honored with a regional Edward R. Murrow in 2015, an honorable mention in the Society of Environmental Journalists' Kevin Carmody Award for Outstanding In-Depth Reporting, and multiple first and second place recognitions in the WV, KY and IN Associated Press Broadcast Awards.

FELLOWSHIPS

Product Immersion for Small Newsrooms, 2021

Selected for training in product development by Newmark Graduate School of Journalism at CUNY and News Catalyst

Editorial Integrity and Leadership Initiative, 2019

Selected to participate in a cohort of public media leaders by the Corporation for Public Broadcasting and Arizona State University.

Energy and Climate Media Fellow, 2015

Named a fellow by the Heinrich Böll Foundation, which funded travel to Germany to produce five stories about that country's energy transition and applicable lessons for Kentucky.

National Health Journalism Fellow, 2012

Was chosen by the California Endowment and the University of Southern California's Annenberg School of Journalism. The fellowship funded the completion of an ambitious project, which involved nine radio features on industrial pollution in Louisville.