

Kay Nolan

Journalism Experience and Accomplishments – News Media

August 2009 to present

I cover both breaking news and in-depth political and business stories, providing objective, probing and intelligent reporting. My news reporting has appeared in national publications, including the **Christian Science Monitor**, **New York Times**, **New York Daily News** and **AARP Bulletin**. In addition, I am a regular reporter for the highly regarded Madison, Wis.-based online political news service, **WisPolitics.com** and its sister site, **WisBusiness.com**. In addition to reporting on deadline, often scooping other major media, I contribute photo galleries, audio files and video clips.

Accomplishments:

- **Fast, accurate multimedia coverage** of political speeches, debates, campaign appearances and press conferences. Crisp, clean copy delivered within minutes, containing key quotes, while simultaneously gathering on-site interviews, taking photos and posting blog/tweet updates to set the scene and describe reaction. Audio clips quickly uploaded as well.
- Explored the perceived **GOP "war on women"** in a story that was the second most-read piece on the **Christian Science Monitor's** website that day and which generated more than 100 "shares."
- Extensively covered the contentious political career of **Scott Walker**, from his 2010 run for governor, **the subsequent political uproar at the state Capitol and flood of recall elections** in 2011 and 2012, **two John Doe investigations** into secret email systems and illegal campaign activity by Walker staff, **Walker's re-election in 2014** and **failed presidential run in 2015**.
- Covered **Gov. Scott Walker's exit** from the 2016 presidential race for the **New York Times**.
- Covered reaction to **Mitt Romney's** nomination of **Paul Ryan** as his 2012 presidential running mate for the **New York Daily News**.
- Used **current and archived audio clips** to publicize **Gov. Scott Walker's flip-flop on right-to-work stance, in an exclusive for WisPolitics.com**.
- Was first reporter to investigate and expose that a **proposed northern Wisconsin strip mine** would **not** increase jobs at Milwaukee mining equipment manufacturers, as purported by mine proponents, in an exclusive for **WisBusiness.com**.
- **Broke news story** of Wisconsin's covert efforts to **halt federally funded women's breast cancer and MS screening programs** statewide. Story was picked up by the **Huffington Post** and other media; Walker administration postponed action following the news coverage.
- **Was contacted by the ex-wife of cop killer and hostage-taker James Oswald**, 20 years after I'd first reported on this crime, for an exclusive interview, leading to a story on domestic violence for the **Christian Science Monitor**. The former Susan Oswald searched for me online, saying I was the only reporter she trusted following the heavy coverage of the crime and trial.
- **Performed data analysis** to report that Milwaukee's heavily subsidized **Bradley Technical and Trade High School** had fallen to dead last among state public schools in academics, truancy and drop-out rates, in a groundbreaking story for **Milwaukee Magazine**. Thoroughly reported story despite intense resistance from Milwaukee Public Schools.
- **Broke news of Milwaukee's century-old City Hall earning national energy efficiency award**; published detailed story hours before press announcement was made to media.
- **Uncovered evidence of increased embezzlement cases** during economic downturn.
- **Uncovered stories of real-life drama for theater owners** during rollout of 3-D/digital movies.
- Covered national **Tea Party rally** in Milwaukee; beat competing media with online story.

Reporter/Stringer, *Milwaukee Journal Sentinel*

March 2002 to November 2009

Covered government and education on deadline in more than 40 communities and 14 school districts throughout Milwaukee, Waukesha, Washington and Ozaukee counties, for Pulitzer Prize-winning metro daily. Alerted editors to breaking news and follow-up stories, and generated enterprise stories for Page 1

of the Metro News section, as well as Page 1 stories for the Sunday Real Estate section.

Accomplishments:

- **Broke story on astounding lack of accessibility at polling places in Milwaukee;** story led to action by the city; drew mail from as far away as South Dakota.
- **Discovered and reported on movement to ban phosphorus fertilizer in Wisconsin;** story led to editorial, follow-up coverage.
- **Was first reporter to reveal that a local school district holding the then-largest voter referendum in state history intended to double the size of its two high schools,** not just rebuild the existing space, as purported. Story led to heightened public dialog; building project ultimately was scaled back.
- **Observed trend of new bank construction in key commercial corridors despite economic and banking crisis,** leading to compelling Page 1B story with graphics.

Multi-platform Copy Editor, *Milwaukee Journal Sentinel*

April 2005 to October 2009, April 2011 to October 2011, March 2013 to September 2013

As part of the universal copy desk, I edited national, local and business stories on deadline, including opinion columns, fine arts reviews, news briefs, and special projects/series/investigative pieces. I wrote and edited headlines, copy accompanying graphics and photos, skyboxes and other display type for both print and online.

Accomplishments:

- **Saved the *Journal Sentinel* from libel suit,** by catching a crucial error in a front-page top story literally moments before press run.
- **Received four Newsroom Quarterly Awards for headlines and editing;** named to copy desk chief's "Catch of the Week" 58 times, and won the top recognition 10 times.
- **Personally chosen to make crucial edits and suggestions for award-winning packages on child abuse, health care breakthroughs and bank scandals.**
- **Got a story reworked to avoid racist overtones;** proved crucial the next day when police provided new and different information and the story pervaded talk radio and blogs.
- **Earned unsolicited memos of praise** from reporters for catching errors and polishing copy.
- Wrote and produced ***Journal Sentinel Delivered*,** a daily news podcast

**Assistant Managing Editor/Copy Editor, *The Janesville Gazette*
2003-2004**

I edited stories by 13 staff reporters, as well as a number of correspondents, at this 24,000 circulation daily, which was named one of "Ten That Do It Right" by *Editor & Publisher* in 2003. I edited several stories for Page 1A and Page 1B on deadline every day, while simultaneously writing headlines and designing the pages. I worked with the reporters to develop story ideas and content and with the editors to develop budgets and determine page placement and accompanying art. As a regular weekend night editor, was responsible for the entire local section for the Saturday and Sunday morning editions -- assigning and editing stories by weekend reporters, and designing pages.

Accomplishments:

- **Restored daily copy editing of all stories --** without missing deadlines -- in newsroom struggling to adapt to newly adapted electronic page design and publishing system.
- **Successfully handled late-breaking murder story coverage which required fast redesign of front page and inside jump page during a short-staffed weekend --** without missing deadline.

**Assistant News Editor/Copy Editor, *Waukesha Freeman*
1993-1996**

I prepared daily and weekly budgets and assigned reporters as needed at this daily, named best overall newspaper in its circulation category by the Wisconsin Newspaper Association. Edited copy and wrote headlines for each day's paper, including multiple local stories on deadline. Sorted and edited wire stories as needed. Paginated at least one full page per day. Wrote at least one editorial per week.

Continued to cover news and write stories each week, as well as my weekly column. Coordinated special sections from start to finish, developing theme and assigning stories and photos. Examples: "A Day in the Life in Waukesha County," "Waukesha County Fair."

Staff Reporter, *Waukesha Freeman*

1989-1996

Covered breaking news, crime, business, elections, education, health and medical, local government, real estate, lifestyle, religion, and entertainment. Became known for constant flow of story leads and ideas. Sole weekend reporter/editor for years, trusted to handle newsroom and cover breaking news.

Accomplishments:

- **Was only reporter among statewide media to achieve interview with hostage in Waukesha County's infamous Oswald shooting case;** later, during the trial coverage, was the first and one of the only reporters to gain an interview with James Oswald's ex-wife.
- **Wrote special series on topics ranging from Superfund landfill sites to new construction.**
- **Handled health and medical beat,** including producing weekly section front.
- **Produced weekly section fronts for Real Estate and Lifestyle sections.**
- **Wrote popular "What's Hot, What's Not." column on new products and trends,** which ran weekly for 7 years, generated reader mail and was picked up by other Thomson papers.
- **Received award from the American Cancer Society for skin cancer package.**
- **Received award from the Alliance for the Mentally Ill for news coverage.**

Journalism Experience and Accomplishments – Magazines, Corporate Writing

Copy editor, RK Communications, Los Angeles, Calif.

2013-present

Provide copy editing and rewriting suggestions for Los Angeles-based company that offers resume writing, business coaching and website services for Japanese and Japanese-American business professionals. I help polish communications that are translated from Japanese to English, to ensure clarity and accuracy. In addition, RK Communications assists scientists and engineers who are applying for U.S. patents to effectively translate their patent applications and correspondence from Japanese to English. I assist in copy editing and proofing these highly technical documents.

Editor, Goodwill Industries of Southeastern Wisconsin & Metropolitan Chicago, Inc.

1999-2003

Wrote, edited, and coordinated production of *Update* newsletter for more than 2,000 employees, and *Working Together*, a quarterly publication with an external distribution of more than 20,000; as well as the *Goodwill Annual Report*, the organization's showpiece educational publication. Produced highly compelling stories, often overcoming interview challenges, such as blind, deaf or non-English-speaking subjects. Coordinated professional photo shoots in Chicago and Milwaukee; supervised printing, production, distribution; managed financial budget.

Accomplishments:

- **Earned 2001 PRSA Award of Excellence** for *Goodwill Industries Annual Report*.
- **Earned multiple APEX Awards for Publication Excellence** for *Working Together*, *Update* and the *Goodwill Annual Report*.
- **Significantly increased production while dramatically slashing costs** -- 2001 annual report was produced for 30% less cost than 1998 piece done by my predecessor, yet 40% more copies were printed and 97% more were mailed, reaching greater audience. Postage costs for *Update* were reduced by 71%; from \$968 to \$280 per month. I eliminated an estimated \$19,000 per year in publication costs in previously outsourced writing, photography, photo scanning and graphic design.
- **In my first 16 months as editor, I published more than twice as many issues of *Update* than in all of 1998, tripled the number of articles and pages and added photos, yet saved costs.**

- **Met annual report deadline for January stockholders meeting each year I was editor.** (Previous annual reports had been finished no earlier than April and as late as August.)
- **Produced 4-color special daily newsletter for attendees of Goodwill International's weeklong Centennial celebration in Milwaukee, while simultaneously hosting events.**

Editor, Internal Publications, Medical College of Wisconsin 1997-1999

Wrote and edited *World*, a weekly publication for the faculty and staff of the Medical College of Wisconsin. Redesigned the publication to expand and improve content and enhance readability. Created regular features on health care trends, scientific research, staff achievements, HR updates, IT advancements and capital building projects. Wrote, edited and managed both print and electronic production of *Focus*, a biweekly scope-of-practice newsletter for the Clinical Practice Group of the college and its teaching hospital and affiliated practice sites. Redesigned the publication to offer succinct, bullet-point news on risk management, managed care, Medicare, compliance, government regulations, capitation and other health industry business issues.

Accomplishments:

- **Persuaded top management to allow me to reinvent *Focus* from a monthly magazine into the first electronic publication on campus.** Broke new ground by covering CPG Board of Directors meetings, previously not open to non-physicians. At Dean's request, produced special editions of *Focus* to cover breaking news.
- **Helped coordinate online version of *World*, for college's newly developed intranet site.**
- **Created immensely popular feature, "Site Scene,"** which reported weekly on the progress of a 2-year construction project on campus, explaining engineering terms and processes.
- **Restored timely production to *World* and *Focus*.** During my 3-year tenure as editor, they never missed a deadline or skipped an issue.

Managing Editor, *The Wisconsin CPA* 1996-1997

Wrote and edited magazine published by the Wisconsin Institute of Public Accountants. Combined a quarterly magazine and two monthly newsletters into a single, monthly publication with a new design and improved content -- more relevant, less promotional, with a focus on local and national business news. Edited copy by contributing writers; coordinated and supervised printing; served as liaison to various WICPA committees, assisting members and preparing materials for meetings and events.

Education: Journalism/Mass Communications major and Honors Program student, with majority of studies at Marquette University and completed at the University of Wisconsin-Milwaukee.

Added training/skills: Digital reporting and photography. Video and audio editing. Social media fluency; Web design/coding. HTML, CSS, Clickability, Quark Xpress (both PC and Mac), Adobe Photoshop, Adobe Acrobat, Adobe Audition, Sony Sound Forge, Magix Movie Edit, newsroom publishing systems, including Newsgate, CCI, ATS, Crosfield, etc. Dean Vaughn course in medical terminology. Thorough knowledge of AP style.

Contact information: Phone/text: 262-617-0175 E-mail: kay.nolan.write@gmail.com
Portfolio: www.kaynolan.info Twitter: @kay_write