

Tuesday September 4, 2012

The Media Consortium

Dear Jo Ellen:

My journalism experience in research, reporting and packaging information for the web and for broadcast make me the perfect candidate for the media policy fellowship. As a journalist who thrives under pressure, excels with data analysis and meets deadlines; I am thrilled to apply to be your media policy fellow. To note, on the graphics portion, I will be advised by Skye Bender-deMoll, a developer focused on visual data framing. As a fellow, I will bring the following:

- Experience as a current MPREP journalist.
- Fantastic results utilizing the Adobe Creative Suite to create visuals that bring data alive.
- Background in communications: researching, tracking and connecting with media outlets in various markets.
- A proactive attitude, with the ability to work both autonomously and in collaborative groups.
- Exceptional problem-solving, interpersonal and communication skills with the ability to learn quickly, multi-task and adapt to changing situations.
- Industry advising

I have had the pleasure of working in many areas of communications and have experienced success with the reporting I have done. With support from The Investigative News Network and The Center for Public Integrity, I served as a researcher for an investigative article on restorative justice in Oakland for Oakland Local. When reaching out to sources, I initiated the use of initial self reporting that allowed us to receive a large pool of information before selecting top organizations to focus on. My integrity and follow-up aided me in connecting with various non-profit groups that maintained data sets not tracked by the city. By meeting each constituent group on a level that made them feel comfortable and excited to participate, I included education, youth and media groups that filled the restorative justice umbrella. It is this type of accomplishment that makes me eager to continue collaborative research projects.

Thank you for considering my application. I am attaching my resume and sample graphics.

Sincerely,

Irene Florez  
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