

## **ALLISON DIKANOVIC** — engagement journalist

allison.dikanovic@journalism.cuny.edu — @al\_dikanovic

### **EXPERIENCE**

#### **Engagement fellow, THE CITY, New York, New York — Nov 2019-June 2020, Sep 2020-present**

Pitched, developed and launched an email/SMS newsletter about renting and working in NYC during the pandemic. Co-planned/facilitated “Open Newsroom” meetings at libraries collaborating with residents to improve local reporting. Co-managed COVID-19 callout responding to more than a thousand reader questions and developing FAQs in the early stages of the pandemic, which was a finalist for the 2020 EPPY for Best Use of Social Media/Crowdsourcing. Co-managed other callouts related to public housing and eviction. Engaged Facebook communities around the COVID-19 memorial project.

#### **Engagement strategist, News414, Milwaukee, Wisconsin — Sep 2020-present**

Designed a process and feedback loop for engaged reporting responsive to concerns raised by texters. Trained reporters in partner newsrooms. Edited callouts and social copy. Created impact report to demonstrate success and potential from GNI pilot.

#### **Engagement reporting fellow, Wisconsin Watch, Milwaukee, Wisconsin — April 2020-Aug 2020**

Co-managed texting system modelled after Outlier Media to info needs in Milwaukee and provided personalized reporting to residents via SMS. Created callouts. Developed social media strategy, including infographic series shared thousands of times on social. Reported on local budget and calls to defund the police amid protests and on the eviction and rent assistance crisis.

#### **Staff reporter, Milwaukee Neighborhood News Service, Milwaukee, Wisconsin — Sep 2018-Aug 2019**

Neighborhood reporting ranging from day turns to special reports utilizing data, multimedia and public records. Developed new engagement initiatives (both live events and digital strategy). Collaborated within a small team. Received a grant to report a solutions-focused series on youth justice reform that won a 2020 LION Publishers Award for Best Solutions Project.

#### **Production assistant, WUWM 89.7 Milwaukee's NPR, Milwaukee, Wisconsin — May 2019-Aug 2019**

Wrote and produced web posts on the station's CMS, chose art and wrote display text. Edited long-form, two-ways down to 8-15 minute segments. Pitched stories, pre-produced, conducted interviews, edited, mixed and published.

#### **Program coordinator, Civicorps Academy, Jesuit Volunteer Corps, Oakland, California — 2017-2018**

Provided academic support to 18-26-year-olds at an alternative high school. Led research and civic engagement programs.

#### **Research assistant, O'Brien Fellowship in Public Service Journalism, Milwaukee, Wisconsin — 2016-2017**

Conducted legal research and analyzed data as part of a project that won a George Polk Award for immigration reporting.

#### **Founder/editor, Youth Rise MKE, Milwaukee, Wisconsin — 2016-2017**

Conceptualized idea for youth-led digital magazine collaborating with local youth organization. Got grant funding. Developed curriculum and taught journalism to students. Leveraged community partnerships for space, equipment and mentorship.

#### **Education reporting intern, Milwaukee Journal Sentinel, Milwaukee, Wisconsin — 2016**

Reported on education and general news for the metro desk. Published stories weekly, including two front page pieces and a feature for the Precious Lives multimedia series and podcast. Live tweeted presidential campaign rallies.

#### **Reporting intern, Milwaukee Neighborhood News Service, Milwaukee, Wisconsin — 2015-2016**

Created an award-winning investigative series on sex trafficking in Milwaukee. Engaged residents in photo and audio projects.

### **EDUCATION**

#### **Craig Newmark Graduate School of Journalism, New York, NY — expected graduation December 2020**

M.A. Social Journalism. Studying engagement innovation/strategy, audience development, analytics, impact

#### **Marquette University, Milwaukee, WI, — B.A. International Affairs and Journalism, May 2017**

Full-tuition Burke scholarship for service, leadership and justice. Studied abroad in Cape Town, South Africa, and Accra, Ghana.

### **SKILLS**

**Engagement:** Design thinking, facilitation, organizing online and in-person events, trained in trauma-informed care

**Software:** Adobe, Microsoft and Google Suites (including data analysis with Excel/Sheets), Canva, Reach (SMS), AirTable

**Social media:** Basic design for social, Facebook groups, Twitter threads, Instagram stories/posts, Slack, Mail Chimp, Hootsuite

**Multimedia:** Marantz audio, C100 video, Canon and Nikon DSLR basic photo, iPhone photo and video

### **DISTINCTIONS**

LION Awards Best Solutions Project of the Year finalist (2020), Regional Edward R. Murrow Award (2017), Travel Grant Recipient (Solutions Journalism Network), Rev. Andrew J. Thon, S.J. Award for Leadership (Marquette University), Jack Keating Student Civic Leadership Award (Wisconsin Campus Compact)