

MARCUS BIDDLE

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Portfolio

marcusbiddle.journoportfolio.com

About Me

Effective change-maker aiming to pursue human-interest stories that can improve outcomes in areas that I am passionate about – health accessibility, social equity and equality. Achieved at publishing weekly radio broadcast, podcast and newsroom reporting for National Public Radio in a large media market. Self-driven and adaptable, seeking to add value to a work environment that encourages teamwork, collaboration and possibilities for growth.

Notable Achievements

- Reported 70+ stories for online publication and radio broadcast on WHYY-FM news reaching over 250k readers on topics of health, science, and technology.
- Featured eight stories on one-hour NPR health and science radio show, The Pulse at WHYY-FM – with a combined monthly radio audience of 300k on 125+ stations nationwide and 45k podcast downloads.
- Hosted a five-part audio and video series *Making Space for Black Health* on WHYY-FM.
- Grew enrollment of rapid rehousing services for Supportive Services for Veteran Families (SSVF) program of Philadelphia at Veterans Multi-Service Center (VMC) from 60 to 70%.
- Remodeled the SSVF program of Philadelphia’s historical archive into a comprehensive, digital database that improved VMC’s risk management practices.
- Helped Veterans Multi-Service Center secure its first Commission on Accreditation of Rehabilitation Facilities (CARF) three-year accreditation for demonstrating high quality assurance of services and organizing standards.

Skill

Communications and Journalism

- Multiplatform Journalism
- Radio Broadcasting
- Scriptwriting
- Audio Mixing
- Interviewing
- News Writing

Non-Profit Leadership

- Grant Funding
- Community Studies
- Needs Assessments
- Case Management
- Research
- Healthcare System Processes
- Risk Management

Business Operations

- Project Management
- Data Analysis
- Workflow
- Creative Problem Solving
- Adaptability
- Quality Assurance
- Auditing

Career Experience

HEALTH EQUITY FELLOW | MAY 2022 – JUNE 2024

WHYY-FM | PHILADELPHIA, PA

- Reported eight in-depth feature stories on health trends and anecdotes of racial and ethnic minority groups affected by health inequalities for one-hour NPR weekly radio show The Pulse.
- Reported 2+ public health equity stories a week for written online publication with radio broadcast spot packages.
- Hosted a five-part video and audio series called *Making Space for Black Health*, documenting Philadelphia residents finding solutions to end health disparities.
- Featured on WHYY-FM afternoon show Studio 2 for reporting on pharmacy bankruptcies and nationwide homelessness crisis.

DATA SPECIALIST | AUG. 2019 – JULY 2021

VETERANS MULTI-SERVICE CENTER | PHILADELPHIA, PA

- Established and administered a historical database of 800+ veterans served by the Supportive Services for Veteran Families (SSVF) program.
- Designed a complex Microsoft Excel spreadsheet to track the workflow of case managers, illustrate a program utilization forecast model and improve continuity of data collection.
- Created and implemented a comprehensive intake assessment plan for SSVF, the Homeless Veterans' Reintegration Program (HVRP) and VA Health Center of Philadelphia that increased rapid rehousing enrollment by 10%.
- Collaborated with SSVF program manager and director to secure Veterans Multi-Service Center's first Commission on Accreditation of Rehabilitation Facilities (CARF) three-year accreditation.

SENIOR CASE MANAGER | AUG. 2016 – JULY 2019

CATHOLIC CHARITIES DIOCESE OF CAMDEN | CAMDEN, NJ

- Enrolled more than 270 veterans experiencing homelessness and at-risk in both rapid rehousing and homelessness prevention funded assistance.
- Developed and implemented individual crisis intervention, healthcare, housing stabilization and temporary financial assistance plans with program enrollees.
- Oversaw outreach events like the federally mandated Point in Time (PIT) count to determine the number of people experiencing homelessness who are sheltered and unsheltered.
- Organized a disaster relief deployment to help victims of Hurricane Michael in Panama City, Florida.

Volunteering and Fellowships

AMERICORPS | JULY 2015 – AUG. 2016

COOPER UNIVERSITY HOSPITAL-URBAN HEALTH INSTITUTE | CAMDEN, NJ

- Provided meaningful health coaching, home visits, motivational interviewing and bedside engagement for patients after their emergency room visit or hospitalization.
- Conducted detailed needs assessments and updating hospital records of high-risk patients based on their complex care needs and psychosocial barriers.
- Facilitated care coordination with healthcare staff to meet patients' socioeconomic needs like unemployment, housing, food insecurity and transportation.

- Helped patients navigate the hospital system by providing warm hand-offs, scheduling appointments and accompanying them to their provider.
- Created health plans with patients to encourage regular follow-ups with their primary care physician within 1-month and reducing 30-day emergency room recidivism rates.

RESEARCH FELLOW | JUNE 2018 – AUG. 2018

CAMDEN LUTHERAN HOUSING, INC. | CAMDEN, NJ

- Drafted a community study on ‘Decorative Board Up,’ a project that improves on vacant properties by adding artistic elements, landscape maintenance and sustainable materials to encourage neighborhood cleanliness, housing rehabilitation and crime reduction.
- Collected data through interviews with residents, organizational leaders and government officials to determine the sustainability of the project.
- Secured grant funding to maintain the project for The Neighborhood Foundation and Camden Lutheran Housing, Inc.

VOLUNTEER | MAR. 2013 – MAY 2015

THE NEIGHBORHOOD CENTER | CAMDEN, NJ

- Served community meals for 15 hours a week through Rutgers Civic Scholars Program.
- Led student and volunteer groups on running the center’s daycare program, community kitchen, neighborhood garden and renovation efforts.
- Supported fundraising outreach for the center’s childcare learning program and community farm.

SOCIAL WORK FIELD PRACTICUM | SEPT. 2012 – DEC. 2012

PROJECT H.O.P.E. | CAMDEN, NJ

- Assisted staff three days a week with community outreach efforts and facilitated patient intake for nurses, social workers and behavioral health specialists.
- Drafted educational resources on healthy dieting, motivational interviewing and financial literacy for patients experiencing homelessness and substance abuse disorder.
- Participated with the mobile health clinic and street outreach efforts to conduct HIV/AIDS screenings for people experiencing homelessness.

Education

B.A. URBAN STUDIES | MAY 2015 | RUTGERS UNIVERSITY, CAMDEN, NEW JERSEY

A.A. LIBERAL ARTS | MAY 2012 | CAMDEN COUNTY COLLEGE, BLACKWOOD, NEW JERSEY

Awards

- Recipient of the Congressional Award and United States President’s Volunteer Service Award
- Member of Phi Theta Kappa Honors Society
- Rutgers University Honors College and Civic Scholars student
- Graduated Cum Laude
- Recipient of Camden County College ’23 *Outstanding Alumni* award