
ABBY LUSCHEI

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WORK EXPERIENCE

STATESMAN JOURNAL

Oct. 2017 – present

ENTERTAINMENT REPORTER

- Writes quick-hits, long-form and enterprise entertainment stories through features, event previews, profiles, live coverage and lists
- Occasionally creates photo galleries and produces short videos
- Is often featured in videos including explainers, features and other lifestyle pieces
- Manages personal and *Statesman Journal* social media platforms to promote content, engage with readers and produce live event coverage
- Interprets data from Chartbeat and Google Analytics to strengthen coverage
- Cultivates relationships with the local entertainment community
- Collaborates with editors and photojournalists to decide the best way to tell a story
- Monitors and covers breaking news on the weekends

STATESMAN JOURNAL

April 2018 – present

SALEM STORYTELLERS LEAD COORDINATOR

- Launched and emceed the Salem Storytellers Project, a series of live storytelling events as part of the national USA TODAY Network Storytellers Project
- Works with selected community members for two months to craft 8-10 minute stories from their real-life experiences
- Coordinates and finalizes decisions regarding themes, venues and promotion
- Develops sources with traditionally marginalized groups so those on stage reflect the diversity of the Salem community

KING 5

Sept. 2017

NEW DAY NW INTERN

- Confirmed the guest list for the day was accurate
- Was first to greet guests, assisted producers/crew with tasks before and during taping
- Prepped guests before their segment, coordinated props/on-air necessities
- Wrote digital stories after segments aired and cut video for the website

ODYSSEY

June 2015 – Aug. 2017

CONTRIBUTING WRITER

- Produced unique story ideas curated toward college students every week
- Pitched at least one story weekly to the editor-in-chief
- Kept up on social trends for story ideas that would relate to readers
- Shared pieces on a variety of social media platforms
- Top staff writer during time with publication, contributed more than 160,000 shares and 350,000 page views nationally

SKILLS

- Reporting for broadcast, digital and print
- Comfortable in front of the camera
- Content Management Systems, blog and digital media sites
- AP Style, story elements and structure
- Sony and Canon cameras, Adobe Premiere Pro and Avid Media Composer
- Managing an editorial calendar

EDUCATION

WASHINGTON STATE UNIVERSITY, 2017

BACHELOR OF COMMUNICATION

- Journalism and Media Production
- Specialization in Multimedia Journalism
- Minor in History
- Graduated *cum laude*