

JASON FOSTER

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PROFESSIONAL SUMMARY

- Versatile and digital-minded BBWAA member and editorial leader with 23 years of writing and reporting experience, and 17 years of editing and management experience across news and sports coverage.
- Reputation for inspiring enthusiasm and ambition with creative approaches, original features, fresh commentary and multimedia projects that cut through the noise to give baseball fans what they want.
- Whether penning a timely column or feature, narrating an explainer video or guiding a writer through an enterprise piece, a passion for storytelling shines through.

Specializing in:

Digital storytelling - News writing/editing - Feature writing/editing - Commentary - Copy editing - Coaching writers - AP style - Enterprise journalism - Project management - People management - Research - SEO - Social media

EXPERIENCE

WRITER/RESEARCHER

March 2024 – present

MLB.com (Remote)

Write news, analysis and features for Major League Baseball's official website, contribute research to assist MLB's other writers and content partners, and provide on-site reporting as needed.

- Produce breaking news stories quickly, while also providing context to give readers greater understanding.
- Report and write player profiles ahead of the MLB Draft, highlighting the accomplishments of top prospects.
- Write and send push notifications to MLB.com's mobile customers to promote news and highlights.

SENIOR MLB EDITOR and WRITER

November 2016 – August 2023

The Sporting News, Charlotte, N.C.

Led senior writers, producers and contributors in daily and long-term MLB coverage for venerable outlet that averages 25 million monthly unique users, and led by example with original features, commentary and multimedia projects.

- Grew unique users to TSN's baseball pages by **2.6 million** from 2016 to 2017 through greater emphasis on SEO and reported features, and targeted use of contributors.
- Generated **5 million** page views and **2.9 million** unique users as a writer with strong opinion columns, original features, analysis, live blogs, and long-form enterprise stories.
- Generated **more than 2 million** page views as a writer with evergreen lists, slideshows and rankings on baseball history, unusual feats, weird trivia and more.
- Wrote and narrated original MLB videos on YouTube that averaged **24,000** views per video.
- Grew TSN's MLB Twitter account by **12,000** followers from 2017 to 2019 through engaging content, reader interaction and product giveaways.
- Polled MLB players, managers and executives to determine TSN's prestigious end-of-season awards.
- Led on-site coverage of All-Star Games and World Series.
- Held three deputy editor roles at various points that were concurrent with MLB duties: deputy editor, content; deputy editor, features; and deputy editor, news.

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NIGHT DIGITAL CONTENT PRODUCER

May 2015 – November 2016

The Sporting News, Charlotte, N.C.

Wrote and edited digital content of all sizes and types, with emphasis on nighttime breaking and trending news in the NFL, NBA, MLB, college sports and more.

- Generated **7.2 million** page views with original features, viral opinion columns and trending news stories.
- Produced **nearly 5 million** page views with TSN's first fan-focused MLB Misery Index.
- **Nominated** for a Society for American Baseball Research Award in Historical Analysis/Commentary in 2016.

COPY EDITOR/SLOT/WIRE EDITOR

August 2011 – April 2015

McClatchy Publishing Center, Charlotte, N.C.

Edited news, business and sports stories and wrote compelling, SEO-friendly headlines for The Charlotte Observer and The (Raleigh) News & Observer, the two largest daily newspapers in North Carolina.

- Meticulously edited **10-15** digital and print stories per shift, editing for content, accuracy, style and clarity.
- Consistently led copy desk to meet nightly deadlines as slot while **supervising up to six copy editors** and having final oversight of stories and headlines.

EDITOR, NORTH RALEIGH/MIDTOWN

July 2010 – August 2011

The News & Observer, Raleigh, N.C.

Managed as many as four staffers and a team of freelancers in coverage of news, business and sports stories in two fast-growing Raleigh communities via twice-weekly N&O print sections and companion websites.

- Increased page views at NorthRaleighNews.com and MidtownRaleighNews.com by **22 percent and 18 percent**, respectively, over the previous year.

NEWS REPORTER and EDITOR

January 2003 – June 2010

The Herald, Rock Hill, S.C.

Covered government, politics, business, crime and more as a reporter for 32,000-circ. McClatchy daily in suburban Charlotte before advancing into supervisory roles.

- Received **three promotions** within the first five years and won **10 awards** during tenure, including **first-place finishes** in Business Reporting (2009) and Critical Writing (2007) from the S.C. Press Association.

NEWS REPORTER

October 2000 – January 2003

The Gaston Gazette, Gastonia, N.C.

Covered local government in three towns in suburban Charlotte for 35,000-circ. Freedom Communications daily.

- Hired as a full-time reporting intern in October 2000 and **promoted** to staff reporter within two months.

EDUCATION

B.S. Communications / Appalachian State University, Boone, N.C.

May 1998

MEMBERSHIPS

Baseball Writers' Association of America

2016 - present