Drew Penner

Digital Journalist

Well-rounded, inquisitive reporter and editor with investigative, podcasting, content-creation and photography experience looking to share vital stories.

WORK HISTORY

Weeklys (Metro Newspapers), Santa Cruz / Silicon Valley

Managing Editor, Los Gatan (Los Gatos, CA) 2/2024 – Present

- Manage 20+ freelance and staff contributors (incl. budgeting).
- Led newspaper to its first California News Publishers Association award (2nd place, Sports Photography, CJA 2024).
- Balance crime, housing and politics coverage with business and sports features, as well as investigative pieces and op-eds.
- Ensure a consistent and compelling visual identity.
- Newsletter ranked highest for engagement in the company.

Founding Reporter, Los Gatan 8/2021 – 2/2024

- Helped select paywall software; launched verticals.
- Implemented social media marketing and SEO strategies.

Staff Reporter, Press Banner (Santa Cruz County, CA) 6/2021 – Present

- Cover education, Arts & Entertainment and City Council—and was one of the first on the scene during the community's first tornado ever.

Contributor, Metro Silicon Valley + Good Times 12/2020 – Present

- Entertainment features, reporting on new tariffs, federal politics and local business developments.
- Contributed reporting and edits to a *Metro SV* cover story about the fentanyl crisis that won two 2023 California Journalism Awards (In-Depth Reporting, 2nd Place; Feature Story, 3rd Place).

KPCR-LP (92.9FM Pirate Cat Radio), Los Gatos, CA

Host / Volunteer Studio Manager Summer 2023 – 1/2025

- Hosted weekly two-hour music and culture show (40+ episodes).
- Produced special episodes from Lake Tahoe, Mexico and Canada.
- Trained volunteers on technical skills and FCC compliance.

City News Service, Los Angeles, CA

Breaking News Reporter 11/2019 – 11/2020

- Provided a steady stream of crime and fire bulletins for the largest regional wire service in the US.
- Covered Black Lives Matter protests, shootings and wildfires on a fill-in basis, frequently on the overnight shift.

KCRW (NPR for SoCal), Santa Monica, CA

Studio Assistant + News Intern 11/2018 – 11/2019

- In-studio Production Assistant for live radio broadcasts (DJ Valida, Raoul Campos).
- News Intern contributing to broadcasts of All Things Considered, Morning Edition and Greater LA.

CONTACT

- Santa Cruz, CA (Open to Remote)
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- linkedin.com/in/drewpenner

SKILLS

Technology:

- Wordpress (CMS)
- Ableton Live
- Microsoft Office
- YouTube Creator Studio
- DaVinci Resolve
- Adobe Premiere Pro
- Reaper
- Logic Pro
- Audacity

Techniques:

- Copywriting
- News Writing
- Front Page Editing
- Assigning Stories
- Video Editing
- Copyediting
- Factchecking
- Social Media Marketing
- Long-form interviews
- Podcasting

Tools and Frameworks:

- LinkedIn
- Twitter
- Google Suite

EDUCATION

Ryerson University
Bachelor of Arts
Major in Journalism
Toronto, ON — Completed in 2010

Publications: The Ryersonian, The Ryerson Free Press, The Eyeopener

Internship: Now Magazine (digital)

OTHER

- Volunteered on a homebuilding project in Ensenada, Mexico with Hero Holiday.
- Fluent in French. (Functional Spanish).
- Cover article for ROVA Magazine.

Flaunt Magazine, Hollywood, CA
Contributor / Intern 2/2019 – 7/2021

- Helped with fashion photoshoots (Grimes, Gustavo Dudamel).
- Blogged about art shows, architecture, travel, fashion and technology.
- Wrote print feature about electronic music group Rüfüs Du Sol.

Globe and Mail, British Columbia
Freelance Reporter 2016 – 2018

- Produced a series of three investigative articles about a shipping mishap that touched on economic and environmental concerns for "Canada's National Newspaper."
- Wrote a feature about an Indigenous youth trying to preserve his native language.

Comox Valley Echo Newspaper, Courtenay, BC
General Assignment Reporter 6/2013 – 5/2015

- Court, politics, business, arts and health care reporter for this twice-weekly Vancouver Island community newspaper.

Innisfail Province, Innisfail, Alberta
Full-Time Reporter / Photographer 7/2012 – 6/2013

- General assignment reporter covering local politics, sports, the oil industry and agriculture.
- Exclusive interview with current Alberta premier Danielle Smith.

Postmedia Network, Calgary, Alberta
Digital Sales 10/2011 – 7/2012

- Top seller in digital revenue boosting unit based at the Calgary Herald.
- Edited copy for Vancouver Sun and National Post print ads.

Daily Miner and News, Kenora, Ontario
Summer Reporter 1/2004 – 8/2004

- Hired full-time following high school co-op program to cover health, provincial politics and youth issues for daily print publication.
- Interviewed politicians such as the Ontario NDP leader, a future Toronto mayor and a future Canadian finance minister.