

Lauryl Schroeder

Profile

Award-winning enterprise journalist with 12+ years of experience in data analysis, investigative reporting, source development and public records request battles. Extensive experience with interactive maps and charts, and working with **teams of 15+** on how to visualize information for print and online.

Experience

The San Diego Union-Tribune - Investigative Data Reporter (05/2015 - 07/2023)

- Leverage data, public records and confidential tips to produce impactful investigations in a fast-paced environment.
- Establish and lead data efforts for all newsroom investigations and long-term projects.
- File and fight for public data requests on a **weekly basis**. Regularly assist co-workers with public record requests. Teach annual class on California Public Record laws.
- Regularly consult with **12+ editors and 20+ reporters** across the newsroom on how to incorporate data analyses into daily and long-term coverage.
- Work closely with **5 graphic designers** on how to visually present information on my own stories and the work of others.
- Continuously stay up to date on new tools to automate and streamline workflow.
- Learn to tackle complicated analyses by self-teaching or leveraging online community.
- Create, manage and maintain the San Diego Union-Tribune Github account, ensuring all stories are transparent and my work is reproducible.
- Develop and maintain a newsroom data style guide for current and future coverage.
- Build and maintain databases for in-house and public use.
- Write and record video scripts for content publishing alongside online stories.
- Effectively communicate how stories are produced in newsroom podcast interviews.
- Appear on NPR and local TV segments to discuss high-impact work.
- Lead annual Sunshine Week project. Work with **5+ reporters**, file and monitor **100+ public records requests**, analyze government responsiveness and report findings.

Associated Press - Contract Legislative Reporter (01/2015 - 05/2015)

- Cover all news of 2016 legislative session at the Indiana Statehouse, following progress of legislation from committee through the House and Senate.
- Produce **daily** content for local and national publication, while working on enterprise stories for the weekend.
- Quickly establish relationships with legislators and their staff for better access.
- Write **4+ stories daily** in radio and TV format for the Wire.

Medill Justice Project - Investigative Reporter (08/2013 - 11/2014)

- Examine, investigate and report on potentially wrongful convictions.
 - Update and maintain shaken-baby syndrome (SBS) database. Analyze data and report on findings for national investigations into SBS cases.
 - Work as liaison between MJP and The Washington Post for year-long investigation into SBS cases. Lead a team of **10+ students** in the collection and verification of case information, and report and write about individual cases.
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Skills

Public records - Federal and state-level requests, courts, real estate, education, campaign contributions, audits, municipals, non-profits, business/SEC.

Data, maps, analysis - Expert: R, Excel, OpenRefine, MySQL, Flourish, Tabula
Intermediate: Python, Javascript, HTML, CSS

Multimedia - Adobe Creative Suite, Final Cut Pro, Avid Media Composer

Contact

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Awards

Livingston Award Finalist 2021 - International reporting

Oversees Press Club of America 2020 Winner - Robert Spiers Benjamin Award

Goldsmith Prize Semi-Finalist 2021 - Investigative Reporting

Society of Professional Journalists 2020 - Sol Price Award for Responsible Journalism

San Diego County Taxpayers Association, 2016 Winner - Media Watchdog of the Year

Investigative Reporters and Editors, 2013 Winner - Student Watchdog

Education

Northwestern University 2013
Master of Science in broadcast journalism and health and science reporting. 3.7 GPA

Michigan State University 2012
Bachelor's in journalism, specialization in communications and graphic design. 3.7 GPA

Leadership

The Job Sauce (2015-Present) Volunteer coach helping clients build job network and improve interview skills.

San Diego Mesa College (2017-2020) Volunteer board member for Journalism School.

Zeta Tau Alpha (2009-2012) Volunteer director of annual American Cancer Society fundraiser.

Lakeshore Theater & Dance (2002-2009) Volunteer choreographer and stage manager for children's summer theater camp.