

# JERRY MCCORMICK

COMMUNICATIONS PROFESSIONAL

## PERSONAL PROFILE

I am an experienced, reliable, dedicated, communications professional who can get your message across any platform including print, broadcast and social media.

## AWARDS & ACHIEVEMENTS

- 2014 News Emmy Award: News Special, The Boston Bombing, San Diego, NBC 7 San Diego
- Emmy nominee: 2015, Executive Producer, Best Morning Broadcast, Portland, Ore.
- Emmy nominee: 2017: News Special, Remembering 9/11, Fox 5 San Diego
- Emmy nominee: 2016, Breaking News, A Deadly Day at the Pool, Fox 5 San Diego

## HOW TO CONTACT

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## CAREER HISTORY

### Senior Public Information Officer

*City of San Diego (June 2017 - present)*

- Manage media relations for the City's Public Utilities, Libraries, Economic Development and Sustainability Departments;
- Write strategic communications plans for the City's Library, Public Utilities, Sustainability and Economic Development Departments;
- Oversee the city's print and broadcast media coverage including NPR, NBC 7 San Diego, Fox 5 San Diego, KUSI, KFMB, KGTV, Telemundo 20 and the San Diego Union-Tribune;
- Supported coordination of Brown Field Airport Centennial and secured eight pieces of coverage including broadcast and radio segments;
- Write and edit press releases, brochures, website copy and social media copy using AP Style;
- Work with consultants on the City's Pure Water Project, including managing community outreach events and writing and editing outreach materials, including letters, door hangers, social media posts and brochures;
- Wrote and produced the City of San Diego's 16-page Annual Drinking Water Quality Report, which was distributed to more than 270,000 households;
- Write PSA for Mayors' Water Conservation Challenge airing on Fox 5 San Diego which increased San Diego's ranking in challenge from 10th to third place;
- Draft speaking points for City executives' use in speeches and media interviews;
- Planned and executed Ocean Monitoring Program Open House events with more than 1,600 attendees; and
- Received multiple certificates of recognition from various City departments and executives.

### Producer

*Fox 5 San Diego, (October 2015 - June 2017)*

- Wrote scripts for anchors, researched stories for broadcast; and
- Worked with social media team to push best stories for viewer engagement, including using best SEO practices.

### Executive Producer

*KOIN 6 News, Portland, Ore., March 2014-July 2015*

- Managed a team of 15 employees, including producers, studio directors and reporters;
- Increased viewership by 30,000 according to Nielsen ratings;
- Helped get "KOIN 6 News in the Morning" nominated for an Emmy Award for the first time in more than 10 years; and
- Wrote employee reviews.