

OLIVIA ALLEN-PRICE

JOURNALIST. PODCAST CREATOR. AUTHOR.

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ABOUT ME

I am a creative leader drawing on 15 years in journalism to serve, grow and amplify diverse audiences for legacy news organizations. I have deep experience in content strategy, newsroom management, editing and reporting, cross-departmental partnerships and mentorship of emerging journalists. My work style is rooted in respect and admiration for my colleagues, and I believe that collaboration is key to success in this fast-paced, diverse and ever-evolving field.

WORK EXPERIENCE

2016 - Present
KQED
San Francisco, CA

CREATOR, HOST AND SENIOR EDITOR OF BAY CURIOUS

I created Bay Curious as an occasional radio series, and grew it into KQED's most popular weekly podcast, serving audience needs for information about our home region.

- Oversee all work produced for the Bay Curious podcast, newsletter, website, live event series, radio airings and social media accounts
- Ensure Bay Curious content and the creators behind it are reflective of the diverse Bay Area community we serve. This includes managing our participation in an on-going source audit, making thoughtful story assignments, and hiring and on-boarding reporters from a wide range of backgrounds.
- Develop and execute strategies aimed at: audience growth and engagement, diversifying content, workflow management, and reporter training and retention. I identify key metrics in these areas, and track our progress over time as we work to achieve our goals.
- Lead a team of editors, producers, sound engineers, reporters and interns with respect and compassion. My goal is to create a team culture that strives for excellence, while protecting a sustainable work/life balance.
- As weekly Bay Curious podcast host, act as primary connection to listeners online and at live events. Listening to the public is one of the great honors and joys of this job.
- Report, edit and produce original stories designed for KQED's many platforms: podcast, radio, website, video, live events and social media.
- Mentor reporters, producers, editors and interns, taking the extra time to skill share when asked. I believe mentorship goes in both directions, and I'm always eager to learn from those around me too.
- Demonstrate smart fiscal stewardship of our show production budget. I prioritize content creation that will best serve our audience and mission, while maintaining responsible business practices that value people.
- Keep abreast of industry trends and best practices. I draw from and contribute to a wide personal network of contacts within the journalism industry around the country.
- Publishing "Bay Curious: Exploring the Hidden True Stories of the San Francisco Bay Area" in May 2023 with Chronicle Books.

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WORK EXPERIENCE

(CONTINUED)

2013 - 2016

KQED

San Francisco, CA

ENGAGEMENT PRODUCER

- Directed and implemented social media strategy and marketing practices for KQED News. In this role I led a newsroom of ~60 journalists (at the time, the newsroom staff has since grown) in their daily use of social media, advising on editorial and technical issues.
- Led engagement initiatives aimed at strengthening our reporting, raising brand awareness, connecting with the KQED audience across multiple social engagement platforms (Twitter, Facebook, Instagram, etc.), and facilitating their connections with each other.
- Managed and produced digital news projects, such as election night coverage, special reporting series and user-generated content initiatives.
- Oversaw efforts to help audio storytelling find an audience online and on social media platforms.
- Write, edit and produce news stories for KQED.org, and build data-driven news applications

2011 - 2013

The Baltimore Sun

Baltimore, MD

DEPUTY DIRECTOR OF AUDIENCE ENGAGEMENT

- Oversaw social media strategy and implementation for The Baltimore Sun, managing a team of community coordinators. I kept on top of evolving best practices and led regular trainings for the reporting staff on emerging tools.
- Led a cross-departmental team to launch The Darkroom, a photojournalism blog that was among the most successful online offerings created during my time at the newspaper.
- Built socially- and data-driven news applications, widgets and websites. Assisted with product development and creation on the mobile and app team

2009 - 2011

THE VIRGINIAN-PILOT

Norfolk, VA

ONLINE PRODUCER

- Launched and grew The Pilot's social media efforts in the early days of Facebook and Twitter, spearheading the paper's efforts to reach new audiences
- Produced and scheduled daily content for The Pilot's community, guides, health and news channels
- Managed a group of 37 community bloggers who had blogs hosted on the newspaper's website. I also supported the 24 newspaper staff bloggers.

EDUCATION

2005-2009

B.A. Journalism

B.A. Political Science

Elon University

2016

RIAS Commission Fellowship

Berlin, Germany

AWARDS

HEARKEN Innovation and Editorial Awards - 2022

SPJ NORCAL Arts/Culture Reporting Award - 2017

MURROW, REGION 2 Excellence in Innovation Award - 2017

ONA Finalist for Topical Reporting Award - 2015

MDDC PRESS ASSOCIATION Citizen Involvement Award - 2012

MDDC PRESS ASSOCIATION Online Commentary Award - 2012

SOCIETY FOR FEATURES WRITING Engagement Award - 2010