

## DANA KAY COFFIELD

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### EXPERIENCE:

#### **THE COLORADO SUN**, Denver

**Senior Editor, News:** Founding editor of online news organization focused on providing all of Colorado with high-quality investigative and explanatory reporting. Manage eight staff writers and a crew of freelance writers and photographers statewide. Also manage some business operations, including fundraising and grant prospecting and writing. **June 2018 to present**

#### **THE DENVER POST**, Denver

**Senior Editor, News:** Second in command of newsroom responsible for breaking news, enterprise and features editors and reporters. In addition to daily line editing, key tasks include generating and helping develop story ideas, including digital deployment and presentation strategies. Participate in long- and short-term planning, including major enterprise projects. Edit weekly Grow magazine gardening section. January 2017 to June 2018

**Business Editor:** Managed department of six reporters charged with covering key business issues across the state of Colorado, ranging from oil and gas exploration to organic marijuana cultivation. Worked closely with photographers and video production team. Managed key social media accounts including my own. Generated and help develop story ideas for my team and others. Contributed to travel and books sections February 2014 to January 2017

**City Editor:** Managed department that produced daily news sections. Directly supervised nine reporters and kept tabs on 15 others that as a group won the 2013 Pulitzer Prize for Breaking News. Generated ideas and edited breaking news and enterprise stories for 1A and in the Denver and the West Section. Worked closely with photographers, videographers, designers and graphic artists to develop supporting content. Used social media to distribute content. Wrote weekly gardening column for Grow magazine. Contributed to food, travel and books sections. March 2009 to February 2014

**Features Editor:** Managed department that produced weekly Fitness, Life/Style, Room, Travel and Food sections. Supervised nine staff writers and editors. Generated and helped develop story ideas. Worked closely with designers and graphic artists and managed department relationships between photo and copy desks. Was relief weekend city editor. Advised the Post's weekly Spanish-language publication Viva Colorado. August 2007 to March 2009.

**Sunday Style Editor:** Managed weekly Sunday lifestyle section. November 2006-April 2007.

**Colorado Sunday Editor:** Led the redevelopment of the Sunday “second A” wire section into a lively new configuration of short features designed to put some vim and voice into the Sunday Denver Post. Generated weekly features, managed freelance and staff contributors, worked closely with lead designer. August 2005-November 2006; April-August 2007.

**Features Writer:** General assignment features reporter. Generated long-form stories for daily Scene, Food and Sunday Style sections. Areas of coverage included gardening, food, family, living, home improvement and travel and other topics as required. May 2004-August 2005

**Assistant Business Editor:** Directly supervised five staff writers and assisted in management of seven others. Coverage areas included retail and labor, commercial and residential real estate, health care, minority business and the arts. Assigned and edited stories, conceptualized graphics, made photo assignments, selected wire stories. May 2003 to May 2004.

**NEW HOPE NATURAL MEDIA, Boulder, Colo.**

**Business Editor:** Responsible for feature and breaking news business coverage in *The Natural Foods Merchandiser*, a monthly trade magazine. Developed story budgets, assigned and edited freelance stories for *Natural Grocery Buyer*, a bi-monthly trade magazine. June 2002 to May 2003.

**INTERACTIVE WEEK, New York**

**Communications Editor:** Directly supervised nationwide team of reporters covering telecommunications infrastructure technology, trends and finance; made assignments, edited stories, conceptualized illustrations and graphics for weekly Infrastructure section; directed special project coverage; researched graphics and edited stories for weekly news section for 250,000 circulation magazine. Edited daily stories for [www.interactiveweek.com](http://www.interactiveweek.com). Wrote weekly NetStructure e-newsletter circulated to 75,000 subscribers. September 2000 to November 2001.

**ROCKY MOUNTAIN NEWS, Denver**

**Technology Editor and Assistant Business Editor:** Directly supervised team of three technology and telecommunications reporters and assisted in supervision of eight other business reporters; made daily story, graphic and photography assignments; edited daily copy, selected wire stories. Responsible for editing and story selection for *Mile HighTech*, a weekly consumer-oriented technology section, which included a weekly personal column. July 1997 to September 2000.

**THE BOULDER COUNTY BUSINESS REPORT, Boulder, Colo.**

**Managing Editor:** Supervised cadre of freelance and staff writers, photographers and researchers; copy edited and designed pages; wrote news and feature stories for monthly business newspaper, May 1996 to July 1997.

**Researcher:** Researched special publications, July-September 1991, July-September 1992, November 1992-March 1993.

**Freelance writer/copy editor:** August 1992 to September 1995; Jan.-May 2002.

**THE NORTHERN COLORADO BUSINESS REPORT, Fort Collins, Colo.**

**Staff Writer:** Wrote news and feature stories and real estate column for monthly business newspaper circulating in Northern Colorado and Southern Wyoming; researched data-intensive graphics; shot photographs. September 1995 to May 1996.

**COLORADO DIVISION OF WILDLIFE, Denver**

**Editor, Tracking Wildlife:** Wrote, edited and designed twice monthly in-house newsletter; copy edited all outgoing news releases; responded to media inquiries; handled printing contracts for newsletter; designed special publications. April-October 1994.

### **THE ASSOCIATED PRESS**

**Newswoman:** Wrote, edited and filed print and broadcast copy; covered spot news; generated and wrote feature stories during temporary assignments January-June, 1992 in Denver, January-March, 1993 in Cheyenne, Wyo.

**LINCOLN STAR**, Lincoln, Neb.

**Washington Correspondent:** General assignment and features coverage for 40,000-circulation daily newspaper, as reporter for the Medill News Service. Covered presidential candidate Sen. Robert Kerrey. September-December, 1991.

**DAILY TIMES-CALL**, Longmont, Colo.

**Lifestyle Editor:** Edited and designed daily section. Supervised corps of correspondents and interns, some staff writers and photographers for 20,000-circulation daily newspaper. Was relief copy editor. May 1989- December 1990.

**Boulder County Reporter:** Worked independently in the Times-Call Boulder bureau. Covered government and related features, spot news, criminal and civil courts and elections. December 1987-May 1989.

**General Assignment Reporter:** Covered school district, government, feature and general stories for the Daily Times-Call. August-December, 1987.

**General Assignment Intern:** Summers and breaks, 1983-1985.

### **EDUCATION:**

**The Medill School of Journalism**, Northwestern University, MSJ, 1991. Concentrations in business, science and political writing.

**Brandeis University**, BA, 1987, European Cultural Studies. Studied post-World War II European thought and culture, philosophy, literature and music. Served on college newspaper throughout.

**National Press Foundation**, week-long telecommunications seminar, April 2000.

**Nieman Seminar for Narrative Editors**, week-long conference, Spring 2004

### **SKILLS:**

Quark XPress, Macintosh and PC word processing. Basic photography. Skilled Internet researcher. Tile-setting, drywalling, gardening.

### **AWARDS:**

2013 Pulitzer Prize for Breaking News, Aurora Theater Shooting; finalist 2013 Pulitzer Prize for Breaking News, Colorado Wildfires

Colorado Associated Press Editors and Reporters Association: Best spot-news story 2011-12, first place, Four mile Canyon Fire; Society of American Business Editors and Writers: Best business section, 1999. Society of Professional Journalists: First place,

business feature, 1997; third place, breaking news reporting, 1997; third place, general reporting series, 1996; Colorado Press Association: First place, headline writing.

Colorado Press Women Association Contests: First place, page layout and design, 1990; first place feature writing, layout and design, 1989; first place feature story, second place business and third place agriculture and agribusiness stories, 1988.

### **REFERENCES:**

- Chuck Murphy, former projects writer, now executive director Education Century, 303-888-1118 cell, cmurphy@educationcentury.com

- Ray Rinaldi, former Assistant Managing Editor, features, arts, entertainment, currently architecture/fine arts writer, The Denver Post, 303-954-1540, 303-332-5912 cell, [rrinaldi@denverpost.com](mailto:rrinaldi@denverpost.com).
- Kristen Browning-Blas, former Food section editor, The Denver Post, now assistant communications director, Colorado State University school of Veterinary Medicine and Biomedical sciences, 970-207-1086 cell, [kristen.browning-blas@colostate.edu](mailto:kristen.browning-blas@colostate.edu)
- Vicky Uhland, freelance writer, 303 W. Simpson St., Lafayette, CO 80026, 303-666-7963, [vicky@vickyuhland.com](mailto:vicky@vickyuhland.com)
- Jerry W. Lewis, former Boulder County Business Report publisher, founder of Upstream Communications, 303-875-7547 cell, [jwlboulder@comcast.net](mailto:jwlboulder@comcast.net)