

MICHELLE BARUCHMAN

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EXPERIENCE

The Seattle Times | Seattle, Wash.

Engagement Reporter, Mental Health Project; Oct. 2021 - Present

- Founding member at one of the nation's only teams at a metropolitan newspaper dedicated to covering mental and behavioral health
- Interview subject matter experts, elected officials and individuals who have experiences with mental illness about navigating the mental health system
- Explore new ways to reach more people about their needs and concerns with mental health, including through callouts, Q&As, resource guides and live events
- Work with guest contributors to compose columns in their own voices

Engagement Editor, Traffic Lab; Jan. 2018 - Sept. 2021

- Covered transportation and how people get around the Puget Sound region, and reported stories through a solutions-oriented lens
- Strategized how our team interacted with its community, an effort that ultimately led to finding story ideas, sources and news tips and built trust with readers and advocates
- Organized and host in-person and online events to reach new communities
- Ensured readers had a voice in our coverage through a variety of platforms, such as social media, Question & Answer forms and columns, expert profiles, Facebook Live videos, and additional reporting

Served as Engagement Editor for Education Lab from June - October 2020

The Washington Post | Washington D.C.

News Interactivity Intern; June 2017 - Aug. 2017

- Created opportunities to interact with readers through social media engagement

The Atlanta Journal-Constitution | Atlanta, Ga.

Politics Reporting Intern; Jan. 2017 - May 2017

- Covered the Georgia legislature and state politics, attending committee hearings for legislation and reporting on political protests

Digital Audience Intern; June 2015 - Aug. 2015

- Produced relevant and evergreen audience-focused content to enhance newsroom coverage of major events through aggregated lists and original reporting

The New York Times | New York, NY

Audience Engagement Intern; June 2016 - Aug. 2016

- Wrote and contributed research for national trending stories including politics and health, incorporating a diversity of voices
- Increased reader engagement by creating opportunities for comments, expression and discussion, contributing to the company's goal of improving audience relations
- Constructed multiplatform plans for enterprise journalism and breaking news across main media accounts, creating additional stories based on how readers reacted
- Filmed, interviewed and produced video segments on Facebook Live

The Red & Black | Athens, Ga.

Editor in Chief; Aug. 2016 - Dec. 2016

- Coordinated coverage of the University of Georgia's administration, the Georgia Athletic Association and politics during a presidential election term and a head football coach's first season for an award-winning, online daily and weekly-printed newspaper
 - Created and implemented a comprehensive training program, including digital-first reporting, legal counsel and diversity awareness, for editors and new staff members
 - Established an independent editorial board to separate opinion from news reporting
- Served as Audience Engagement Editor (Spring 2016); News Editor (Spring 2015)**

AWARDS

Investigative Reporters & Editors 2020 Awards Finalist

Investigations Triggered by Breaking News
"Life Care of Kirkland: The nation's first COVID-19 epicenter"

Best of the West 2022 First Place

Explanatory Reporting
"Why it's so hard to find mental health care in Washington"

HONORS

Gerontological Society of America

Journalist in Aging Fellow

TRAINING

Mental Health First Aid

National Council for Mental Wellbeing, 2022-2025

INVOLVEMENT

Online News Association

- Board Member, 2016-2017
- Conference Speaker
"Notes from the Journalism Mentorship Collaborative" (2018)
- "Digital Forensics: Using Social and Online Tools to Find Great Stories" (2019)

Seattle Times Company

- Diversity, Equity & Inclusion Task Force Member
- Seattle Times En Español Founder and Chair
- Community Voices speaker series Chair

EDUCATION

University of Georgia

A.B.J. – Digital & Broadcast Journalism
A.B. – International Affairs
Graduation Date: May 2017