

ALLISON PENNELL

133 Eighth Avenue, Apartment 4C / Brooklyn, New York 11215 / 347.268.0934 / allisonpennell@gmail.com

Experience

- 2004-present **Various Print and Online Publications** New York, NY
WRITER/RESEARCHER
Author of hundreds of articles, listicles, and blog posts on varied topics including local news and culture, parenting, health, media profiles, real estate and design for *Babble.com*, *iVillage.com*, *Plum Magazine*, *TONY Kids*, *Parents.com*, *F'd In Park Slope*, *BrooklynBreeder.com* and *Grandparents.com*.
Pundit on pop cultural and local news issues for *New York Observer*, *New York Times*, *Atlantic Monthly*, *The Brooklyn Paper*, *New York Magazine*, and *Gothamist*.
Profilers of famous people including: A.O. Scott, Jake Dobkin, John Leguizamo, Una LaMarche, Michael Moss, Amy Sohn, Jonathan Safran Foer, and Gavin Purcell among others.
Write legal briefs and conduct investigative research for NYC criminal and civil law firms.
- 2004-2009 **Nick Jr. Magazine** New York, NY
WRITER/EDITOR
Regular contributor on children's media, pop culture and child development.
Author of monthly parenting column for Nick Jr. Magazine, kids media interviews and reviews, and a range of feature articles and parenting guides.
Authored and researched eight online videos on child development and pediatric health topics narrated by Editor-In-Chief.
- 2000-2004 **Parents Magazine** New York, NY
READER SERVICE EDITOR
Edited monthly "We Hear You," "Milestones," and "Power of Parents" sections of magazine.
Authored numerous articles on varied topics of child development, nutrition, parenting, relationships, and philanthropy. Spearheaded and authored holiday feature article that helped raise over \$125,000 in micro-donations from readers. Developed reader outreach and consumer marketing sections of Parents.com website.
Managed reader relations and advocacy outreach for national monthly parenting magazine, including the development of an anonymous interactive online community support board for military and National Guard families facing deployment.
- 1999 - 2000 **Educational Frameworks** New York, NY
RESEARCHER/WRITER/EDITOR
Served as deputy coordinator of needs assessment examining NYC public school sports and PE programs. Spearheaded policy research and data collection, drafted surveys, conducted interviews, created databases, and wrote draft chapters for final report, *Hit or Miss: Fitness & Sports Opportunities in the NYC Public Schools*.
- 1998 - 2000 **Epotec.com** Wilmington, DE
WRITER
Researched and wrote articles on behavioral health topics for online health content provider.
- 1998 - 2000 **Worth, American Benefactor, & Civilization Magazines** New York, NY
REPORTER/RESEARCHER
Reported and fact-checked a variety of topics for three national magazines, including primary research for three annual issues on the 100 most generous living Americans.
- 1995-1996 **Gordon Parks: American Photographer** New York, NY
GRANT WRITER/AP
Co-wrote National Endowment for the Humanities grant proposal, narrative treatment and preliminary script for a documentary film examining the life and work of the noted photographer, filmmaker and author. Conducted pre-interviews with project scholars and interview subjects. Initiated biographical, archival and historical research for the film.
- 1996 **Vote for Me: Politics in America** New York, NY
ASSOCIATE PRODUCER
Assisted producers in post-production of four part PBS series on political campaigning. Conducted historical and archival rights research and fact checking via Lexis/Nexis and primary sourcing.

Wrote and researched portions of series website.
Edited select footage reels on 3/4" system and maintained footage and research databases.
Scouted production locations and scheduled additional shoots.

1993-1995

Agita Films

WRITER/DIRECTOR/EDITOR

Produced, directed and edited independent documentary projects.

Film Festivals and Screenings: 1995 Seattle International Film Festival, 1995 Cleveland International Film Festival, 1994 Denver International Film Festival, 1994 Vermont International Film Festival, 1994 Columbus International Film Festival, 1993 San Francisco Film Arts Festival, First Exposures, WNYC-TV, New York, and Image Union, WTTW-TV, Chicago

1990-1991

WKOW News

REPORTING INTERN

Wrote, reported and edited news stories for air on six and ten o'clock news for ABC affiliate. Field produced live shots for tornado touchdown and start of Gulf war.

Madison, WI

1990

ABC News Intercontinental

NEWS DESK ASSISTANT

Supported editorial staff in coverage of news from Europe, Middle East and Africa.

London, UK

1990

Viewpoint Productions and Roberts & Wykeham Films

RESEARCHER

Conceived and developed three documentary proposals for submission to British networks. Conducted initial research and interviewing of subject consultants. Assisted in post-production for a BBC documentary examining post-Tiananmen Square China.

London, UK

Volunteering

2010-present

Park Slope Food Coop Linewriter's Gazette

REPORTER

Brooklyn, NY

PS 321 and Brooklyn Prospect Charter School

ART DIRECTOR

Photographer and graphic designer for two 100-page annual yearbooks, using Adobe Photoshop, InDesign, & Quark.

Spearheaded creation of online student newspaper for Brooklyn Prospect Charter School. Oversaw production, designed and maintained brooklynprospectkids.org.

Brooklyn, NY

2002-2008

Waldorf Playgroup of Park Slope and Maple Street School

TREASURER AND SECRETARY

Devised budgets, managed teacher salaries, rental agreements, fundraising, and supplies purchases for small cooperative pre-school in Park Slope for three years.

Served as secretary on the board of Maple Street School for two years.

Brooklyn, NY

Education

Stanford University

Master of Arts Program in Documentary Film, 1992-1993

Recipient of Freedom Forum Journalism Scholarship and Broadcast Education Association Scholarship

Stanford, CA

Barnard College, Columbia University

Bachelor of Arts in Political Science, Cum Laude, Spring 1989

Recipient of Helene Searcy Puls Prize for best poem in an annual competition. Charles A. Dana Scholar

New York, NY

Portfolio

URBANISTAN.COM

specific articles available upon request