



Frank Pokorney

DIGITAL MEDIA LEADER

Details

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Links

[LinkedIn](#)
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Skills

- Social Media
- Newsroom Leadership
- Writing
- Video Editing
- Project Management
- Digital Analytics

Communications and Journalism Experience

Director of Digital News, News 12 Networks

MAY 2023 – PRESENT

- Outline and execute strategic vision for all seven News 12 regions on digital platforms.
- Collaborate with engineering team on new products and workflow improvements.
- Analyze digital metrics, study consumption habits to make data-driven editorial decisions based on user interest.
- Identify key revenue areas and communicate these items to the sales teams for potential sponsorships.
- Lead the digital team to consistently execute journalism best practices.
- Collaborate with newsrooms throughout the News 12 networks on optimal integration and fostering a multiplatform storytelling environment.
- Coordinate social media plans and breaking news with push alerts.
- Manage the News 12 newsletter vertical.
- As a key digital news leader, helped digital business grow 50% in audience and page traffic in the last five years. User growth led to significant revenue increases of more than 600% during this time.

Assistant News Director - Digital, News 12 Networks

JANUARY 2021 – MAY 2023

- Took a leading role in the production and publishing of award-winning News 12 special projects on digital platforms.
- Played a key role in the creation of News 12's first unique digital streaming channel, News 12 New York.
- Worked directly with the vice president of digital news to identify areas of metrics and revenue growth on News 12 digital platforms.
- Acted as the liaison between developers and editorial groups to provide feedback on product and workflow improvements.
- Routinely trained the editorial staff on editorial best practices and journalism trends.
- Worked closely with digital staff on integration of key back-end systems.

Executive Producer - Digital, News 12 Networks

MARCH 2010 – JANUARY 2021

- Outlined and approved daily editorial story plans with each News 12 region and News 12 Digital staff.
- Worked with News 12 Digital managing editors to identify story trends through metrics feedback.
- Executed editorial and technology planning for national and local election coverage every year.
- Was the News 12 digital lead on back-end integration between News 12 and Newsday digital systems while companies were combining.
- Was lead News 12 digital resource on co-authored special projects with Newsday.
- Assisted lead developer with constant improvements and upgrades to the ground-breaking News 12 OTT set top box product.
- Played a key role in hiring and infrastructure creation of the News 12 en Español product.

Managing Editor - Digital, News 12 Networks

SEPTEMBER 2006 – MARCH 2010

- Assisted executive producer with daily story plans on the digital platforms.
- Was responsible for copy editing of all digital stories.
- Scheduled all producer shifts for News 12 Digital.
- Assisted project manager with implementation of workflow and technology improvements.

Producer - Digital, News 12 Networks

MAY 2004 – SEPTEMBER 2006

- Identified stories to assist editorial managers with daily coverage plans.
- Wrote stories and edited video for News12.com and the Channel 612 OTT product.
- Responded to breaking news coverage with timely updates as stories developed.
- Cultivated relationships with all News 12 newsrooms for increased communication with assignment desks, linear producers and reporters.

Media Relations Manager, Long Island Ducks

JANUARY 2000 – MAY 2002

- Created the Long Island Ducks media relations operation from scratch.
- Cultivated relationships with major media outlets ahead of the Ducks inaugural season in 2000.
- Identified key storylines with the team and pitched these to media outlets.
- Managed press box operation and wrote game summaries throughout the season.
- Frequently assisted with groundskeeping and ballpark operations.

Award Highlights

Emmy Awards

Crime, Long Form Content: "Buried Secrets" - 2021

Health/Medical: "Vaccine Tourism" - 2021

Interactivity: "House Explosion" - 2006

Edward R. Murrow Regional Awards

Digital: "Sandy: 10 Years Later" - 2023

Excellence in Innovation: "Saving our Shores" - 2023

News Documentary: "Buried Secrets" - 2022

Digital: "Gilgo Beach: Unsolved" - 2021

Excellence in Innovation: "The New Normal" - 2021

Press Club of Long Island Awards: Bob Greene Public Service Award

"The New Normal" - 2022

Education

Bachelor of Arts, Loyola University Maryland, Baltimore, MD

SEPTEMBER 1994 – MAY 1998

- Degree in communications with a focus on journalism.