

Lawrence K. “Lou” Emerson

www.FauquierNow.com

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Summary

- Entrepreneurial journalist with strong analytical, communication and leadership skills.
- Strategic thinker who has launched two magazines, two newspapers, several niche publications and websites.
- Experienced consultant who has worked with clients to evaluate and improve workflow, systems and staffing.
- Frequent lecturer and seminar leader for state press associations, colleges and other groups.

Specialties

Newsroom coaching and leadership, innovation, high-impact journalism, information design and multimedia storytelling.

Experience

Editor, FauquierNow.com

September 2011-Present, Warrenton, Virginia

Covers local news and works with contributors.

Vice president, Communicative Technology Corporation (Comtech)

1994-Present, Warrenton, Virginia

Conducts training seminars and provides analytical services for communications consulting firm.

Editor & Co-publisher, *The Fauquier Citizen*

1989-2006, Warrenton, Virginia

Named Virginia’s best weekly newspaper seven consecutive years and best in U.S. three times.

Began publishing on Web in 1995, the same year the company began offering Internet access service, website design, hosting, broadband and other services in its market. Sold to Times Community Newspapers in January 2006.

Editor, *The Culpeper Citizen*

2003-06, Culpeper, Virginia

Helped launch innovated weekly newspaper, mailed free to 18,000 homes and businesses in Culpeper County, Virginia. It quickly became the community’s dominant news source and earned a reputation for in-depth news coverage and government “watchdog” service to the community.

Editor, *Instruction Delivery Systems*

1986-89, Warrenton, Virginia

Launched bimonthly glossy magazine reaching 40,000 professionals in development, sales and use of technology-based education and training.

Editor & Co-publisher, *Fauquier Magazine*

1987-1994

Helped launch a community monthly magazine that focused on personalities, history, trends, craftsmanship and lifestyle. Fauquier Magazine relied primarily on freelance writers and photographers for its in-depth coverage.

Editor, *The Fauquier Democrat*

1983-86, Warrenton, Virginia

Managed newsroom and news budget for 14,000-circulation weekly newspapers and provided leadership on companywide committees and task forces.

Assistant News Editor, *The Frederick News-Post*

1982-83, Frederick, Maryland

Edited staff and AP copy, wrote headlines and designed news and feature pages for 40,000-circulation, twice-daily newspaper. Oversaw production of the Monday morning edition.

Reporter and Assistant Editor, Byrd Weekly Newspapers

1979-1982, Woodstock and Luray, Virginia

Covered local government, crime and courts, politics, features and sports, gradually earning more responsibility for editing and designing pages.

Education

James Madison University

B.A., Communication Arts/Journalism Concentration; Minor in French, 1975-79

Activities and Societies: Editor, *Curio Magazine*; Photo Editor, *The Breeze*, newspaper

Honors and Awards

- 2010 – Selected participant, “Essential Skills for the Digital Journalist,” Poynter Institute, St. Petersburg, Florida
- 2007 — First Amendment Award, Virginia Press Association.
- 2007 — George Mason Award, Society of Professional Journalists, Virginia Chapter.
- 2006 — D. Lathan Mims Award for Editorial Leadership, Virginia Press Association.
- 2004 — Selected participant, “Nieman Narrative Editors Seminar,” Harvard University, Cambridge, Massachusetts.
- 1998 — Business Person of the Year, Fauquier County Chamber of Commerce, Warrenton, Virginia.

Consulting, speaking and training clients and engagements

- The Fauquier Times-Democrat
- Byrd Newspapers
- Powhatan Today
- The Recorder in Monterey, Virginia
- Virginia Press Association
- New York Press Association
- New England Press Association
- America East newspaper technology conference in Hershey, Pennsylvania
- James Madison University
- Virginia Commonwealth University
- Virginia High School League