SHELBY JOUPPI

Data Reporter
shelbyjouppi.com

I'm a public health reporter with programming and design chops and a track record of creating public service journalism for and with audiences.

I am dedicated to using computational techniques to quantify issues that matter most to everyday people and develop tools that help them make the best decisions possible.

TECHNICAL SKILLS

- **Data Collection**
  Web Scraping, Records Requests
- **Data Cleaning + Analysis**
  Python, PostgreSQL
- **Web, Graphic + Interactive Design**
  Adobe Creative Suite, CSS, HTML, JavaScript, MapboxGL, QGIS, Git
- **Teaching Myself**
  R, Machine Learning, Figma
- **Knowing When I Need An Expert**

EDUCATION

M.S. Data Journalism, Columbia University Graduate School of Journalism

8/2022 | NEW YORK, NY

- Honors in Data & Databases and Investigative Reporting seminars.

B.A. Journalism + Graphic Design Minor, Oakland University

5/2013 | ROCHESTER, MICH.

- Graduated magna cum laude.

COMMUNITY

- Project mentor for Columbia Journalism's 2023 Lede Program.
- Member of IRE, News Nerdery, Colorado News Collaborative and Association of Health Care Journalists.

EXPERIENCE

Public Health Data Reporter, Freelance
8/2022 - Present

- Support local newsrooms with data-wrangling, map design and crafting data-driven project and grant proposals for public health accountability reporting.
- Construct novel datasets using automation, scraping, PDF parsing, FOI requests and public data sources.
- Designed, developed and collected data for Planet Detroit's Michigan Air Violation Tracker, an interactive dashboard that updates daily with Github Actions and has been utilized by environmental lawyers, educators and residents.

Data Journalism Graduate Student, Columbia University
8/2021 - 8/2022

- Pitched and reported dozens of stories about public health and health care involving enterprise data collection, cleaning and analysis.
- Created custom static and interactive data visualizations to enhance storytelling.
- Composed both quick-turnaround data stories as well as months-long ambitious investigations requiring deep sourcing and collaboration.
- Completed a 15-week seminar on investigating mental health care. For a master's thesis, surveyed 170+ clinics and conducted enterprise analyses to quantify mental health care accessibility for children and teens in NYC.
- Studied machine learning, statistics and cartography.

Podcast Producer & Project Manager, PRX + The Moth's "The Confessional with Nadia Bolz-Weber"
12/2020 - 7/2021

Digital News Designer, Freelance
4/2018 - 11/2020

- Commissioned by newsroom editors to design and develop accessible news apps and websites.

Reporter + Multimedia Producer, WDET Detroit Public Radio
3/2014 - 3/2018

- Reported community-inspired stories investigating and explaining local public policy, environment and history.
- Project lead of the Hearken series "CuriosiD," which generated award-winning stories and a $20,000 sponsorship. Coordinated across editorial, marketing and administrative departments to meet a variety of needs.
- Trained and partnered with news staff to create multimedia stories and engage listeners in the reporting process.