

Nicki Mayo

Multimedia Journalist



ON-AIR & ONLINE

Baltimore native and [Syracuse University](#) alumna Nicki Mayo is the Digital Editor for *The Philadelphia Tribune's* [PhillyTrib.com](#) website and various social media accounts. She is also a “Pressing Matters” political analyst/contributor for [900AM WURD](#) “[Reality Check with Charles Ellison](#).”

Nicki came to Philly after working three years as a national correspondent covering breaking news for the [Associated Press Radio Network](#) and the AP’s Race and Ethnicity team in Washington, D.C. She also reported and produced videos for the [American Heart & Stroke Association](#) and taught journalism & speech at [Cheverly STEM Education Center](#).

You may have seen and heard Nicki’s work recently on [TV One](#)’s “News One Now,” “Fatal Attraction,” “Justice By Any Means” and “Thou Shalt Not.” She has also anchored for National Public Radio station [WAMU-FM 88.5](#) in Washington, D.C. and for [1430 WNAV Radio News](#) in Annapolis.

READ MORE ON [NickiMayoNews.com](#)



2001 - Syracuse Univ. Comm. & Rhetorical Studies and African-American Studies

2001 - BET News Production Assistant

2003 - WJZ Assoc. Producer

2004 - Flowers H.S. English Electives Teacher

2005 - CTV 76 Reporter/Producer



2006 - SNN 6 Reporter/Producer

2007 - WJHL-TV / Tricities.com & The Bristol Herald Courier Multimedia Journalist

2009 - YNN Buffalo Reporter/Fill-in Anchor

2011 - Patch.com Crofton Local Editor

#JournLife

Yeah, it's an infographic. Just in case you "skip" reading the resume. Download Nicki Mayo's resume here www.nickimayonews.com/resume/



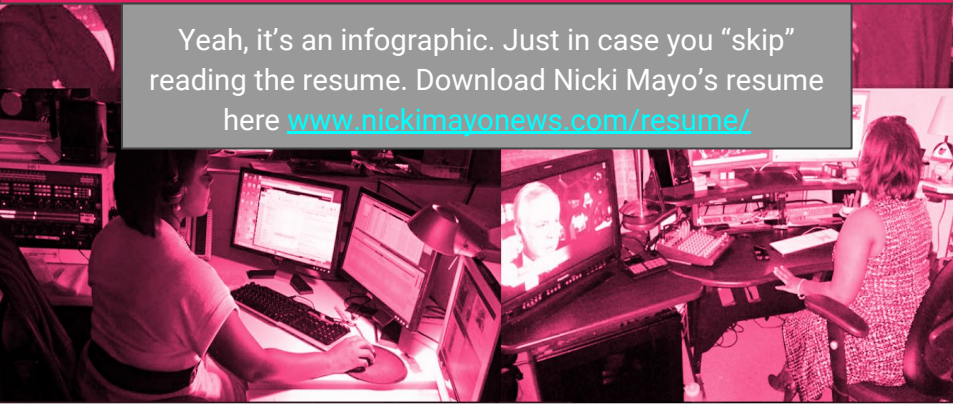
2012 - The List Baltimore Correspondent



2014 - The Associated Press National Radio Correspondent



2014 -Cheverly STEM Newspaper, Speech, Debate and Podcast Teacher



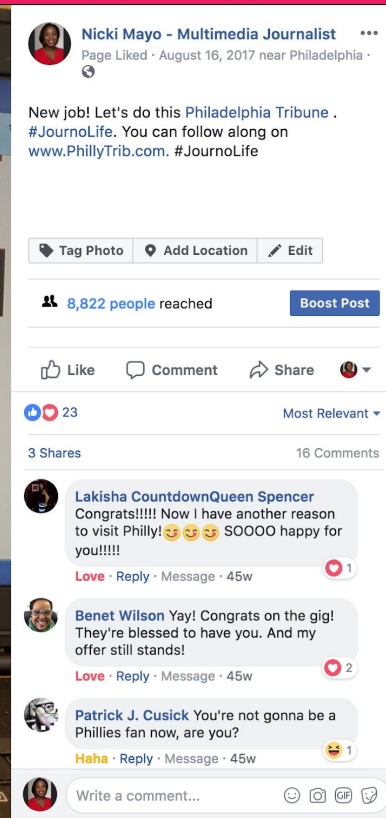
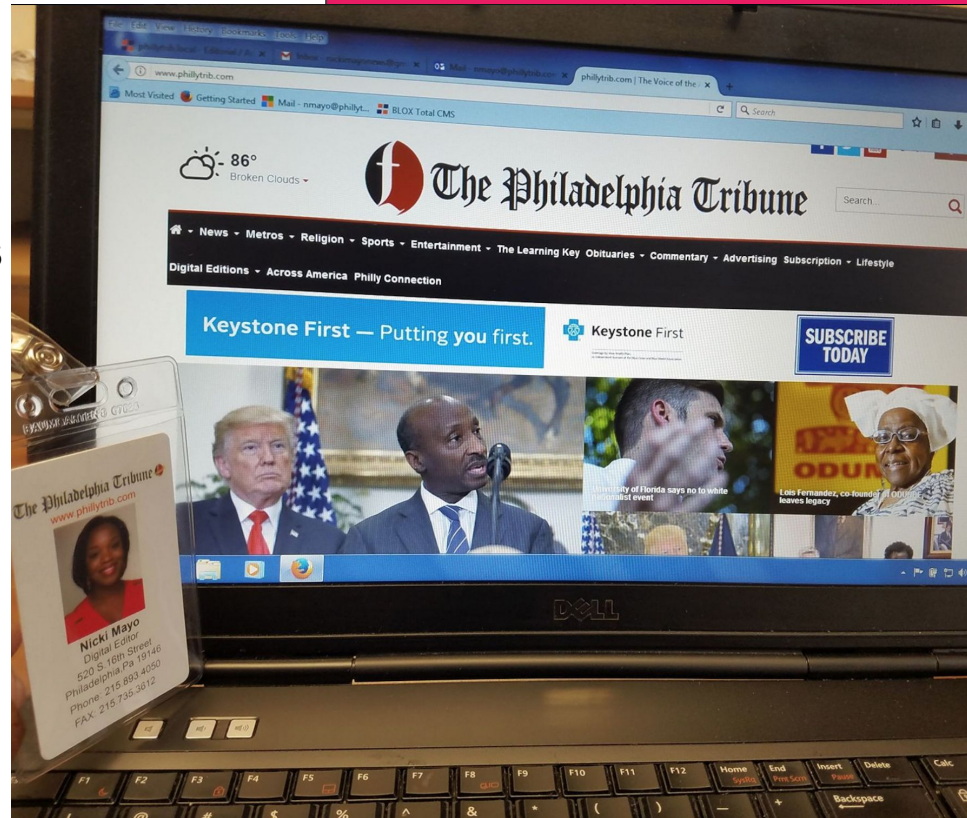
2014 - Nicki Mayo News LLC. Freelance Reporter, Video Producer, Political Pundit and more.



2017 - Philadelphia Tribune Digital Editor

The Philadelphia Tribune

In August 2017, *The Philadelphia Tribune* contracted multimedia journalist Nicki Mayo as its first Digital Editor.



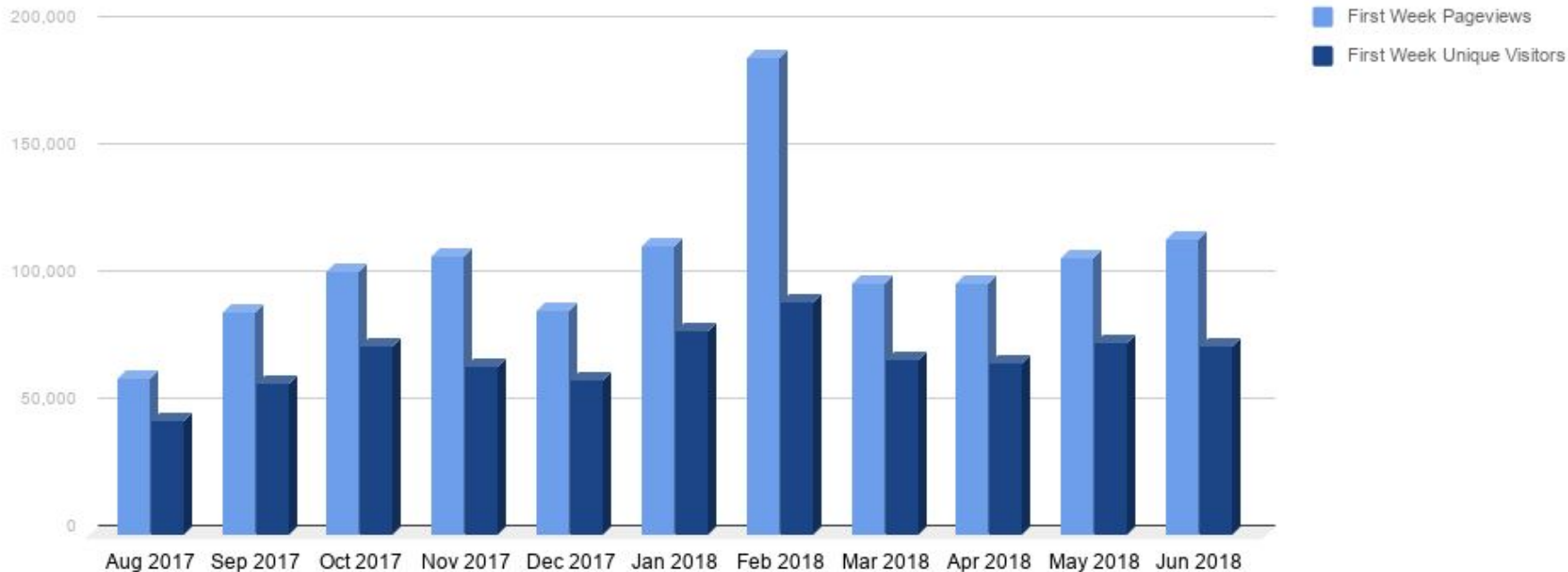
PhillyTrib.com Digital Team

During this time, Nicki Mayo formed and managed the first *PhillyTrib* Digital Team.

- One web editor (contract)
- Two web coordinators (one full time & one contract)
- Two freelance correspondents
- One photographer (contract)



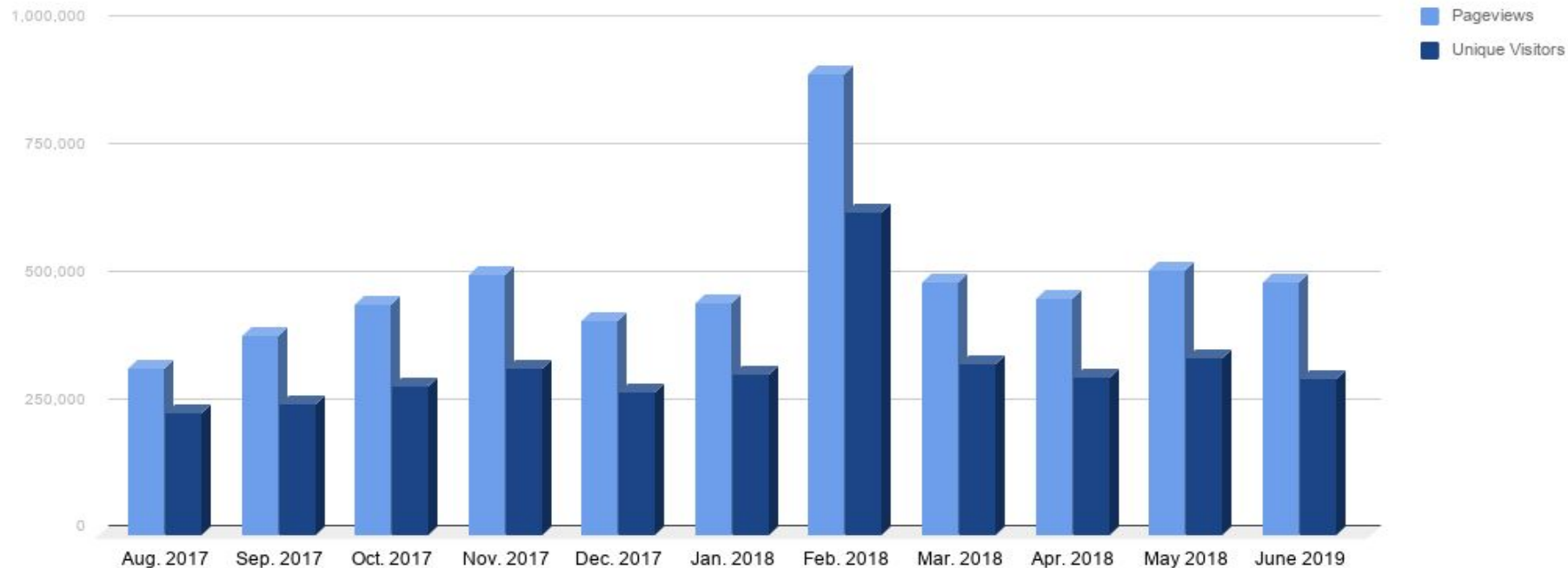
PhillyTrib 1st Week of the Month



December Drop (Dec. 3 - 9, 2017) - Nicki took this week to go to Poynter- NABJ Leadership Training. This reflects the impact of a week in which she was not working.

February Peak (Feb. 4 - 10, 2018) - Eagles Super Bowl victory and parade coverage week.

PhillyTrib Monthly Metrics



December Drop (Dec. 3 - 9, 2017) - Nicki took this week to go to the Poynter-NABJ Leadership Academy for Digital Media. This reflects the impact of a week in which she was not working.

February Peak (Feb. 4 - 10, 2018) - Eagles Super Bowl victory and parade coverage week.

Social Media Followers: July 2018 Report



Twitter

15,100



Facebook

11,288



Instagram

1,128



YouTube

535

Facebook Followers: Aug. 2017 - July 2018



Total Page Followers as of Today: 11,288



Instagram Followers: Sept. 2017 - July 2018

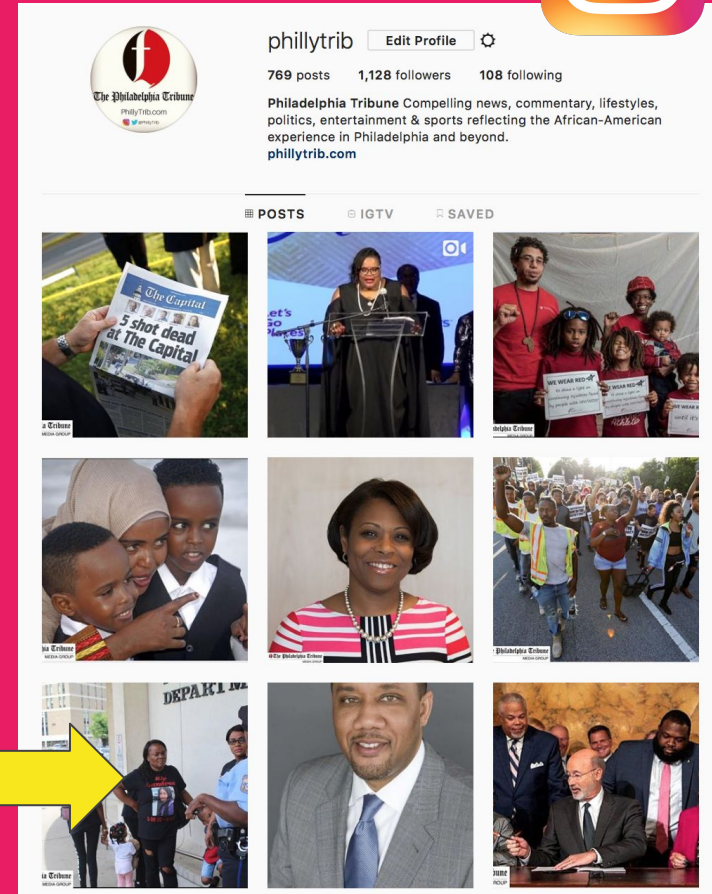


Sept. 29, 2017

← 271

July 1, 2018

1,128 →



YouTube Most Popular Videos: July 2018



KALEN ALLEN
"KALEN REACTS"
2:02
89K views • 7 months ago



#StarbucksWhileBlack:
Former Starbucks employee...
21:04
34K views • 2 months ago



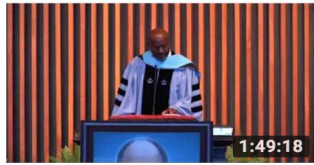
STARBUCKS RESPONDS
TO CONTROVERSIAL ARRESTS
21:21
6K views • 2 months ago



CHURCH SANCTUARIES
FOR SOCIAL JUSTICE
3:24
4.1K views • 5 months ago



UNIV. OF FLORIDA BLACK STUDENTS
GREEKS MANHANDLED FOR...
2:24
2.3K views • 1 month ago



Bill Gray Memorial Service
2K views • 4 years ago



MARC LAMONT HILL
UNCLE BOBBIE'S COFFEE & BOOKS
1:23
1.6K views • 7 months ago



POLICE SET TO FIRE OFFICER IN
FATAL SHOOTING OF DAVID JONES
3:31
1.5K views • 9 months ago



2017 NATIONAL DOG SHOW
BLACK OWNERS & TRAINERS SHINE
1:46
1.5K views • 7 months ago



Dr. Lynn Johnson
THE SOCIETY OF BLACK ACADEMIC SURGEONS
8:18
1.4K views • 4 years ago



BRITTANY LEWIS CROWNED 2017
MISS BLACK AMERICA
5:24
1.3K views • 10 months ago



TEMPLE STUDENT CARIANN
HITHON'S FATAL SHOOTING IN...
1:05
1.2K views • 8 months ago



MEEK MILL CALLS FOR
CRIMINAL JUSTICE REFORM
33:40
1.2K views • 1 month ago



STARBUCKS TO TRAIN WORKERS ON
'UNCONSCIOUS BIAS'
2:16
1.1K views • 2 months ago



ROCHELLE BILAL
GUARDIAN CIVIL LEAGUE PRESIDENT
3:27
951 views • 9 months ago

K = 1000 views. Ex: 89K = 89,000 views

Staff Training and Professional Development

As *PhillyTrib* Digital Editor and a 2017 [Poynter-NABJ Digital Leadership Academy](#) participant, Nicki Mayo placed a heavy emphasis on professional development for *The Philadelphia Tribune* editorial staff.

She offered the news, copy and production teams interactive training on using mobile devices for reporting in the field, video editing on iPhones, podcasting, social media best practices and more.

These 90 minute group sessions and one-on-one tutorials were designed to help the newsroom stay competitive in today's journalism industry.



Making Social Media History

Nicki Mayo won the 2017 Philadelphia Pen & Pencil Club Social Media award in December.

This 2017, win comes less than four months after she started working for the *PhillyTrib.com*.

Since the press club awards were powered using voting on social media, Nicki used this as an opportunity to boost *The Philadelphia Tribune's* brand by promoting fellow staffers nominated for awards.

This effort resulted in five wins for *The Philadelphia Tribune*. This was also a historic Black Press moment as nine of the fifteen press club awards went to *The Philadelphia Tribune*, *The Philadelphia Sunday Sun* and *WURD Radio*. These are ALL Black-owned and operated media organizations.

Media History

Tribune staffers win 5 Philadelphia News Awards

Nicki Mayo
Tribune Digital Editor Dec 14, 2017 0

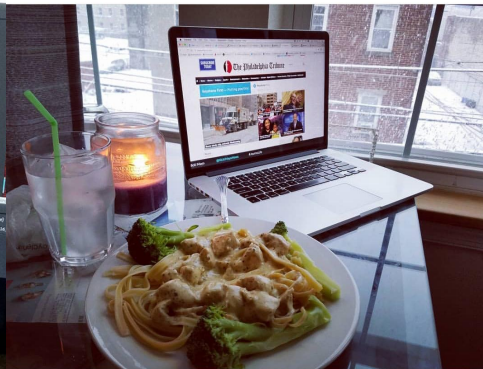
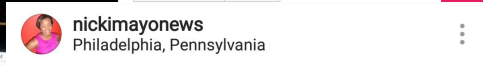
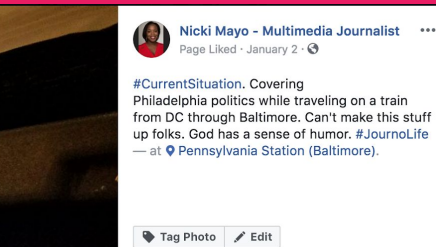


Telecommuting Works

Nicki Mayo is no stranger to telecommuting.

Snow days, holidays, travel and late night/early morning breaking news were all made possible using the same remote logins that the *PhillyTrib* team uses daily to keep things seamless online.

Nicki has also worked as a Local Editor for *Patch.com* in Crofton, Md. This role was 100% remotely operated while managing a staff of six freelance correspondents.





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Instagram	@NickiMayoNews
SoundCloud	https://soundcloud.com/nickimayonews
YouTube	https://www.youtube.com/user/nickimayonews
Yelp	nickimayonews.yelp.com

#JournoLife

Ida B. taught me well.