

## **DeadlineNews Group** **'News That Really Hits Home'™**

**Broderick Perkins**  
**DeadlineNews Group**  
**broderickperkins@deadlinenews.com**



**DeadlineNews Group** is seeking a partner, affiliate or news outlet to fill the growing residential real estate news void. You provide the outlet, we provide the news.

Here's the scoop.

Given the volatile nature of the real estate market, the most up-to-date realty information is at the top of consumers' need-to-read heap. Even when consumers aren't buying or selling homes, fixing them up or refinancing mortgages, when the market is up and when the market is down, studies have shown, consumers don't lose their nose for housing news.

That's because buying a home is often the most expensive and the most trying transaction most people will ever endure. Information to help make the best decisions -- and hold onto their dreams -- is paramount.

But newspapers are shutting down real estate sections or turning them into advertorial cash cows. Online realty services offer limited, if any, breaking news and analysis. Where are consumers going to get traditional, balanced, daily news that comes with analysis that really hits home?

From leaders who want to be ahead of the pack tomorrow but position themselves today with strong editorial content and a captive audience.

A strong example is **Broderick Perkins**, a journalist for 30 years, who 10 years ago parlayed his career in old-school journalism into a contemporary digital news service that really hits home.

The award-winning consumer journalist, is founder, publisher and executive editor of the bootstrap DeadlineNews Group, a Silicon Valley-based editorial content and consulting service specializing in residential real estate, consumer news and related editorial consulting services. The group includes the website, **DeadlineNews.Com**, offering real estate editorial content and consulting services, and its back shop, the **Deadline Newsroom**, an open house on news that really hits home. Both are a living portfolio. The group's original mission statement is available on the **Deadlinenews.Com Mission Page**. A resume is attached.

In the past decade, Perkins has produced real estate, consumer and small business editorial content for more than three dozen real estate news and trade publications on and off the Net. In addition to managing the DeadlineNews Group, Perkins currently provides content for Dallas, TX-based RealtyTimes.com (where he recently broke into television script writing), San Jose, CA-based Mercury News; Berkeley, CA-based Nolo.com; and Alameda County-based East Bay Publishing. Perkins also recently served as chief editorial consultant for Nolo's "Essential Guide To Buying Your First Home."

The DeadlineNews Group offers original editorial content -- news and analysis -- and archived articles in a variety of formats to fit any budget.

Can we talk?

Broderick Perkins  
**BroderickPerkins@DeadlineNews.com**  
DeadlineNews Group  
350 E. Mission St. Unit 204  
San Jose, CA 95112-3199  
408.287.4490

## Broderick Perkins - DeadlineNews Group

350 East Mission Street Unit 204  
San Jose, CA 95112-3199 408.287.4490  
[BroderickPerkins@DeadlineNews.Com](mailto:BroderickPerkins@DeadlineNews.Com)



### CAREER

#### DEADLINENEWS GROUP - 1999 to Present - San Jose, CA

*Founder/Executive Editor Internet-based Editorial Content Provider, Editorial Consulting Services*  
**DeadlineNews.Com** and **Deadline Newsroom**

Parlayed a career in old-school journalism into a contemporary digital news service offering editorial content and related consulting services; primarily real estate news, but also consumer, personal finance and some small business writing. The "Broderick Perkins, DeadlineNews.Com" byline has appeared in more than three dozen publications, on-line and in print. They include Better Homes & Gardens, Dow Jones/Wall Street Journal, **Homestore/Move**, Intuit/Quicken, Los Angeles Times, **National Association of Realtors**, **Nolo.com**, **Owners.com**, **RealtyTimes.com**, **San Jose Business Journal** and **Silicon Valley Community Newspapers (SVCN)**.

#### SAN JOSE MERCURY NEWS - 1984 to 1999 - San Jose, CA

*Real Estate Writer (1990-1999) -- Daily News, Features, Columns, Opinion, Analysis, Editing, Real Estate Web Page Managing, Real Estate Section Redesign*

Reported, researched, wrote and occasionally edited real estate news stories, features and columns. Produced daily stories for the front page, local and business sections. Wrote features, analytical stories and columns for the cover of the weekly real estate section. Created and edited a question-and-answer column. Provided shorts, fillers, photo captions and headlines for the real estate section. Managed the industry's first online real estate section on the America Online network and managed the section's evolution to the Internet. Performed related consulting work for parent company, Knight Ridder. Covered housing in 1989, when the newspaper won a Pulitzer Prize for its coverage of the Loma Prieta Earthquake.

*Consumer Writer (1984-1990) -- Daily News, Features, Columns, Question & Answer, Editing*

Began at the Mercury News as an Action Line assistant and later became consumer writer before turning to real estate. Initially assisted answering consumer questions, problems, concerns in a daily column. Developed a weekly consumer economics column, "Your Wallet." worked as a consumer writer for virtually every editorial section, except sports. I managed the redesign of, and edited a monthly, in-house employee tabloid. With housing becoming a major consumer issue, my job evolved into that of real estate writer.

#### NEWS-JOURNAL PAPERS/Gannett Co. – 1978-1984 - Wilmington, DE

*General Assignment, Business, Features, Consumer Writer*

Began as a news assistant (cub reporter) my last year in college and moved up through the ranks as police reporter, business writer, features writer and consumer writer. During my tenure, I developed a food column, coordinated a special section on fashion and was awarded for consumer writing. The consumer writing award was responsible for recruitment by the San Jose Mercury News.

### EDUCATION

*Journalism, Literature, Communications, Drama*

**INSTITUTE FOR JOURNALISM EDUCATION** – Summer 1979 - University of California, Berkeley, CA  
Intensive, boot camp-like 11-week summer program of journalism study, training and practical experience as a reporter for a weekly tabloid.

**UNIVERSITY OF DELAWARE** – 1974-1979 - Newark, DE Journalism/English Literature Major;  
Communications/Theater Minor. Four years of study also included radio show hosting, dramatic acting, campus community activism, campus newspaper writing, editing.