CURRICULUM VITAE
June 22, 2018

Ryan Michael Thornburg
Reese Felts Distinguished Term Associate Professor
School of Media & Journalism
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Education

George Washington University, Master of Arts in Political Management. August 2001.

University of North Carolina at Chapel Hill, Bachelor of Arts. May 1997. Double major in journalism and political science.

Professional Experience: Academic

Associate professor, School of Media & Journalism, University of North Carolina at Chapel Hill, July 2013-present. Reese Felts Distinguished Professorship, August 2015-present.

Director, Reese News Lab, School of Media & Journalism, University of North Carolina at Chapel Hill, January 2016-present.

Director, M.A. Program, University of North Carolina at Chapel Hill, August 2015-December 2016.

Visiting Associate Professor of the Professional Practice, Annenberg School of Communications, University of Southern California, August 2015.

Visiting lecturer in digital media, DeWitt Wallace Center for Media and Democracy at the Sanford School of Public Policy, Duke University, September 2013-May 2015.

Assistant professor, School of Journalism and Mass Communication, University of North Carolina at Chapel Hill, July 2007-June 2013.

Assistant director and managing editor, Program on Southern Politics, Media and Public Life, University of North Carolina at Chapel Hill, January 2001-December 2001.

Research Assistant, Democracy Online Project, George Washington University, August 1998-December 1999.

Professional Experience: Digital Media Leadership

N.C. Votes Founder & editor. http://nc-votes.org. November 2017-June 2018. Funded with $80,000 of a Knight News Challenge grant originally awarded to Reese News Lab in 2015.

Carolina Data Desk Founder & editor. http://carolinadatadesk.org. August 2016-present.

Open N.C. Founder & editor. http://data.open-nc.org. Oct. 2013-May 2015.

U.S. News & World Report. Managing Editor, USNews.com. September 2006-July 2007.

Congressional Quarterly. Managing Editor, CQ.com. September 2005-September 2006.

Washingtonpost.Newsweek Interactive/washingtonpost.com. National/International Editor. January 2003-September 2005.

Carolina Political Report. Founding owner and editor. November 2001-September 2002.

Professional Experience: Online News Producing

The Huffington Post. Volunteer contributor for "Off the Bus" citizen journalism project on super delegates to the Democratic National Convention. February 2008.

Washingtonpost.Newsweek Interactive/washingtonpost.com. Editorial consultant and news producer for the 2002 congressional elections. July - December 2002.

Washingtonpost.Newsweek Interactive/washingtonpost.com. Senior Producer, politics section. April 2000-December 2000.

Washingtonpost.Newsweek Interactive/washingtonpost.com. Producer, politics section. January 1998-April 2000.

Washingtonpost.Newsweek Interactive/washingtonpost.com. Producer, nation & world and metro sections. May 1997-January 1998.

Honors & Awards

Individual Awards & Honors

Winner. Knight News Challenge. John S. & James L. Knight Foundation. $275,000 two-year grant. "Open Block Rural." One of 16 winners from among more than 1,600 entries. 2011.

Semi-finalist (top 12 percent of entries). Knight News Challenge. John S. & James L. Knight Foundation. "Concierge News." 2011.

Semi-finalist (top 13 percent of entries). Knight News Challenge. John S. & James L. Knight Foundation. "Newsroom Genome Project." 2007.

Team Awards & Honors

Finalist, General Excellence (small site), for CQ.com. (managing editor of CQ.com). Online Journalism Awards (world's largest new media contest). Online News Association (1,800 members). 2006.

Finalist, Breaking News for "Tsunami Coverage," washingtonpost.com. Online Journalism Awards. Online News Association. 2005. (national & international editor)

Winner, "Best Internet News Service with more than 1 million monthly visitors" for washingtonpost.com. Eppy Award. Editor & Publisher and Mediaweek. 2004. (national & international editor)

Winner, Creative Use of the Medium (large site) for "Defining the Barrier." washingtonpost.com. Online Journalism Awards. Online News Association. 2004. (national & international editor)

Finalist, Breaking News for "coverage of the capture of Saddam Hussein." washingtonpost.com. Online Journalism Awards. Online News Association. 2004. (national & international editor)

Winner, "Best Overall U.S. Newspaper Online Service with more than 250,000 circulation" for washingtonpost.com. Eppy Award. Editor & Publisher and Mediaweek. 2001. (senior producer, politics)

Winner, "Best News Section in a Newspaper Online Service" for washingtonpost.com. Eppy Award. Editor & Publisher and Mediaweek. 2001. (senior producer, politics)

Finalist, General Excellence in Online Journalism (for sites affiliated with a print publication) for washingtonpost.com. Online Journalism Awards. Online News Association. 2001. (senior producer, politics)

Winner, Most Innovative Use of Digital Media in News Event Coverage for publications with circulation more than 250,000 for "political coverage of 2000 elections" on washingtonpost.com. Digital Edge Awards. Newspaper Association of America. 2001. (senior producer, politics)

Winner, Best News Section in a Newspaper Online Service, for washingtonpost.com. Eppy Award. Editor & Publisher and Mediaweek. 2000. (producer, politics)

Winner, Best Use of Interactivity in a Newspaper Online Service. "Live Online" on washingtonpost.com. 2000. Eppy Award. Editor & Publisher and Mediaweek. (producer, political Live Online discussions)

Winner, Best Overall U.S. Newspaper Online Service with more than 100,000 circulation. washingtonpost.com. Editor & Publisher and Mediaweek. Eppy Award. 1999. (producer, politics)

Winner, Best News Section in a Newspaper Online Service for washingtonpost.com. Eppy Award. Editor & Publisher and Mediaweek. 1999. (producer)

Bibliography: Books

Thornburg, Ryan M. (2010). *Producing Online News: Digital Skills, Stronger Stories*. 358 pp. A college and professional textbook and subscription website that introduces students to the concepts and skills needed to produce multimedia, interactive and on-demand news. Washington, DC: CQ Press, a Division of SAGE Publications, Inc. Adopted at 65 colleges and universities in 36 states.

Yopp, J.J., McAdams, K.C., & **Thornburg, R.M.** (2009). *Reaching Audiences: A Guide to Media Writing, 5th Ed*. 384 pp. A college textbook for introductory news writing classes. Upper Saddle River, NJ: Allyn & Bacon, a Division of Pearson Education. Adopted at 41 schools and universities in 20 states.

Bibliography: Book Chapters

"Using Digital Tools to Enhance Public Affairs Reporting," in Abernathy, Penny Muse, *Saving Community Journalism: The Path to Profitability*. pp. 131-132. Chapel Hill, N.C.: The University of North Carolina Press.

Thornburg, R.M. (2003). North Carolina Senate: Dole Finally Beats Clinton (Sort Of), An analysis of the 2002 U.S. Senate race in North Carolina. In Sabato, L.J. (Ed.) *Midterm Madness: The Elections of 2002*. pp. 137-144. Lanham, MD: Rowman & Littlefield Publishers, Inc.

Bibliography: Refereed Journal Article

"The gap between journalism online education and practice: the twin surveys." (August 2011) Du, Ying Roselyn and **Thornburg, Ryan.** Journalism and Mass Communication Educator, Vol. 66, Issue 3, pp. 218-230.

Bibliography: Refereed Conference Papers

"What is needed vs. what is taught: A national survey of online journalism instructors." Du, Ying Roselyn and **Thornburg, Ryan.** Paper presented to the Small Program Interest Group at the AEJMC (Association for Education in Journalism and Mass Communication) Annual Convention. St. Louis, Mo., Aug. 11, 2011.

"The Gap Between Online Journalism Education and Practice: The Twin Surveys." Du, Ying Roselyn and **Thornburg, Ryan.** Paper presented to the Newspaper Division at the AEJMC Annual Convention. Denver, Colo., Aug. 10, 2010.

Bibliography: Commissioned Articles

 Louisiana State University Manship School of Mass Communication. (forthcoming in 2018). "Technology and Fake News." John Breaux Symposium.

Democracy Online Project at The George Washington University. (2001). "Digital Donors: How campaigns are using the Internet to raise money and how it's affecting democracy." (Democracy Online Project Occasional Paper #1). Washington, DC: **Thornburg, R.M.**

Bibliography: Professional Publications

"Tools to Present Your Investigative Stories" IRE Journal, fourth quarter of 2016, p. 20. https://ire.org/publications/ire-journal/browse-back-issues/93/download/

"Numbers on faculty bias don't add up." *Star News*. Op/Ed column. Nov. 17, 2016. http://www.starnewsonline.com/opinion/20161117/tar-heel-voices-numbers-on-faculty-bias-dont-add-up

"ONA15: The Generational Shift Comes to Digital Journalism" MediaShift.org, Oct. 1, 2015. http://mediashift.org/2015/10/ona15-the-generational-shift-comes-to-digital-journalism/

"N.C. Data Dashboard Helps Newsrooms Scrape Public Data" MediaShift.org, September 24, 2015. http://mediashift.org/2015/09/n-c-data-dashboard-helps-newsrooms-scrape-public-data/

"Open N.C.'s Data Dashboard Brings Public Records to Reporters" MediaShift.org, April 14, 2015. http://mediashift.org/2015/04/open-ncs-data-dashboard-brings-public-records-to-reporters/

"Email Newsletter Success Metrics: What You Need to Know" MediaShift.org, Jan. 6, 2015. http://mediashift.org/2015/01/email-newsletter-success-metrics-what-you-need-to-know/

"Localizing the NYT Data Visualization on Race Gap for Police in N.C." PBS.org Idea Lab, Sept. 9, 2014. http://www.pbs.org/idealab/2014/09/localizing-the-nyt-data-visualization-on-race-gap-for-police-in-nc/

"For OpenBlock, Big Improvements From Small Newsrooms" PBS.org Idea Lab, July 31, 2013. http://www.pbs.org/idealab/2013/07/for-openblock-big-improvements-from-small-newsrooms

"OpenBlock Rural Finds Three Key Audiences for Open Data" PBS.org Idea Lab, Jan. 30, 2013. http://www.pbs.org/idealab/2013/01/openblock-rural-finds-three-key-audiences-for-open-data028

"Klout in the Classroom: Grading Students on Social Media Use" PBS.org Idea Lab, Oct. 9, 2012. http://www.pbs.org/idealab/2012/10/klout-in-the-classroom-grading-students-on-social-media-use281

"Why Did So Many News Outlets Not Link to Pussy Riot Video?" PBS.org Idea Lab, Aug. 21, 2012. http://www.pbs.org/idealab/2012/08/why-did-so-many-news-outlets-not-link-to-pussy-riot-video233.html

"Can Google Maps + Fusion Tables Beat OpenBlock?" PBS.org Idea Lab, Aug. 1, 2012. http://www.pbs.org/idealab/2012/08/can-google-maps-fusion-tables-beat-openblock208.html

"When News Organizations Geocode, How Accurate Are They?" PBS.org Idea Lab, July 2, 2012. http://www.pbs.org/idealab/2012/07/when-news-organizations-geocode-how-accurate-are-they180.html

"Integrating Knight Lessons Into the Classroom." PBS.org Idea Lab, June 5, 2012. http://www.pbs.org/idealab/2012/06/integrating-knight-lessons-into-the-classroom150.html

"Pay Walls and Social Media Could Shift the Public Agenda." PBS.org Idea Lab, April 17, 2012. http://www.pbs.org/idealab/2012/04/pay-walls-and-social-media-could-shift-the-public-agenda104.html

"At SXSW: Building Trust With a Penny Press for the Digital Age." PBS.org Idea Lab, March 6, 2012. http://www.pbs.org/idealab/2012/03/at-sxsw-building-trust-with-a-penny-press-for-the-digital-age059.html

Comment to the Federal Communications Commission. "Standardized and Enhanced Disclosure Requirements for Television Broadcast Licensee Public Interest Obligations." MB 00-168. Jan. 17, 2012. (Cited in FCC final rule as published in the May 11, 2012 Federal Register. 77 FR 27631)

"OpenBlock: Can You Explain Data to a Computer AND a Human?" PBS.org Idea Lab, Dec. 22, 2011. http://www.pbs.org/idealab/2011/12/openblock-can-you-explain-data-to-a-computer-and-a-human355.html

"Feeding OpenBlock: A New Newsroom Pet That Eats Elements." PBS.org Idea Lab, Nov. 17, 2011. http://www.pbs.org/idealab/2011/11/feeding-openblock-a-new-newsroom-pet-that-eats-elements314.html

"OpenBlock to Help Rural Newspapers Get Access to Public Data." PBS.org Idea Lab, Oct. 28, 2011. http://www.pbs.org/idealab/2011/10/openblock-to-help-rural-newspapers-get-access-to-public-data299.html

"Citizen journalists can fill the gaps." *The News & Observer*. Op/Ed column co-authored with Fiona Morgan. Dec. 12, 2010. Page A25.

"The Gap Between Online Journalism Education and Practice." SlideShare.net. "News & Politics" page feature. Aug. 10, 2010. http://www.slideshare.net/ryan.thornburg/gap-rt-edits

"Social Media and User Generated Content For Journalists." SlideShare.net. "News & Politics" page feature. March 3, 2009. http://www.slideshare.net/ryan.thornburg/social-media-and-user-generated-content-for-journalists

"Editing Online News." SlideShare.net. "News & Politics" page feature. Feb. 18, 2009. http://www.slideshare.net/ryan.thornburg/editing-online-news-1035762

"Staying Connected to Voters." Op/Ed column. *The News & Observer*. Nov. 26, 2008. Page A17.

"In redistricting, democracy suffers." Op/Ed column. *The News & Observer*. Feb. 22, 2001. Page A16.

"Early Returns." *washingtonpost.com*. A daily blog/column summarizing political news around the country. January 1998-April 2000.

Regular contributor to "Net Election" series on *washingtonpost.com, slate.com* and *industrystandard.com.* May 2000–October 2000.

"GIS and the Privacy Puzzle." *Governing*. December 1999. Pages 60-61.

"A Digital Political Machine." *Governing*. April 1999. Page 60.

Regular contributor to *.netpulse: journal of online politicking*. September 1997–September 1999.

Teaching Record

<u>University of North Carolina at Chapel Hill. School of Media & Journalism, July 2007-current.</u>

JOMC 153 Newswriting. 3 credit hours. Study of news story elements, writing of leads, organization and writing of various types of news stories. (Fall 2014; Summer 2014 (online); Fall 2013; Coordinator of 12 sections in Spring 2012; Fall 2011; Spring 2011; Fall 2010; Fall 2009; Fall 2008; Spring 2008; Fall 2007.) *Developed new lessons in online news writing for course.*

JOMC 253 Reporting. 3 credit hours. Exercises in news gathering, interviewing, and writing news. (Fall 2011, Fall 2012.)

JOMC 463 Newsdesk, 3 credit hours. A collaboration with all news and editorial skills courses in the School of Journalism and Mass Communication. Students in Newsdesk serve as online news producers for a public Web site showcasing student work across media platforms. (Spring 2010, Fall 2009, Spring 2009.) *Developed new course.*

JOMC 491 Social Media for Journalists, 3 credit hours. Through hands-on exercises with both new and established social media tools, students learn how to use social networks to find information as well as distribute news. (Fall 2012.) *Developed new course.*

JOMC 491 Investigative Reporting, 3 credit hours. Students from both the University of North Carolina at Chapel Hill and Duke University learn tools, techniques and role of investigative reporting in the United States before producing a complete journalistic investigation using digital publishing tools. A collaboration with Sarah Cohen, Knight Professor of the Practice of Journalism and Public Policy at the Sanford School of Public Policy at Duke University. (Spring 2012.) *Developed new course.*

JOMC 491 Public Affairs Reporting for New Media, 3 credit hours. An APPLES service-learning course pairing students with N.C. news organizations to use new

media techniques in pursuit of public affairs stories such as the state's rising high school dropout rate. (Fall 2010, Spring 2010, Spring 2009.) *Developed new course; entirely new syllabus each semester.*

JOMC 491 Online News Writing and Editing, 3 credit hours. Examination of the changing behaviors and preferences of the U.S. news audience through a study of contemporary research and anecdotes from professionals. Practical skills emphasis on experience writing and editing for the Web and e-mail. Students develop techniques for innovating and leading change in newsrooms. Collaborate with students in Advanced Editing and Community Journalism classes. (Fall 2008, Spring 2008, Fall 2007.) *Developed new course.*

JOMC 491 Teaching Online News in the Secondary School, 3 credit hours. Course focuses on the opportunities and challenges that online publishing tools and changes in audience behavior are creating for scholastic journalism education. Emphasis is placed on practical Web publishing exercises, using Wordpress, Dreamweaver, Photoshop, Audacity, Soundslides, Twitter and Facebook. (Summer 2014, Summer 2011, Summer 2010.) *Developed new course.*

JOMC 551 Digital Media Economics. 3 credit hours. Introduction to concepts including creative destruction, public versus private financing, and digital revenue strategies as they relate to media economic issues. (Spring 2016, Spring 2014, Spring 2013.)

MEJO 570 (formerly JOMC 491/390/460/890) Data Driven Journalism, 3 credit hours. Through hands-on exercises, students are introduced to skills and concepts needed to acquire, clean, analyze and present data for public affairs news packages. (Spring 2018, Fall 2017, Spring 2017, Fall 2016, Spring 2016, Summer 2015, Spring 2014, Spring 2013.) *Developed new course.*

JOMC 711 Writing and Editing for Digital Media. 3 credit hours. The required writing class in the School's online Certificate in Technology and Communication program, covering the foundations and contexts of writing for digital media learned through applied writing assignments. (Fall 2014, Fall 2013; Fall 2011.)

JOMC 753 Newswriting & Reporting. 3 credit hours. Exercises in news gathering, interviewing, and writing news for master's students. (Fall 2015, Fall 2014, Fall 2013; Fall 2011.)

JOMC 900 Reading & Research. 3 credit hours. *Worked with M.A. student Nick Weidenmiller to develop, launch and maintain a beat blog on collegiate golf in North Carolina.* (Spring 2011.)

<u>University of Southern California . USC Annenberg School for Communication and Journalism, August 2015.</u>

JOUR 528 Summer Digital News Immersion. 4 units. *Team-taught course that orients and familiarizes all incoming MA journalism students with the best practices and standards of cutting-edge multimedia, multi-platform fact gathering, reporting and storytelling.* (Summer 2015)

<u>Grants</u>

N.C. Local News Lab Fund. 2018. $42,000. One of 28 awardees in $2 million statewide competitive program sponsored by The Democracy Fund and N.C. Community Foundation. Awarded in June 2018.

National Science Foundation Office of Advanced Cyberinfrastructure. "ImPACT - Infrastructure for Privacy-Assured compuTations." $2,983,303 total grant, a portion of which funds 0.6% of my salary for three years. Member of the Use Cases Working Group. Awarded May 2017. https://www.nsf.gov/awardsearch/showAward?AWD_ID=1659367 and http://cyberimpact.us/about/

UNC-Chapel Hill Senior Faculty Research and Scholarly Leave, Spring 2015. $42,425. Competitive university-wide grant provides one semester of full salary support plus research funding for study of data driven journalism. Awarded in Spring 2014.

Google Computational Journalism Research Program. $78,968. One of five recipients of this invitation-only grant to support research on use of digital public data in newsrooms. Awarded in February 2014.

JOMC Research Center Seed Grant Application. $5,000. Competitive award granted by a committee of faculty in the School of Journalism and Mass Communication. For public data acquisition. Awarded in Spring 2014.

Knight News Challenge grant. $275,000. For developing a sustainable editorial and business model for the OpenBlock Web application at rural newspapers. 2011-2013.

Junior Faculty Development Award, University of North Carolina at Chapel Hill. $7,500. For work developing online modules for textbook. 2010-2011.

Ueltschi Service-Learning Course Development Grant from the APPLES Service-Learning Program at the University of North Carolina at Chapel Hill. $8,000. One of five faculty winners for 2008.

Doctoral Dissertation Committee

Jesse Abendour (2016) "The economic drivers of investigative reporting at local television stations."

Masters Thesis Committees

Jordan Wilkie (2018) "Pushed Out Then Locked Up: Treatment of Juvenile Sexual and Gender Minorities in North Carolina's Criminal Justice System." Chair

Lily Carollo (2018) "Our Political Moment: The Constitution's Trouble with Parties — and Democracy."

Kiersten Schmidt (2017) "No News Is Bad News." Chair.

Liz Schlemmer (2017) "How One County Deals with its Local Jail: From the Inside Out."

Andrea Patino-Contreras (2016) "For Love & Country." Chair.

Todd Brantley (2009) "Shiftingelectorate.com."

Undergraduate Honors Thesis Chaired

Kevin Kiley (2010) "No news at breakfast – I'll take mine to go: college students' habits and what they indicate about future news use."

Ashley Yakopec (2009) "More Bars in More Places: Exploring Smartphone Use among Emerging Adults."

Service to Journalism Education

J-School Hackathon, sponsored by MediaShift. Team facilitator. University of Nevada, Reno. Feb 24-26, 2017. Students from 11 universities were given 36 hours to come up with a new media startup business that used "chat bots." The students received guidance and feedback from the business development director from ProPublica and a programmer who works at Facebook on their Instagram and

Messenger apps among others. I also brought two UNC students, one of which was on the winning team.

The Chronicle. Faculty adviser to the Duke University student news organization. September 2013-May 2015.

International Symposium on Online Journalism. Manuscript reviewer. University of Texas at Austin. December 2014.

International Symposium on Online Journalism. Manuscript reviewer. University of Texas at Austin. April 2012.

Member, inaugural Advisory Committee. Reporter's Lab. DeWitt Wallace Center for Media and Democracy. Duke University. May 2011- June 2013.

World Journalism Education Congress. Manuscript reviewer. December 2009. Conference held July 5-7, 2010 in Grahamstown, South Africa.

Service to the UNC-CH School of Media & Journalism

Director, M.A. Program. August 2015-January 2016.

Director, Reese News Lab., January 2016-present. Annual budget of $171,000 from gift of Reese Felts to the School of Media & Journalism and $332,000 from the School's Center for Innovation and Sustainability in Local Media. CISLM is funded with a grant from the Knight Foundation and UNC Provost's Office.

Committees
Masters Advisory Committee, December 2017-present.

Chair, Faculty Search Committee for Executive Director of Reese News Lab. Spring 2016.

Member, Faculty Search Committee for Hussman Lecturer. Spring 2016.

Member, Faculty Search Committee for Project Director of the Center for Innovation and Sustainability in Local Media. Fall 2015.

Member, Reese Felts Steering Committee. August 2013- August 2015.

Member, "Path Forward" Curriculum Committee: Residential Masters-Two Tracks. August 2013-August 2015.

Member, "Path Forward" Curriculum Committee: The Carolina Writing Lab Course. August 2013-August 2015.

Member, Reporting M.A. application review committee. Spring 2014.

Member, Reporting M.A. application review committee. Spring 2013.

Member, Reporting M.A. application review committee. Spring 2012.

Member, Business & Media M.A. application review committee. Spring 2012.

Coordinator, JOMC 153 Newswriting classes. Spring 2011-Spring 2012.

Member, Faculty Search Committee for Reese Felts executive producer. Spring 2011.

Member, Faculty Search Committee for Reese Felts executive producer. Spring 2010.

Member, Reese Felts Search and Planning Committee. August 2009-July 2011.

Member, Undergraduate Curriculum Committee. August 2009-July 2011.

Member, Elected Advisory Committee on Faculty Salaries. January 2008-May 2011.

Member, Faculty Search Committee for photojournalism position, Fall 2008.

Coordinator, JOMC 153 Newswriting classes. Spring 2008.

Member, Search Committee for Knight Chair in Digital Media Economics. Fall 2007.

Presentations
U.S. State Department tour for 18 African journalists. Presentation on "Digital Techniques and the Usage of Data in Reporting." Reese News Lab. Chapel Hill, N.C., November 1, 2017.

U.S. State Department tour for 17 international journalists. Presentation on "American Innovation and Entrepreneurship." Reese News Lab. Chapel Hill, N.C., April 25, 2017.

"Journalism in the Trump Era." School of Media & Journalism Board of Advisers meeting. Panelist. Chapel Hill, N.C., April 7, 2017.

Faculty interviewer, Park Lecture with Fox News host Chris Wallace, April 6, 2017.

Conference co-organizer, ""What Should We Be Worried About?: Information and Media in the Trump Era," School of Media & Journalism, Chapel Hill, N.C., March 31, 2017.

"Thwarting the Emergence of News Deserts" symposium at the Newseum. Panelist. Washington, D.C., March 28, 2017. https://cislm.org/symposium2017live/

U.S. State Department tour for Moldovan journalists. Presentation on "Design Thinking to Solve Today's Journalism Challenges." Reese News Lab. Chapel Hill, N.C., February 16, 2017.

Colloquia for Visiting International Scholars. Presentation on "Data Reporting." Chapel Hill, N.C., October 7, 2016.

"Investigative Journalism" presentation for international journalists. International Visitor Leadership Program, U.S. Department of State. School of Media & Journalism, Chapel Hill, N.C., Sept. 29, 2016.

"Saving Community Journalism" book launch. Panelist. http://new.livestream.com/accounts/191743/ncnewspaperacademy. Chapel Hill, N.C., May 8, 2014.

Colloquia for Visiting International Scholars. Presentation on "Social Media in Today's World." Chapel Hill, N.C., March 22, 2013.

Colloquia for Visiting International Scholars. Presentation on "How Programmers and Journalists Are Working Together to Open Government Data and Make Interesting Online Tools With It." Chapel Hill, N.C., March 30, 2012.

"Utilizing New Media in TV and Newspaper News Reporting Workshop" for the Korean Editors Association. Presentation on "Online Editing & Reporting." Chapel Hill, N.C., Dec. 4, 2010.

Invited participant: Faculty Briefing for Federal Communications Commission member Mignon Clyburn. Chapel Hill, N.C., Oct. 6, 2010.

Chuck Stone Diversity Workshop. Presentation on "What's a blog?" Chapel Hill, N.C., July 12, 2010.

Chuck Stone Diversity Workshop. Presentation on "What's a blog?" Chapel Hill, N.C., July 20, 2009.

Chuck Stone Diversity Workshop. Presentation on "Getting information and checking source reliability." Chapel Hill, N.C., July 20, 2009.

Carolina Association of Future Magazine Editors. Invited speaker on "The Future of Magazines Online." April 15, 2009.

Carolina Association of Black Journalists. Workshop for High School Students. Invited speaker on "Blogging." Feb. 28, 2009.

Other

Lowell Thomas Travel Journalism Competition. Judge in the categories of "Blogs" and "Special Packages (all media)." Society of American Travel Writers. 2011.

Faculty chaperone, Student/Development Fall Break Trip, Washington, D.C., Oct. 21-22, 2010.

Faculty co-adviser, *Online News Association*, one of three original student chapters. School of Journalism and Mass Communication. Fall 2010-Spring 2011.

Faculty adviser, student online election coverage program. *National Public Radio/NPR.org,* Chapel Hill, N.C., and Washington, D.C., August to November 2010.

Executive Editor, Carolina Journalism Network, *http://cjn.jomc.unc.edu*. August 2009-May 2010.

Lowell Thomas Travel Journalism Competition. Judge in the categories of "Blogs" and "Special Packages (all media)." Society of American Travel Writers. 2010.

Faculty coach, Powering a Nation, *http://unc.news21.org*. June 2009-August 2009.

Lowell Thomas Travel Journalism Competition. Judge in the categories of "Blogs" and "Special Packages (all media)." Society of American Travel Writers. 2009.

Executive Editor, N.C. Diploma Dilemma, *http://www.ncdropout.org*. January 2009-May 2009.

Executive Editor, Carolina Reporter, *http://carolinareporter.jomc.unc.edu*. August 2008-May 2009.

Creator and Host, *Inside the Future of News: A Series of Conversations Inside the Nation's Leading Online Newsrooms*. Host of weekly on-camera interview with professionals working in the nation's leading online newsrooms. Scott Anderson, Senior Political Producer, CNN.com, Jan. 17, 2008; Peter Roybal, Senior Product Manager, Yahoo News, Jan. 24, 2008; Jamie Hammond, Editor in Chief, AOL Money and Finance, Jan. 31, 2008; Paige West, Director of Interactive Operations, MSNBC, Feb. 6, 2008; Jeffrey Marcus, Sports editor, NYTimes.com, Feb. 14, 2008; Mary Specht, Product Design Specialist, Gannett, March 6, 2008; John Robinson, Editor, The News & Record (Greensboro, N.C.), April 3, 2008; Patrick Cooper, Network Editor, USA Today, April 10, 2008.

Member, School delegation to Carnegie-Knight Initiative meeting, Paley Center for Media, New York, N.Y., Jan. 8-9, 2008.

Service to the University

Faculty Mentor, Johnston Scholars Awards Program, July 2013-present.

Judge, Carolina Data Challenge, a hackathon co-hosted by the UNC Computer Science Department, the Odum Institute, and the National Consortium for Data Science. September 17, 2017.

Coach. ECON 125: "Introduction to Entrepreneurship." Mentored four teams of five students and led bi-weekly workshops for those 20 students in the course. Instructor of Record: Buck Goldstein. Fall Semester 2017.

Faculty Liaison to the Honor System, March 2013-June 2017.

Member, Board of Directors. DTH Publishing Corporation. August 2009-December 2017.

UNC-Chapel Hill Working Group on Data Studies Curriculum, Chancellor's Office of Innovation & Entrepreneurship, April 2013-May 2014.

Invited discussion leader. Carolina Summer Reading Program. Aug. 20, 2012.

Invited member. Subcommittee on Academic Regulations, Academic Plan Steering Committee, Spring 2012-Spring 2013.

Invited member. Retention Working Group, Office of Undergraduate Education. Spring 2012-Spring 2013.

Invited guest. Faculty lunch reception. Morehead-Cain Finalist Weekend. March 2, 2009.

Faculty adviser, *UNCharted*, a student magazine about the arts community at UNC-Chapel Hill, November 2008-Spring 2009.

Selected participant. Tar Heel Bus Tour. May 12-17, 2008.

Discussion group leader on topic of "Social Media." Academic Day. Office of Undergraduate Admissions. Nov. 16, 2007.

Panelist: "How Blogs and Other New Media Are Affecting the Policy Debate." Workshop for new members of the N.C. General Assembly. School of Government. Nov. 13, 2007.

<u>Service to the Profession: Training & Consulting</u>

International
Dalian Nationalities University. Developed and presented one-week solo seminar on data reporting to students and faculty. Dalian, China. October 10-17, 2016.

Knight Center for Journalism in the Americas at The University of Texas at Austin. "Social Media for Journalists" MOOC course. Coordinator and lead instructor of 5-week massively open online course attended by 6,300 students from 149 countries. https://knightcenter.utexas.edu/00-14945-sign-now-%E2%80%9Csocial-media-journalists%E2%80%9D-knight-center%E2%80%99s-next-massive-online-course. Feb. 3-March 9, 2014.

Canadian Broadcasting Corporation, on behalf of Webbmedia Group*.* "Digital headline writing" course. Toronto, Canada. March 20, 2012.

The Globe & Mail, on behalf of Webbmedia Group. "Digital headline writing best practices" course. Toronto, Canada. Sept. 29, 2011.

Toronto Star, on behalf of Webbmedia Group. "Twitter for journalists" course. Toronto, Canada. July 28-29, 2011.

International Center for Journalists, on behalf of Webbmedia Group. "Launching a Digital News Site" for Arab journalists. This syllabus of guided readings, discussion and activities for a six-week online course for journalists in the Middle East and North Africa. English, translated into Arabic. Washington, D.C., March, 2011.

The Globe & Mail, on behalf of Webbmedia Group. "Social media and online news research" courses. Toronto, Canada. February and March, 2011.

International Center for Journalists, on behalf of Webbmedia Group*.* Led workshops on social media, crowdsourcing and democracy for Egyptian journalists and bloggers. Cairo, Egypt. March 1-13, 2010.

Forum for Argentine Journalism (FOPEA). Led five workshops on five different topics related to online news. Buenos Aires and Tucuman, Argentina. Oct. 26-30, 2009.

Chinese Internet Information Agency. Led workshops on Web re-design, information architecture, opinion writing and Web news writing for the English-language staff of China.org.cn. Beijing, China. May 11-13, 2009.

National

Data.world corporate lunch and learn for employees. "Data journalism." Austin, Texas, via videoconference. November 1, 2017.

National Press Club, on behalf of Webbmedia Group. "Blogging for associations" course. Washington, D.C., March 16, 2012.

National Press Club, on behalf of Webbmedia Group. "Headline writing for digital media" course. Washington, D.C., March 15, 2012.

Pew Research Center. Author of private memorandum, "Digital Editorial Strategy," Washington, D.C., June 2011.

New York Public Radio/WNYC, on behalf of Webbmedia Group. "Editing for online" course. New York, N.Y., May 2011.

MSLGroup Americas, on behalf of Webbmedia Group. "Social media" course. New York, N.Y., March 2011.

New York Public Radio/WNYC, on behalf of Webbmedia Group. "Twitter for journalists" course. New York, N.Y., July, 2010.

U.S. News & World Report. Editorial strategy consultant. August 2007-January 2008.

North Carolina

North Carolina Public Radio. Advised editors searching to hire a data reporter. Developed assessment tool for job applicants. May 2016.

The News & Observer. Conducted session during retreat for top editors. Raleigh, N.C., Dec. 3, 2013.

The StarNews. Conducted one-on-one training for new bloggers. Wilmington, N.C., July 2, 2009.

The StarNews. Led newsroom discussion about online journalism. Wilmington, N.C., July 3, 2008.

Service to the Profession: Conferences & Workshops

National

Workshop organizer. "Introduction to Data Journalism" conference. Two-day workshop for 35 journalists from three states. Funded by the School of Media & Journalism Center for Innovation and Sustainability in Local Media and co-sponsored with Reveal/The Center for Investigative Reporting and Wake Forest University's journalism program. Winston-Salem, N.C., June 18-19, 2018.

Respondent. "Anatomy of Fake News." John Breaux Symposium. Sponsored by the Louisiana State University Manship School of Communication & The George Washington University Graduate School of Political Management. Washington, D.C., May 3, 2018.

Panel organizer and moderator. "Using data and records to investigate voting". Computer Assisted Reporting Conference. Investigative Reporters and Editors. Chicago, Ill., March 10, 2018. https://www.ire.org/events-and-training/event/3189/3550/

Invited participant. "Journalism, Election Reporting, & Ballot Data". One of 12 national participants in small group discussion at headquarters of The Democracy Fund. Washington, D.C., January 25, 2018.

Invited participant. "Newsgeist 2017." Phoenix, Ariz., Nov. 3-4, 2017. Among about 220 key practitioners and thinkers from the worlds of journalism, technology, and public policy who were nominated by industry peers. Funded by the John S. & James L. Knight Foundation and Google.

Invited participant. "Deeper Insights" conference. Z. Smith Reynolds Foundation. Durham, N.C., October 4, 2017.

Panelist. "Coding for Journalists." Association for Education in Journalism and Mass Communication. Annual Meeting. Chicago, Ill., Aug. 10, 2017.

Panelist. "From Strategy to Innovation: Startup Principles, Data Visualization, and Visual Storytelling." Association for Education in Journalism and Mass Communication. Annual Meeting. Chicago, Ill., Aug. 9, 2017.

Invited participant, Knight-Civic Hall Symposium on Tech, Politics, and the Media, New York Public Library, January 18, 2017.
http://www.civichall.org/events/kfcivichall

Invited participant. "Newsgeist 2016." Phoenix, Ariz., Dec. 8-10, 2016. Among about 200 key practitioners and thinkers from the worlds of journalism, technology, and public policy who were nominated by industry peers. Funded by the John S. & James L. Knight Foundation and Google.

Volunteer editor for student newsroom. Online News Association annual conference. Los Angeles, California. Sept. 23-26, 2016.

Invited speaker. "Little Data: New Techniques for Finding Stories That Matter to Local Audiences." New York Press Association Spring Convention, Saratoga Springs, New York. April 8, 2016.

Invited participant. "Mapping , Measuring, and Monitoring Local News Ecosystems." One of 17 people from the U.S. and Canada invited to participate in a workshop supported by the Democracy Fund and the Geraldine R. Dodge Foundation and hosted by the Media + the Public Interest Initiative at Rutgers University. Brunswick, N.J., Dec. 11, 2015.

Invited speaker on "Audience Data Strategies." International News Media Association Data Insights Conference. Chicago, Ill., Oct. 1-2, 2015.

Invited participant. "Newsgeist 2014." Phoenix, Ariz., Nov. 14-16, 2014. Among about 150 key practitioners and thinkers from the worlds of journalism, technology, and public policy who were nominated by industry peers. Funded by the John S. & James L. Knight Foundation and Google.

Invited participant. "Dodging the Memory Hole: Saving born-digital news content." Reynolds Journalism Institute at the University of Missouri, Columbia, Mo., Nov. 10-12, 2014. One of 10 post-conference leaders working to advance work in Awareness, Standards & Practices and Legal Framework.

Invited Participant (one of 12), Scripps Howard Journalism Entrepreneurship Institute, Walter Cronkite School of Journalism and Mass Communication, Arizona State University. January 3-8, 2013. https://asunow.asu.edu/content/scripps-howard-journalism-institute-teaches-entrepreneurship

Invited participant. MIT-Knight Civic Media Conference. Cambridge, Mass., June 17-19, 2012. Among 234 international participants, chosen by the John S. & James L. Knight Foundation and the Center for Civic Media at the Massachusetts Institute of Technology.

Panelist. "A Penny Press for the Digital Age." SXSW Interactive. Austin, Texas, March 10, 2012. Chosen from 3,278 panel proposals. Selection is done by 30 percent popular vote, 40 percent SXSW board, 30 percent SXSW staff.

Invited participant. "Spark Camp 2.0: Data." Austin, Texas, Jan. 13-15, 2012. Among 75 international participants, who were nominated by industry peers. Funded by the John S. & James L. Knight Foundation, Google and the University of Texas School of Journalism.

Panelist. "Social Networking: Promise and Peril." Religion Newswriters Conference. Durham, N.C., Sept. 16, 2011.

Invited participant. MIT-Knight Civic Media Conference. Cambridge, Mass., June 22-24, 2011. Among 225 international participants, chosen by the John S. & James L. Knight Foundation and the Center for Civic Media at the Massachusetts Institute of Technology.

Editor for national conference student newsroom. Computer Assisted Reporting Conference. Investigative Reporters and Editors. Raleigh, N.C., Feb. 24-27, 2011.

Panelist. "Producing the CAR story: Techniques and alternatives to print." Investigative Reporters and Editors national computer-assisted reporting conference. Raleigh, N.C., Feb. 25, 2011.

Co-organizer. Invitation-only summit on "Bridging the Gap" in state government news coverage. Funded by the N.C. Center for Voter Education. Raleigh, N.C., Dec. 5, 2010.

Panel organizer and moderator. "How to Use a University: Opportunities for Collaboration Between Industry and Academia." Online News Association annual conference. Washington, D.C., Sept. 12, 2008.

Invited workshop participant. "Developing a National Strategy for the Preservation of Digital News." U.S. Library of Congress. Washington, D.C., Sept. 2-3, 2009. (48 workshop participants)

Invited speaker on "Citizen Journalism." Knight-Carnegie Initiative on the Future of Journalism Education. Shorenstein Center on the Press, Politics and Public Policy. Harvard University. Cambridge, Mass., June 20, 2008.

Panelist. "The Echo Chamber at Mach Speed: Meta-Reporting in the Nation's Capital." Association for Education in Journalism and Mass Communication. Annual Meeting. Washington, D.C., Aug. 12, 2007.

Panelist. "Maintaining Quality in the Face of New Media Pressures." Association for Education in Journalism and Mass Communication. Annual Convention. Washington, D.C., Aug. 11, 2007.

Editor for international conference student newsroom. Online News Association annual conference. Toronto, Canada. Oct. 17-19, 2007.

Panel Moderator: "Copyediting for multiple media" at the "Breakfast of Editing Champions." Association for Education in Journalism and Mass Communication. annual convention. Washington, D.C., Aug. 10, 2007.

North Carolina
Panelist. Community Voices Forum, "Fake News – the search for credibility," sponsored by *The News & Observer* and *WTVD*. Raleigh, N.C., August 30, 2017. http://www.newsobserver.com/news/politics-government/state-politics/article170497942.html

Invited speaker. Media Fellows Program at the DeWitt Wallace Center for Media & Democracy, Duke University. Presented lecture on "Media and Technology" for 17 journalists from Nanjing, China. Durham, N.C., Dec. 11, 2014.

"Open Data in North Carolina." Panelist. Sunshine Day conference. Sunshine Center of the N.C. Open Government Coalition at Elon University. Elon, N.C., March 17, 2014.

"Digital Records." Presentation at the N.C. Newspaper Academy. North Carolina Press Association. Chapel Hill, N.C., May 2, 2013.

"Show Your Work: Cheap & Easy Tools for Presenting Data." Presentation at the EcoAdvocate Seminars on Investigative Reporting and Public Records, Preserve Rural Orange. Durham, N.C., Nov. 20, 2012. http://vimeo.com/58031491

"Accessing Digital Open Records." Presentation at the N.C. Newspaper Academy. North Carolina Press Association. Chapel Hill, N.C., April 26, 2012.

 "Newswriting and Story Structure Ideas." Presentation at the N.C. Newspaper Academy. North Carolina Press Association. Chapel Hill, N.C., April 26, 2012.

Invited speaker. Media Fellows Program at the DeWitt Wallace Center for Media & Democracy, Duke University

Presented a lecture on online news writing and reporting to Chinese journalists. Durham, N.C., Aug. 17, 2011.

"Online Newswriting and Editing 2.0." Presentation at the N.C. Newspaper Academy. North Carolina Press Association. Chapel Hill, N.C., April 29, 2010.

"Online Newswriting and Editing." Presentation at the N.C. Newspaper Academy. North Carolina Press Association. Chapel Hill, N.C., May 8, 2009.

Invited speaker. Media Fellows Program at the DeWitt Wallace Center for Media & Democracy, Duke University. Presented lecture on online news writing and reporting for 17 journalists from Nanjing, China. Durham, N.C., Sept. 29, 2010.

"The Future of News." Keynote speaker at the annual meeting of the N.C. Association of Government Information Officers. Chapel Hill, N.C., Nov. 19, 2008.

 "Editing for Searchers & Scanners." Panelist at the Institute for Midcareer Copyeditors. Chapel Hill, N.C., July 16, 2008.

 "Online Newswriting and Editing." Panelist at the N.C. Newspaper Academy. North Carolina Press Association. Chapel Hill, N.C., May 9, 2008.

"It's Not Just Blogging: Giving Business News a Better Online Presence." Panelist at the fall conference of the Society of American Business Editors and Writers. Chapel Hill, N.C., Oct. 20, 2007.

"Web Tools for Political Reporting." Panelist at the N.C. Institute of Political Leadership and the John Locke Foundation. Raleigh, N.C., Sept. 8, 2007.

Professional Service: Judging Industry Competitions

Investigative Reporters and Editors. Screener, Gannett Award for Innovation in Watchdog Journalism. Joined *New York Times* and *The Guardian* staff as one of three screeners. December 2014.

Annual Awards of Excellence, Digital First Media Company, based in New York with more than 10,000 employees in 18 states reaching more than 60 million readers. Judge. http://www.digitalfirstmedia.com/ May 2013.

Online Journalism Awards. Online News Association. Judge. One of a 12-person panel selecting the final award recipients in all categories. University of Miami. Aug. 26-28, 2012.

Online Journalism Awards. Online News Association. Screener for the categories of Topical Reporting for large sites and Online Commentary for large sites. July 2012.

Online Journalism Awards. Online News Association. Screener for the categories of Specialty sites, affiliated and Breaking News for large sites. July 2011.

John S. & James L. Knight Foundation. News Challenge 2010. First and second round judging panel. Miami, Fla., November 2009-February 2010.

John S. & James L. Knight Foundation. News Challenge 2009. Final judging panel. Miami, Fla., Feb. 13, 2009.

Society for News Design. College News Design Contest. Judge for 2008 online news design competition. April 2008.

Florida Society of Newspaper Editors. Judge for 2008 Journalism Awards. March 2008.

Lawyers Weekly. Judge for 2008 Best Law Firm Web Site contest. February 2008.

Online News Association. Screener for 2007 Online Journalism Awards in the categories of General Excellence for large sites, Online Commentary for medium sites, and Specialty Journalism for small sites. August 2007.