

## RETHA HILL

Walter Cronkite School of Journalism and Mass Communication | 555 N. Central Ave., Phoenix, AZ, 85048 | Retha.Hill@asu.edu

### EDUCATION

Wayne State University, Detroit, Mich  
**B.A., Mass Communication** 1982

Honors: Cum Laude

Arizona State University  
**M.A. Candidate** 2012

### AWARDS

New Media Catalyst, NAMME 2007  
McCormick Fellowship, Chicago Illinois 1998 – 1999  
Who's Who in American College Students 1982

### TEACHING EXPERIENCE

Arizona State University, Cronkite School of Journalism & Mass Communication  
**Director and Professor of Practice – New Media Innovation Lab** 2007 - Present  
Developed program, syllabus and budget

**Lecturer Future and Business of Journalism** 2009  
Developed syllabus and administered all grades

University of Maryland, Phillip Merrill School of Journalism  
**Adjunct Professor – Multicultural Reporting** 2002-2006  
Developed syllabus and administered all grades

### RELATED EXPERIENCE

Black Entertainment Television Interactive Division  
**Vice President – Content Development** 1999 – 2007  
Developed BET.com, hired staff, created budget and programming schedule, provided strategic leadership

Washington Post-Newsweek Interactive  
**Executive Producer – Washingtonpost.com** 1995 – 1999  
Created local sections of web site, oversaw entertainment division, created jobs and other specialty content areas

Washington Post Newspaper  
**Reporter** 1987-1995  
Covered local government, education, social services

The Freedom Forum  
**Loaned Executive for High School Journalism Program** 1992-1993  
Revamped the high school journalism program for the District of Columbia, trained students and staff in newspaper production

Painted Desert Media, LLC  
**Owner** 2008 - Present  
Strategic leadership, content production consultant

### PUBLICATIONS AND PAPERS

*"Newspaper Industry on Life Support?"*

McCormick Fellows, My Turn	2009
<i>"How to Get a Job in Media"</i>	
Washingtonpost.com	2006
<i>"Attitudes Regarding Overweight, Exercise, and Health among Blacks (United States)"</i>	
Journal of Cancer Causes & Control	2005

**LANGUAGES**

English – native language

**MEMBERSHIPS**

Online News Association  
National Association of Multicultural Media Executives, Board  
Unity Journalism Organization  
National Association of Black Journalists  
McCormick Fellows