

# Andrew Heyward

(m) 917 952 1140

[aheyward@asu.edu](mailto:aheyward@asu.edu)

[aheyward@media.mit.edu](mailto:aheyward@media.mit.edu)

[andrew.heyward@gmail.com](mailto:andrew.heyward@gmail.com)

## **Professional Experience**

### **Cronkite School of Journalism and Mass Communication**

**Arizona State University**

Phoenix, AZ

*Senior Research Professor, TV News*

June 2018-Present

Leading the research component of a Knight Foundation-funded project to foster innovation in local television news; overseeing innovation hub at

[www.cronkitenewslab.com](http://www.cronkitenewslab.com)

*Faculty Associate*

Jan 2016-May 2016

Created and taught intensive workshop in advanced TV news storytelling to a select group of journalism students

### **Laboratory for Social Machines, MIT Media Lab**

Cambridge, MA

*Visiting Scholar*

2015-Present

Work with researchers at a computer science laboratory that explores how technology empowers human networks to effect positive change.

### **Cortico**

Cambridge, MA

*Senior Advisor*

Oct 2017-Present

Work with a non-profit spinoff from the Laboratory for Social Machines designed to foster a healthier public sphere through the creative use of AI; focused on projects to revitalize civic engagement and responsive journalism

**Heyward Advisory LLC**  
*Principal*

New York, NY  
2006-2018

Worked with individual media clients to develop digital and operational strategy and new video, television, online and mobile content

Sample assignments:

- Helped a major network news organization develop an integrated digital strategy and update its news-gathering and program production
- Helped create and develop an afternoon news program for a major broadcast network's owned television stations
- Helped a leading national magazine restructure its digital operations
- Helped develop a competitive and financial analysis for online video aggregation for a major broadcast network's news division
- Created a blueprint for radical reorganization of another major broadcast network's news division
- Helped a new business magazine owned by a leading publisher develop a television strategy
- Helped develop a new television magazine and website focused on energy and the environment for a Washington-based foundation
- Helped a leading women's website develop an online video strategy
- Helped Univision, the leading Spanish-language network on a series of news-related projects, most recently including digital expansion and creation of a new health unit and program
- Advised several media companies on strategy and execution in the emerging field of content marketing
- Advised the CEO of a leading digital publisher in the science field on a series of critical strategic and management issues
- Advised the Chief Content Officer of a major newspaper publisher on digital video strategy and execution
- Served as advisor to startups and early-stage companies (see below)
- Serve as frequent speaker and moderator on journalism and digital media

**MarketspaceNext**  
*Senior Advisor/Principal*

New York/Cambridge MA  
2006-2015

Worked with digital-media-focused boutique advisory practice to help diverse group of clients develop and implement digital strategy

Sample assignments:

- Helped a leading non-profit in the journalism and education arenas transform itself using digital platforms to drive growth and revenue
- Helped develop a digital strategy and crash course for top executives of one of the nation's largest magazine publishers
- Helped develop and execute a digital transformation program for 15 agencies owned by one of the four major advertising holding companies
- Co-developed new IP on "Customers 3.0" - changing role of consumer in era of digital technology
- Analyzed online video aggregation business for four of the nation's largest newspaper publishers
- Worked with several Canadian newspaper companies on transition to digital platforms
- Helped develop and present an all-day digital "boot camp" for content and marketing executives at the largest online sports website
- Helped develop a transformational integrated strategy for a non-profit organization in the science publishing and education arenas
- Co-authored an influential white paper on changing advertising landscape for Online Publishers Association
- Co-authored a [white paper](#) on cloud computing for Google

**CBS News**  
*President*

New York, NY  
Jan 1996-Nov 2005

- Managed strategy, operations, and \$500M P & L for division of 1500 employees and restored division profitability through smart fiscal management, structural reorganization, and expanded production
- Significantly grew CBS News programming in hours and reach
- Re-launched CBS News' weekday morning broadcast as THE EARLY SHOW in a state-of-the-art, street-level studio on Fifth Avenue in New York City, achieving six-year highs in audience and demographics
- Added the two-hour SATURDAY EARLY SHOW, which gave the News Division an important presence on a new day
- Achieved significant audience and demographic growth in programs such as FACE THE NATION and CBS NEWS SUNDAY MORNING
- Launched 60 MINUTES II, a weekday edition of the Sunday classic, in 1999; during its six-year run, the program was recognized with dozens of journalism awards and contributed at least \$200M to the bottom line
- Drove aggressive revamping of CBS Radio News, which then won three RTNDA/Edward R. Murrow Overall Excellence Awards
- Helped CBS NEWSPATH, the world's largest satellite newsgathering system and 24-hour news service of CBS News, launch NEWSPATH NOW, a cutting-edge advanced digital news-delivery system designed to meet the needs of local news producers and foreign clients
- Helped create Network News Service (NNS), an unprecedented domestic news cooperative with ABC and Fox designed to provide a more comprehensive service to affiliate news departments
- Spearheaded CBS News's move into new media: developed CBSNews.com into an award-winning website and a leader in providing free, advertiser-supported broadband video
- Played a key role in establishing the leading financial news website, CBS MarketWatch; served on its board of directors from its founding in 1997 to its acquisition by Dow Jones in January 2005
- Tenure as President was marked by an extraordinary number of broadcast journalism's most prestigious awards: 57 News and Documentary Emmys, 13 Peabody, 13 Alfred I. DuPont/Columbia University, six Overseas Press Club and 46 RTNDA/Edward R. Murrow Awards. The list of Murrows includes seven for Overall Excellence: four for television—including 2003, 2004 and 2005—and three for radio. (Before serving as President, personally won 12 national Emmy Awards)

*Executive Producer, CBS EVENING NEWS* 1994-1996

- Responsible for editorial and management oversight of network's flagship hard-news program

*Executive Producer, EYE TO EYE* 1993-1994

- Developed and launched prime-time magazine program

*Executive Producer, 48 HOURS* 1988-1993

- Developed and launched innovative weekly single-topic prime-time news program that was acclaimed for its groundbreaking style of story-telling, photography, and editing
- 48 HOURS won numerous honors, including a George Foster Peabody and multiple Emmy and Murrow Awards
- Program significantly enhanced News division profitability and still exists in revised form as 48 HOURS MYSTERY

*Sr Producer Producer, CBS EVENING NEWS* 1984-1988

*Producer, CBS EVENING NEWS* 1981-1984

**WCBS-TV News** New York, NY

*Executive Producer, 6 O'CLOCK REPORT* 1978-1981

- Oversaw leading daily news broadcast for flagship CBS station in #1 market

*Producer, 6 O'CLOCK REPORT* 1977-1978

*News writer and editor* 1976-1977

**WNEW-TV** New York, NY

*Producer, 10 O'CLOCK NEWS* 1974-1976

*Production Assistant, Assoc. Producer, News Editor* 1972-1974

## **Advisory Boards**

### **Simulmedia**

*Member, Board of Advisors*

New York, NY

2009-2020

- Venture-backed startup that is bringing behavioral targeting from the Internet to television

### **Wochit**

*Member, Board of Advisors*

Tel Aviv and New York

2013-2020

- Venture-backed Israeli startup that automates online video production

### **Bluefin Labs**

*Member, Board of Advisors*

Cambridge, MA

May 2011-Feb 2013

- Venture-backed startup that uses semantic data-mining to link television and social media; acquired by Twitter in Feb 2013

### **Everyday Health**

*Member, Advisory Board*

Oct 2011-Dec 2015

- Leading online resource for health and wellness

### **The Newsmarket**

*Member, Board of Directors*

New York, NY

2006-Dec 2011

- Early-stage, venture-financed Internet company built around online video platform to provide corporate communications to journalists and consumers

## **Public Service**

### **Craig Newmark Graduate School of Journalism CUNY Foundation**

New York, NY

*Member, Board of Directors*

Oct 2017-Present

### **School of Journalism, Stony Brook University**

Stony Brook, NY

*Member, Advisory Board*

Jan 2012-Dec 2018

*Chairman, Advisory Board.  
Center for News Literacy*

2008-Jan 2012

- Center to drive national expansion of innovative curriculum to teach “news literacy,” developed at the School of Journalism at Stony Brook University and designed to give future news consumers the analytical tools they need to identify credible sources of information in the digital era

### **Center for Communication**

New York, NY

*Member, Board of Directors*

1999-Present

- Non-profit group that creates seminars, workshops, and other programs to connect NY-area college students, many from disadvantaged backgrounds, with media industry professionals in their fields of interest

### **The Paley Center for Media**

New York, NY

*Member, Board of Governors, Media Council*

2006-2012

*Advisor for and participant in numerous conferences and programs*

*Moderator and co-creator, “The Next Big Thing in Digital News Innovation”*

- A series of forums in New York, Chicago, and Los Angeles showcasing news and information startups for an audience of high-level media executives and investors

## **Harvard University**

Cambridge, MA

*Member, Media Advisory Group*

Sep 2010-Dec 2015

- Committee of alumni appointed to advise senior management on University press, outreach, and communications strategy

*Guest Lecturer, National Preparedness Leadership Initiative*

June 2012-Dec 2019

- Joint program of HSPH and HKS to help train first responders and law enforcement officials to lead in times of crisis

*Member, Digital Community and Social Networking  
Advisory Group*

Aug 2009-Nov 2011

- Committee appointed by the University president to advise on digital strategy for Harvard (dissolved after initial goals were accomplished)

## **Lincoln Center for the Performing Arts**

New York, NY

*Member, New Ventures/New Media Committee*

2009-2012

- Committee to advise the president of Lincoln Center and his staff on digital strategy and outreach

## **Colgate University**

Hamilton, NY

*Member, Board of Trustees*

1999-2005

- Governing board of leading liberal arts university; initially recruited by University president to fill open parent slot but then asked to serve second 3-year term in my own right – only non-alumnus in that category
- Served on search committee that found and recruited Colgate's first woman president, Rebecca Chopp (now president of Swarthmore)

## **Education**

A.B., Harvard University (*magna cum laude*)