

# CURRICULUM VITAE

RETHA HILL

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## EXPERIENCE SUMMARY

### JOURNALISM

**The Detroit Free Press**, editorial assistant and reporter (1983)

**The Charlotte Observer**, reporter (1984-1987)

**The Washington Post**, reporter (1987 – 1995)

**Washingtonpost.com**, founding editor, executive producer (1995 – 1999)

**BET Interactive**, founding vice president for content (1999 – 2007)

### TEACHING

**Arizona State University**, Walter Cronkite School of Journalism and Mass Communication, professor of practice, director New Media Innovation & Entrepreneurship Lab (2007 – Present)

**University of Maryland**, Philip Merrill School of Journalism and Mass Communication, adjunct professor, graduate school (2002-2006)

### PHILANTHROPY

**The Freedom Forum**, executive in residence, loaned from The Washington Post to the District of Columbia Public Schools (1992-1993)

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## EDUCATION

M.A., Liberal Studies, Arizona State University, 2012 (Summa Cum Laude)

B.S., Journalism, Wayne State University, 1982 (Cum Laude)

Certificate, Gamification, Wharton School of Business, University of Pennsylvania (online)

Additional education:

- Python for Everyone (Coursera)
- HTML, CSS, JS (Coursera)
- C# (online)
- Georgetown University, Liberal Studies Graduate School

Skills:

- HTML, CSS
- Python (beginner)
- C# (intermediate)
- Video Editing
- Graphic Design
- 3D modeling (beginner)
- AR design

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## GRANTS

**\$125,000, Freedom Forum**, Executive in Residence, to remake the Washington, D.C., high school journalism program; train advisors, principals and students, 1992

**\$90,000, Knight News Challenge**, grant to create a neighborhood engagement application called "Seed Speak," 2010

**\$12,000, J-Lab**, women entrepreneurs grant to build an Augmented Reality Black History grant, completed in 2011, deployed in 12 U.S. cities

**\$30,000, Knight Foundation Prototype**, grant to create the Playable Media Story Builder, which allows journalists and other content creators to build narrative games without coding, launched 2015

**\$30,000, Knight Foundation Prototype**, grant to create a Unity software tool to allow journalists to create location-based data virtual reality visualizations, 2017. The Neighborhood Data Visualization tool was launched spring 2018; available on GitHub

**\$1,000**, grant to build a news game about sexual harassment in the workplace, funded by CounterAct, an arts-based initiative for sexual violence prevention at ASU; available at <http://bit.ly/MeTooGame>

**\$1,200**, grant to build a voice-controlled app to give listeners ideas on combating sexual harassment. Grant from CounterAct, an arts-based initiative for sexual violence prevention at ASU, completed project launched January, 2019; available on Alexa Skills page

**\$15,000**, grant from the National Association of Broadcasters Pilot Innovation Challenge to build an augmented reality extreme weather system for local broadcasters, MVP launched April 2019

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## AWARDS

Pilot Innovation Challenge Innovator Award, 2019

Native American Journalists Association, Features Award, 2017

National Association of Broadcasters Innovation Award, 2016

Change Maker Central, 2016

Louis R. Lautier Career Achievement Award, 2015

National Association of Black Journalists Salute to Excellence, 2013

ASU's 10000 Solutions Finalist, 2012

ASU CET Excellence in Diversity Award, 2011

New Media Catalyst, National Association of Minority Media Executives, 2007

J-Lab Community News, 2004

McCormick Fellowship, 1998

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## TEACHING EXPERIENCE

**Arizona State University**, Walter Cronkite School of Journalism, 2007 – Present

Director, New Media Innovation and Entrepreneurship Lab, 2007- Present

News Games, created syllabus, materials for the new course, 2014, 2015

Media Entrepreneurship, developed online class for both undergraduate and graduate sections, 2015 – Present

Fellow, Center for Games and Impact, 2013 - Present

Lecturer, Business and Future of Journalism, 2009

USA Today Network High School Innovation Camp, 2017

**University of Maryland**, Philip Merrill College of Journalism, adjunct instructor, developed multicultural reporting class for the graduate program, 2002-2006

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## RELATED EXPERIENCE

**Black Entertainment Television Interactive Division** 1999-2007

Vice President – Content Development

Created the Interactive division for the BET Network; led BET.com to status as the number one most visited sites for African American news and information; successfully integrated Internet content into BET television offerings; won awards for online content from National Association of Black Journalists, Scripps Interactive and the Online News Association

**Washington Post-Newsweek Interactive** 1995-1999

Executive producer for special sections after two years as Metro editor for the online content site for The Washington Post

**Washington Post Newspaper** 1987-1995

Metro reporter covering local government and social justice issues

**The Charlotte Observer** 1984-1987

Reporter covering local government in South Carolina and Charlotte City Hall

**The Freedom Forum** 1992-1993

Newspaper Executive in Residence

Loaned executive to the Washington, D.C., high school journalism program; improved workflow for 22 high schools; trained advisors; implemented online production

**Playable Media, LLC** 2015 – Present

Co-founder of serious games company and developer of the Story Builder narrative game engine

<b>Painted Desert Media, LLC</b>	2008 – 2017
Owner of content production and consulting company	
<b>Nozzle Media, LLC</b>	2012-2013
Board Member	
<b>Seed Speak, LLC</b>	2010 – 2012
Co-Founder	
<b>Black Elder Care</b>	2012 – Present
Founder of the only site aimed at elder care issues in the African American community	
<b>Arizona Center for Investigative Reporting</b>	2012-2015
Advisory Board Member	
<b>Baltu, LLC</b>	July 2019 – Present
Advisory Board Member	

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## PUBLICATIONS, PAPERS & ONLINE

### Online sites:

[TerrainialVR.com](http://TerrainialVR.com)

[PlayableMedia.org](http://PlayableMedia.org)

[BlackEldercare.com](http://BlackEldercare.com)

### Articles:

How We Created a Startup Culture at ASU’s Cronkite School”

PBS Media Shift (2012)

“ONA Boston Succeeded in Diversity”

PBS Media Shift (2011)

“What Augmented Reality Can Do for the Media Industry”

PBS Media Shift (2011)

“SeedSpeak Launches, Uses GeoTags to Solve Community Problems”

PBS Media Shift (2011)

“People of Color Must Innovate or Die in Digital Media “ (2011)

PBS Media Shift

“News Needs Innovators”

Quill Magazine (2011)

“Why Are New Media Conferences Lacking in Minorities”

PBS Media Shift (2010)

“Newspaper Industry on Life Support?”

McCormick Fellows, My Turn (2009)

“African Americans and the Digital Challenge”

Focus Magazine (2006)

“Digging Digital”

Chapter, Ask the Recruiter (2008)

“How to Get a Job in Media”

Washingtonpost.com (2006)

**Books:**

Something Wrong with Mama (manuscript in editing)

**Academic Publications:**

“Attitudes Regarding Overweight, Exercise, and Health Among Blacks (UnitedStates)”  
Journal of Cancer Causes & Control **2005**

Build That Wall!	2019
Hoaxes and Havoc news game (completed)	2019
Inappropriate Behavior news game	2018
Journalism Ethics Game	2017
Data Run	2017
Rigged or Rigorous?	2016

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## Apps

Tiny Desk Reporter AR app (Alpha)	2018
AR Story AR (BETA)	2018
Cronkite News VR app	2016
OnTime PHX smart watch and smart phone (IOS & Android)	2015
Mobile Scoring App	2014
AZ Wildfire Tracker	2014
Hiking App (iOS)	2012
Urban Devil (iOS and Android)	2012
SmartPHX (iOS and Android)	2011
Black History AR Mobile App	2010
SeedSpeak app (iOS)	2010
Cronkite News Mobile 1.0	2009
Guardian Representative Finder app (iOS)	2009

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## Speaking & Conferences

Keynote Address, Hacking the Library of the Future	
Libraries Futures, Community Catalyst Conference	
OCLC Global Library Cooperative	Oct 2019
Featured Speaker, Equity Exchange	

Center for Gender Equity in Science & Technology	Sept 2019
Featured Speaker, Panel, What's That You Say Smart Speakers and Voice Assistants	
Common Sense	April 2019
Presenter, NAB Show	April 2019
Presenter, The Modern Journalism Student Facebook's Accelerate News Conference	March 2019
Moderator, Entrepreneurship Panel Women of Color in STEM Conference, ASU	October 2018
Media technology Plenary speaker, NABJ national convention	August 2018
"Black journalists and Media Innovation" Keynote address at Region III convention, NABJ	April 2018
"What is Human Centered Design" Journalism Hackathon, University of North Texas	October 2017
"Virtual Reality in Journalism" Arizona American Institute of Architecture State Conference	October 2017
"Virtual Reality and Journalism" National Association of Black Journalists Conference	August 2017

“How Virtual Reality Can Enhance Business Reporting”		
Society of Business Editors and Writers Conference		March 2017
“Innovating the News”		
Lunes3punto0, Costa Rica		October 2016
“Attitudes Toward News Games”		
Transformations Colloquium, Ryerson University		April 2016
“Games, Innovation and Journalism Education”		
JoLT Conference, American University		September, 2015
“VR and Hype”		
Mobile Me & You, University of Nebraska		2015
Online News Association:		
“Teaching Innovation”		2017
“Diversity in New Media”		2011
“Augmented Reality”		2011