

CURRICULUM VITAE

RETHA HILL

Retha.Hill@asu.edu

602-496-3908

rethahill.com

@rethahill

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)

ENTREPRENEURSHIP

Playable Media, LLC, founder of ed-tech and serious games company, 2015 Present

AncestoriesXR, founder of a genealogy storytelling technology platform that turns the stories of family members into interactive, extended reality mini-documentaries, 2019 - Present

Painted Desert Media, founder of a digital media consulting business, 2008-2017

PHILANTHROPY

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

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

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

\$5,000, grant from Journalism 360 to create a curriculum to teach women professors of colors immersive media and game design

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

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

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

Painted Desert Media, LLC

2008 – 2017

Owner of content production and consulting company

Nozzle Media, LLC

2012-2013

Board Member

Seed Speak, LLC

2010 – 2012

Co-Founder

Black Elder Care

2012 – Present

Founder of the only site aimed at elder care issues in the African American community

Arizona Center for Investigative Reporting

2012-2015

Advisory Board Member

Baltu, LLC

July 2019 – Present

Advisory Board Member

PUBLICATIONS, PAPERS & ONLINE

Online sites:

AncestoriesXR.com

TerrainialVR.com

PlayableMedia.org

BlackEldercare.com

Articles:

“The Emancipation Oak, where ‘Contraband’ became free, Yahoo! News, Feb (2021)

“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**

Games

Carbon Footprint Game	2020
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

Apps

Ancestories XR Creation Tool	2020
360 Sexual Harassment, Virtual Reality Trainer	2020
AR Weather Creation Tool	2019
Tiny Desk Reporter AR app (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
The Guardian Elected Representative Finder app (iOS)	2009

Speaking & Conferences

Black Women Entrepreneurs Panel, J. Orin Edson Entrepreneurship + Innovation Institute	Feb 2021
Immersive Media; What's New, NABJ Regionals	Summer 2020
Where am I? The Importance of Place, School of Earth and Space Exploration, ASU	Summer 2020
Startup Mentor, Two-Day Launch Camp, Seed Spot	Aug 2020
Panel Member, Teaching Entrepreneurship, AEJMC	Aug 2020
Panel Member, Pitching Diverse Media, Phoenix PRSSA	Feb 2020
Speaker, Table Stakes, National Association of Broadcasters	Feb 2020
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

Toronto, Canada

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