# robert hernandez

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**experience**

### Assistant Professor of Professional Practice

*USC Annenberg School for Communication & Journalism – Jul 09 to present*
Full-time faculty focused on advancing the school's digital curriculum for both the graduate and undergraduate level. Created and taught classes on Digital Journalism, including Advance Multimedia Storytelling and AR Storytelling, for both graduate and undergraduate. Classes produce award-winning projects.

### Adjunct/Instructor

*Poynter Institute - Beginning Jan 14*
Joining Poynter, one of the most influential journalism organization, as an adjunct faculty member, will participate, organize and teach at least two workshops in St. Petersburg, do some NewsU webinars and produce content for the website. The workshops include Teachapalooza, Curriculum Conference, The Power of Code and others.

### Consultant/Authority

*Webjournalist Freelance - Jul 09 to present*
From organizing national conferences to customizing training in newsrooms to writing pieces published in national publications (Columbia Journalism Review, Nieman Lab, Poynter and others) to being a featured speaker. Have become an authority/expert in a variety of Digital Journalism topics, including Augmented Reality, Mobile Journalism, Real-Time Reporting and Social Media, Agile Development in the Newsroom, Diversity + Digital and Leading in a Digital Age.

### Director of Development

*The Seattle Times – May 08 to Jul 09*
Senior editor shaped and executed the vision for the site and company. Led a dedicated team of engineers and designers in research and development focusing on creating innovative tools and applications for both staff and readers. Projects: taxonomy, commenting, mobile site, Mapping the News: World Edition and 2008 election coverage.

### Senior Producer / News

*The Seattle Times – Mar 07 to May 08*
Managed a diverse team focused on news (local, nation, world and business) online - including daily production, breaking news and special projects. Oversaw workflow infrastructure and site development, worked closely with every department to transition to Web and taught multimedia storytelling techniques.

### News Producer

*The Seattle Times – Nov 02 to Mar 07*
Charged with focusing on the homepage, changed the newsroom's culture by updating the site with latest staff-generated news. Special projects include: 2004 Presidential Election, Conflict in Iraq, Mount St. Helens, Columbia Disaster. Brought audio and video elements to daily content without vendor software.

### Web Designer/Consultant

*La Prensa Gráfica (San Salvador, El Salvador) – Mar 02 to Aug 02*
Manages the digital staff and led the re-design to improve El Salvador's largest daily newspaper site. Special projects: The 2002 World Cup, George W. Bush visit, Crisis in Venezuela.

### Web Producer

*San Francisco Chronicle/SF Gate – Nov 00 to Dec 01*
Photo editor and designer for the Bay Area's premier Web portal. Focused primarily on Chronicle-based specials and the Day in Pictures column. Special projects include: AIDS at 20.

### Web Director

*News Watch – Aug 00 to Dec 01*
Designed, developed and maintained the media watchdog's Web site. News Watch is a non-profit organization focused on educating and diversifying the journalism industry.

### Online Editor

*Hearst-owned San Francisco Examiner – Nov 99 to Nov 00*
As a member of a 7-person team, helped develop and design eXaminer.com, as well as edit daily content. Special projects: Dying Young, Reflections and Bay to Breakers.

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**professional activities**

## > BOARDS, ORGANIZER AND INDUSTRY LEADER

**Co-creator of #WJCHAT**
Feb 10 to present | A globally recognized weekly Web journalism chat held through Twitter known as a knowledge exchange, that has built a community of students, aspiring and working journalists. @wjchat http://wjchat.com

**Online News Association Board of Directors**
Jan 11 to present | Elected to serve two terms to guide the strategy/direction of the leading digital journalism organization in the world. From conferences to training to diversity in digital issues, plays an active leadership role.

**Glass Journalism / Google Glass Explorer**
Summer 13 to present | Selected to be one of the first to beta test Google's experiential wearable computer. My focus is to continue to explore contextual storytelling and Augmented Reality. @glassjournalism http://glassjournalism.org

**Augmented Reality (AR) + Journalism**
Fall 13 | Exploration and experimentation into the emerging technology, through the prism of journalistic storytelling. Has led to the creation of a new journalism course. @arjournalism http://arjournalism.tumblr.com

**Teachapalooza, Poynter**
Jun 13 | Was a featured speaker and instructor at the three-day workshop for journalism educators. Presented on the Power of Code and co-led a hands-on session about Code in the Classroom, with a focus on teaching instructors how to teach code at their institutions.

**Professional in Residence, American Public Media's Marketplace**
Sep 12 to Nov 12 | Embed in the newsroom, aimed at advancing the digital culture for the award-winning news organization. Offered a series of hands-on workshops, one-on-one mentoring and consulting on editorial strategies.

**Hearst Professional in Residence, University of Colorado**
Sep 12 | Did a two-day visit to the Boulder campus, guest lecturing in many classes and meeting with the school's leadership to discuss the industry and how we educate modern journalists.

**Ruben Salazar Project**
Spring 12 | Winner of two AEJMC Best of the Web awards (for design and technological innovation), this directed research course made a student-produced interactive, multimedia site looking at the legendary journalist's personal archives. http://rubensalazarproject.com

**Creator of Learn Code For Journalism With Me Project**
Mar 12 | Launched an innovative way of learning programming for journalism. Combining G+ Hangouts and Codecademy's Code Year, journalists from across the country came together to teach themselves code, like JavaScript and Python. http://learncodefor.journalismwith.me

**National Association of Hispanic Journalists Board of Directors, Lifetime Member**
Served as Online Officer At-Large for three years; Co-program chair for conference; Organized New Media workshops for more than five conferences; ran student online project for more than 5 years; alumni of several student projects.

**Experimental/Innovative Courses, USC Annenberg**
In addition to overhauling and standardizing the require grad and undergrad digital courses, created innovative electives offered to journalism, Public Relations and other non-Annenberg students in different programs: Advanced Multimedia Storytelling, which experiments storytelling with code; AR Storytelling + Journalism, which explores the emerging technology as a storytelling by augmented the historic downtown Los Angeles Public Library.

**Committee Member, USC Annenberg**
As full-time faculty, has serviced on several key committees as part of his service. They include: Grad/Undergrad Curriculum, Director's Search, Digital Professor Search, Merit, Admissions, Technology, Non-Tenure Track, others.

**Conference speaker**
Has spoken and led workshops at countless conferences around the world. Some of them include: SXSW, ONA, Newsfoo, SparkCamp, Excellence in Journalism, (SPJ + RTDNA), NAHJ, AAJA, CCNMA, the International Journalism Festival (Perugia, Italy) and many more. Topics range include Real-Time Reporting, Tech & Tools, Mobile Journalism, Augmented Reality + Journalism, Code and Journalism, Principals of Journalism, Diversity in Digital and more.

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**professional activities**

**More**

- **AEJMC "Why All Your Students Must Be Programmers" panel:** Participated in a lively about how much coding every journalism student needs to learn. I called it the #AEJMCBattleRoyale.
- **Annenberg Community College Journalism Day and Annenberg High School Journalism Day:** Presented the latest Tech and Tools to attendees.
- **California Chicano News Media Association (CCNMA)**: Keynote speaker and workshop presenter.
- **Careers Day @ CSUN:** Featured speaker to aspiring journalists
- **Chief of Naval Operations Strategic Studies Group:** Presented a half-day workshop on Modern and Mobile Journalism to this group at the Naval War College
- **Communications Week at Cal State Fullerton:** Featured speaker discussing Web journalism
- **Digital Training at Telemundo:** Offered a hands-on training on Real-Time Reporting and Branding.
- **HHLA:** Co-organizer of Hacks/Hackers Los Angeles fostering the Web Development journalism community in Los Angeles, through hackathons and presentations.
- **International journalism Advisory Panel for Macleay:** Advise the Sydney-based journalism school.
- **JEA/NSPA National High School Journalism Convention:** Gave a presentation on Tech and Tools during the conference held in Anaheim.
- **Journalism in Jeddah (Saudi Arabia):** Lectured to students and consulted media companies on journalism principals and social media through the U.S. Consulate in Jeddah.
- **Keynote at Kiplinger Program in Ohio:** Was the featured speaker to kickoff the bootcamp.
- **Knight News Challenge Judge:** Reviewed and voted on the proposals for this prestigious award.
- **Mobile Journalism in Latin America (Quito, Ecuador):** Co-presented on Mobile Journalism.
- **ONA.LA:** Lead organizer of local events to build the Web journalism community in Los Angeles.
- **PBS SoCaL's Interactive Advisory Council (iAC):** Joined the advisory group.
- **Periodismo + Mobile for Knight Center Webinar:** Presented, in Spanish, on Mobile & Journalism for journalists from Spain, Argentina, Mexico and other Latin American countries.
- **Public Radio Program Directors Conference:** Presented on Practicing Journalism in the Digital Age.
- **PyLadies Intro To Python Workshop @ USC Annenberg:** Organized an all-day, hands-on bootcamp.
- **SPJ Digital Media Committee:** Recently was invited to join this committee.
- **SXSW 2014:** If Content Is King, Who is Sheriff? panel among the first selected for the 2014 program.
- **Unity 2012 Co-Program Chair**: Successfully organized the entire programming for the largest journalism conference in 2012. Working with the UNITY alliance organizations, co-led programing that was forward thinking, engaging and informative.
- **VOX: The 4D Summit:** Attended the inaugural conference that brought together people in Augmented Reality around the Los Angeles area.

## > PUBLISHED WORK

**Nieman Journalism Lab**

- Reboot journalism school? Take control of your education instead: http://www.niemanlab.org/2011/12/robert-hernandez-for-journalisms-future-the-killer-app-is-credibility/
- For journalism's future, the killer app is credibility: http://www.niemanlab.org/2011/12/robert-hernandez-for-journalisms-future-the-killer-app-is-credibility/

**Columbia Journalism Review**

- For their The Future of Media (this minute, at least) issue, I was given a two-page spread to talk about innovative tech and tools, based on my curated page. App Pupil piece: http://blog.webjournalist.org/2012/09/08/my-work-featured-in-cjr-twice/

**Poynter**

- Co-Editor of Poynter + Hacks/Hackers: A weekly series that has technologists write/share 'how tos' on using the latest technology to develop/code for journalism. http://www.poynter.org/tag/hackshackers/
- The Power of Code, a post for Poynter: http://www.poynter.org/how-tos/digital-strategies/224337/what-journalists-need-to-know-about-the-power-of-code/

**Online Journalism Review**

- What if we are part of the voiceless community? http://www.ojr.org/ojr/people/webjournalist/201106/1987/

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## professional activities

- Digital + Diversity: What does your newsroom reflect?
  http://www.ojr.org/ojr/people/webjournalist/201101/1926/
- The Egyptian revolution, and how a premature report of Mubarak's departure spread
  http://www.ojr.org/ojr/people/webjournalist/201102/1942/

**More**
- A plea: Why you should not leave journalism http://blog.webjournalist.org/2013/03/28/a-plea-why-you-should-not-leave-journalism/
- My Google Glass app ideas for different news orgs http://blog.webjournalist.org/2013/05/24/my-google-glass-app-ideas-for-different-news-orgs/
- Contributed to the Can Pop Culture Save the Nerds? post: http://bit.ly/13JfmtJ
- My response to The Hartford Courant's "Spanish-language strategy" with Google Translate: http://bit.ly/QJIAjc

### > INTERVIEWS
As a leading source for technology and journalism innovation, profiled and interviewed as an expert:
- The Chronicle for Higher Learning: Glass in the Classroom
  http://chronicle.com/blogs/wiredcampus/professors-envision-using-google-glass-in-the-classroom/44401
- PBS MediaShift on Glass Journalism: http://www.pbs.org/mediashift/2013/08/mediatwits-89-google-glass-revolutionizing-news-or-public-annoyance/
- Featured in Tom Rosenstiel's Poynter article "Why we need a better conversation about the future of journalism education" http://www.poynter.org/latest-news/the-next-journalism/210196/why-we-need-a-better-conversation-about-the-future-of-journalism-education/
- WBUR On Point: Hour-long guest discussing Crowdsourcing and the Future of News
  http://onpoint.wbur.org/2011/09/23/crowdsourcing
- The New York Times: Interviewed as an expert exploring a U.C.L.A. Student's video rant against Asians
  http://www.nytimes.com/2011/03/16/us/16ucla.html
- CNN.com: Interviewed as a source for phone-hacking scandal and social media
  http://www.cnn.com/2011/WORLD/europe/07/19/uk.phone.hacking.world.media/index.html?iref=allsearch
- Internet Radio: Known for having discussions with some of the tech industry's leading thinkers, was interviewed and profiled for the episode. http://www.internetevolution.com/radio.asp?doc_id=232303
- ProfNet's #ConnectChat: Featured guest discussing Tech Tools for Web journalists
  http://www.profnetconnect.com/evelyntipacti/blog/2011/06/08/connectchat_recap:_tech_tools_for_web_journalists.?lang=en

### > ADDITIONAL PROJECTS
Side projects produced for in or out of classroom experiences.
- **Diversify Journalism With Me:** A crowdsourced site of people of color that do digital journalism
  http://diversify.journalismwith.me
- **Horizontal Loyalty:** Site that promotes Robert Krulwich's concept of collaboration over competition:
  http://horizontalloyalty.com/
- **JournoLab:** A hack-a-thon project that aims to connect journalists and technologists by skills and location [early beta] http://journolab.com
- **#jtech:** Hashtag that collects journalism + technology information
- **Mapping the News:** Mapping breaking news around the world [Alpha] http://mappingthenews.com
- **Tech & Tools:** More than 100 tools curated for multimedia storytelling: http://bit.ly/techandtools

## education

**San Francisco State University**
*Graduated 2000*

**Los Angeles Pierce College**

**Escuela America**
High School in El Salvador
*Graduated 1994*