

**WILLA A. SEIDENBERG**

Office phone: 213-740-4301 | Email: seidenbe@usc.edu

**Annenberg School for Communication and Journalism, University of Southern California**

- **Professor of Professional Practice** **2012-present**

Teach radio journalism, podcasting and digital media courses. Committee service: Journalism Graduate Admissions and Recruitment, Faculty Council, Merit Review, USC Campus Climate, Curriculum, Journalism Committee on Appointments, Promotions and Tenure, Teaching Excellence Task Force, Media Center Faculty Committee

- **Producer, Save As podcast** **2020-present**

Co-creator and producer of original podcast for the Heritage Conservation program, Save As: NextGen Heritage Conservation.

- **Fellow, USC Center for Excellence in Teaching** **2018-present**

Journalism School's representative to CET training program in its inaugural session.

- **Founder/Director, Annenberg Radio News (ARN)** **2007-2020**

Founded and directed program in which students produce a live radio newscast, podcasts and an Alexa briefing. ARN newscasts and reporting have won numerous awards from the Broadcast Education Association, LA Press Club, and the Society for Professional Journalists Mark of Excellence.

- **Co-founder/Director, Intersections South LA** **2008-2016**

Reporting laboratory for journalism students at USC to learn reporting with cultural fluency from communities long overlooked by mainstream media.

- **Assoc Professor of Professional Practice** **2010-2012**

- **Lecturer** **2000-2010**

- **Associate Director, ATVN** **2000-2007**

**Antioch College, Yellow Springs, Ohio** **1981-1983**

- Adjunct Faculty.

Designed and taught one advanced and two beginning courses on radio journalism each year.

**JOURNALISM EXPERIENCE**

**KCAL-TV, Los Angeles, CA** **1992-2000**

*News Writer/Associate Producer* for Emmy award-winning daytime newscast.

**WBZ-TV, Boston, MA** **1987-1992**

*Producer/News Writer* for newscasts.

**WGBH-FM, Boston, MA** **1991**

*News Anchor*: Produced, wrote, anchored, and board-operated local news break-ins.

**WBUR-FM, Boston, MA** **1986-1987**

*News Reporter/Producer*: General assignment news and feature reporter. Covered landmark Woburn Toxic Waste Trial and was part of live election reporting.

**WYSO-FM, Yellow Springs, OH** **1978-1983**

*News and Public Affairs Director/Arts/News Reporter*: Produced, reported and hosted news and arts programs.

**FREELANCE REPORTING** **1986-1992**

National Public Radio; Canadian Broadcasting Corporation; Boston Business Journal; Marketplace; Ofredia

## ORAL HISTORY/PHOTOGRAPHY PROJECTS

Created and organized documentary exhibitions; conducted extensive research, conducted interviews throughout the U.S. and Viet Nam, and wrote first-person accounts of the interviewees' experiences.

<b><i>Memories of the American War: Stories From Viet Nam</i></b>	<b>1993-1997</b>
<b><i>Women of the Southeast Asian Diaspora</i></b>	<b>1995-1997</b>
<b><i>A Matter of Conscience: GI Resistance During the Vietnam War</i></b>	<b>1987-1992</b>

## SELECTED PUBLICATIONS

Dessau, Emma and Willa Seidenberg, "Adding to the Teaching Toolkit: How to use podcasting in the classroom," *Journal of Media Literacy* (online journal), August, 2020.

<https://www.journalofmedialiteracy.org/copy-of-thevenin-parkin>

Carver, Ron, editor, and David Cortright and Barbara Doherty. *Waging Peace in Vietnam: US Soldiers and Veterans Who Opposed the War*. New Village Press, 2019.

Parks, Michael, editor, *News Writing For All Media: Newspapers, Radio, Television and Online*, University of Southern California, Los Angeles, CA, 2002

Seidenberg, Willa and William Short, *A Matter of Conscience and Memories of the American War*, Sheehan Gallery Sheet, November 1996

Seidenberg, Willa and William Short, *A Matter of Conscience: GI Resistance During the Vietnam War*. Addison Gallery of American Art, Andover, Massachusetts, 1992

Seidenberg, Willa and William Short, "A Matter of Conscience: Resistance Within the US Military During the Vietnam War," *Vietnam Generation*, Volume 2, Number 1, 1990

## AWARDS/GRANTS

**Irvine Leadership Award** 2018 Wrote successful nomination for TXT co-founder Oscar Menjivar

**McCormick Foundation grant** 2009, 2010

**New Voices J-Lab grant** 2009

**Annenberg Dean's 3 I's Fund**, 2008

**Golden Mike Award for Best Newscast Writing**, Los Angeles, 1997

**The Puffin Foundation**, Teaneck, NJ, 1994

**The Lucius and Eva Eastman Fund**, New York, NY, 1993, 1992, 1988

**Thomas Forcade Award**, Boston, MA, 1992

**The Massachusetts Foundation for Humanities and Public Policy**, 1992, 1988

**William Joiner Center for the Study of War and Social Consequences**, University of Massachusetts, Boston, MA, 1988, 1987

## EDUCATION

Bachelor of Arts, Antioch College, Yellow Springs, Ohio

**1978**

Candidate for masters degree in Heritage Conservation, USC School of Architecture.