Peggy Bustamante

Educator | Administrator | Journalist | Web Developer

Highly motivated educator, media and information technology professional with broad experience in web development, multimedia, editing, design and teaching. Recognized for the ability to teach complex coding concepts to non-technical professionals. Has a track record of motivating others as well as driving complex projects to successful completion. Learns new technology quickly and applies skills to ensure projects meet tight deadlines.

- Associate Dean for Diversity, Inclusion and Access, implementing Annenberg's Diversity Plan and furthering the School's commitment to diversity and inclusion.

- Associate Professor of Professional Practice at USC Annenberg School for Communication & Journalism, teaching students coding for creative storytelling.

- Numerous assignments editing, writing and designing pages in a media environment — at newspapers and on the web — including four years managing a production staff and coordinating a dozen freelance writers and designers.

- Extensive experience in web development and multimedia, using HTML5, CSS, JavaScript/JQuery, PHP, MySQL, Python, Backbone.js, Responsive Design, Bootstrap, as well as video and audio for web presentations.

EXPERIENCE

University of Southern California | Annenberg School for Communication & Journalism
Associate Dean for Diversity, Inclusion and Access, Dec. 2017–present

Appointed Interim Associate Dean for Diversity, Inclusion and Access in early December 2017, and took the lead in getting the Annenberg 5-Year Diversity Plan to completion for the Provost's Office deadline of Dec. 31, 2017.

Named Associate Dean for Diversity, Inclusion and Access in September 2018.

Accomplishments:

Relaunch of Annenberg's two student mentoring programs:
Faculty/student mentor program, called Annenberg Resource Mentoring which targets incoming students; and the student/alumni mentor program, which is a partnership between Alumni Relations, Career Development and DI&A that targets is geared toward pairing First Gen and POCs with alumni mentors.

Diversity and Inclusion Training:
Launched a pilot series of training sessions in response to student concerns that they were ill prepared to navigate issues of discrimination and harassment in the workplace:

- The MS course JOUR 547: Navigating the Media Marketplace was rewritten to include extensive discussion on diversity and inclusion in the workplace, how to foster it and how to deal with discrimination. It was extremely successful. (Many students wrote thoughtful notes expressing as much.)

- Early in the Fall 2018 semester, there were two sessions on dealing with harassment inside and outside of the newsroom/workplace that were organized by the Journalism side but open to the whole school.

Student Success Fund endowed for $1 million
Development met its goal of $1 million for the Student Success Fund's mission of helping

students with financial need. The fund, supported by Student Services, has already seen a high demand and has provided significant help to deserving students.

Establishment of Annenberg Staff Council
The Annenberg-wide Staff Council, a self-governing entity, was established in fall 2018.

Diversity website launched
The new Diversity, Inclusion and Access website launched in November 2018. The site serves as a resource portal as well as a showcase of the DI&A work that is done at Annenberg. Link: https://annenberg.usc.edu/about/diversity-and-inclusion

Diversity Plan 2019 update
During Spring 2019, I solicited input from three Diversity Council subcommittees, the Faculty Affairs Council and the Journalism School Diversity Committee. The Plan was updated with a significant structural overhaul. Goals were refined. Strategies were defined specifically to address the goals. Tasks and timelines were added so that specific steps could be outlined, assigned and checked off. A Progress Tracker was added to monitor School's progress and to ensure that goals are met.

Manage Diversity funds:
Diversity funding is a valuable tool to help Annenberg's diverse student population and level the playing field. Student educational and professional development takes priority when I allot funds.

- The funds are used to send students to affinity group conferences. Every year we send at least two students to the NABJ, NAHJ and AAJA conferences. In addition, I have used the diversity funds to send a student to Kansas to research and write a capstone story about the Negro Baseball League; covered expenses for a grad student to attend the Lesbians Who Tech, conference where she made contacts and got a job offer (which she accepted); and covered travel for a Comm PhD student to present his work at a conference.

- The Diversity funds contribute $9,000 each year for the Next Gen Radio workshop held each spring break at Annenberg.

- The funds also cover First Gen support group lunches twice a year, as well as $1500 for each affinity group to cover food for meetings, event registrations etc.

University of Southern California | Annenberg School for Communication & Journalism
Associate Professor of Professional Practice | Digital Journalism, July 2014 - present

Teach web development and data journalism to journalism, public relations and communications students: HTML, CSS and JavaScript/jQuery for front end, and PHP, Python, MySQL, SQL for data-driven projects. Timeline.js and Storymaps. Mapping tools.

Oversee all interactive coding and data journalism courses, close to 20 classes in total. This involves writing all the syllabi, creating slides and demos so a course is uniform across multiple sections, recruiting and vetting adjuncts, checking in to make sure the classes are being taught correctly and taking over teaching a course section when the assigned instructor is unable or struggling with the task.

Oversaw collaboration between the Los Angeles Times and my advanced coding class: https://www.latimes.com/projects/la-me-weed-101/

Guided Media Center Interactive Graphics team through numerous complex projects: http://annenberginteractives.com/

Created online reference which functions as a textbook for Annenberg's coding students: http://peggybustamante.com/ascjcoding/

Digital First Media / Project Thunderdome
News Applications and Interactives Developer, Nov. 2012 –June 2014

Create web applications and interactives for Digital First Media's 75 entities nationwide. Use HTML5, CSS, JavaScript, Backbone.js, Bootstrap, Miso Dataset for front-end work, and PHP, Python/Django/Flask, MySQL, SQL, JSON for back-end, data-driven projects.
Projects include:
- March Madness Bracket Advisor: http://www.bracketadvisor.com: Wildly popular interactive to aid March Madness basketball fans in filling out brackets.
- Academy Awards voting application: http://data.digitalfirstmedia.com/oscarballot14/: Users make selections, vote and print Oscar picks and then see how their voting compared to others'.
- Scandal Ranker: http://data.digitalfirstmedia.com/ranker/scandals.html: Users can rank presidential scandals.

University of Southern California | Annenberg School for Communication & Journalism
Adjunct Professor of Digital Journalism, Aug. 2013 – July 2014

Teach full-stack web development to graduate journalism students: HTML, CSS and JavaScript/jQuery for front end, and PHP, Python, MySQL, SQL for data-driven projects.

Newsday.com
News Applications and Interactives Developer, Dec. 2010-Nov. 2012

Produced interactive and data-driven web projects using HTML5, CSS, JavaScript, jQuery, PHP, MySQL, SQL, Google Maps and Fusion Tables for award-winning news organization.

"A Fighting Chance": Emmy nominated 12-part interactive video series profiling fighters at boxing gym on Long Island, used HTML5, CSS3 and JavaScript to add interactivity to videos.
- Landing page: http://newsday.com/afightingchance
- Main video: http://sports.newsday.com/long-island/boxing/a-fighting-chance/?video=the-gym

Data-driven Interactives:
- Hockey report card: http://longisland.newsday.com/sports/hockey/islanders/john-tavares/
- MLB Free Agency: http://longisland.newsday.com/sports/baseball/freeagents/
- Tracking Mark Sanchez: http://longisland.newsday.com/sports/football/jets/mark-sanchez/
- Hempstead Turnpike injuries and fatalities: http://longisland.newsday.com/templates/simpleDB/?pid=386

Harvard University
Lead Web Applications Developer, March 2000-Sept. 2009

Lead web developer for Harvard University's News Office, covering visiting world leaders, field experts, researchers, celebrity appearances, breaking news and campus life.
- Developed major Harvard University websites, both front-end and back-end, using HTML, CSS, JavaScript, jQuery, PHP, MySQL, SQL and Unix. Sites included: www.harvard.edu, www.arts.harvard.edu, www.news.harvard.edu, www.president.harvard.edu, www.harvardscience.harvard.edu
- Produced multimedia projects using Final Cut Pro Studio and Flash/ActionScript. Edited and prepared videos for web streaming.

The Boston Herald
News Copy Editor, July 1997-June 2007

Edited and laid out daily and breaking news stories and packages. Trained editors and reports to use modern page layout systems. Specialized in double-truck photo essay and front of the book layouts.

The Boston Herald
Television News Editor, March 1994-July 1997

Implemented a full redesign and pagination of the television guide book. Assigned and edited stories. Produced television guide book, assigned and edited stories about the TV industry and programs.

The Boston Herald
Features Copy Editor, March 1993-February 1994

Edited feature stories, from food to fashion to photography. Designed and laid out arts and living pages.

Corpus Christi Caller-Times
Assistant Features and Television News Editor, September 1990-February 1993

Redesigned and edited both the television guide book and the weekly events magazine. Paginated both products. Assigned stories. Produced daily and weekly features pages.

AWARDS

2015 Online News Association Awards Nomination
Los Angeles News Group, Unsolved Homicides:
http://www.dailynews.com/unsolved-homicides

2013 NY Emmy Awards Nomination, Interactive Innovations

2013 Press Club of Long Island, 1st place Best Sports Feature

2013 Associated Press Sports Editors Top 10 Best Multimedia Projects (over 2 million unique visitors)

"A Fighting Chance," a 12-part interactive video series profiling fighters at a Long Island boxing gym (http://newsday.com/afightingchance).

1996 Best TV Book, Sunday Supplements Conference
Boston Herald TV Plus weekly guidebook

EDUCATION

Harvard University, Cambridge, MA
M.A., Information Technology/Digital Media, Dean's List, March 2011

Harvard University, Cambridge, MA
B.A., English and American literature, Cum Laude General Studies

SKILLS

JavaScript, jQuery, JSON, Python/Django/Flask, PHP, MySQL, Ruby on Rails, HTML5, CSS3, SQL, Backbone.js, Bootstrap, GitHub, mobile development, Photoshop, Final Cut Pro Studio, WordPress