

## **MEG HECKMAN**

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### **EDUCATION**

**Northeastern University**, M.A. in journalism (research track) January 2014

Thesis: *Where the Women Are: Measuring female leadership in the new journalism ecology*

**University of New Hampshire**, B.A. in English 2001

Minor in business administration

### **EMPLOYMENT HISTORY**

**Assistant Professor of Journalism**, Northeastern University, Boston July 2017 – present

**Lecturer in English/Journalism**, University of New Hampshire, Durham Jan. 2014 – May 2017

**Editing coach**, Community Newspaper Holdings, Inc. Summer 2016

I led a training session and provided follow-up consultation to this sprawling newspaper chain with publications in 22 states.

**Contributor**, NetNewsCheck.com 2012 – 2014

I explored business trends in local digital media for this national trade publication.

**Online and community engagement editor**, Concord (NH) Monitor 2009 – 2012

I planned and produced online features, handled breaking news, moderated online comments and engaged readers through social media. I also served as a digital journalism consultant for other publications owned by Newspapers of New England and maintained The Primary Monitor political blog from the middle of 2011 until I left the newsroom in the fall of 2012.

**Reporter**, Concord (NH) Monitor July 2002 – May 2009

Beats included the New Hampshire State House, eldercare policy and city hall.

### **PUBLICATIONS**

#### **Refereed articles**

*The Local-Mobile Paradox: Missed Innovation Opportunities at Local Newspapers.* Newspaper Research Journal. In press. With John Wihbey.

#### **Non-refereed articles**

*Used carefully, chatbots can be an asset to newsrooms.* Columbia Journalism Review. March 23, 2018.

*Mine eyes have seen...Two daughters of Julia Ward Howe saw their challenge as keeping 'ma'ma' alive. Their reward? A new literary prize. Pulitzer.org. August 2016. (Profiles of the first two women to win the Pulitzer.)*

*Female leadership in the new news ecosystem. Media Report to Women. Spring 2014.*

*Women were digital media pioneers, but there's still a gender gap there. Columbia Journalism Review. March 24, 2014.*

**Book:**

We Went to War: New Hampshire Remembers. Concord, NH: Monitor Publishing, 2008. With Mike Pride.

**Book chapters:**

*The curator's challenge: balancing new tools and traditional journalism ethics.* In A Practical Guide to Digital Journalism Ethics, edited by Don Heider and John Thomas. Chicago: Loyola University Chicago Center for Digital Ethics and Policy, 2014.

*Friends, followers and retweets: journalistic objectivity in the digital age.* In A Practical Guide to Digital Journalism Ethics, edited by Don Heider and John Thomas. Chicago: Loyola University Chicago Center for Digital Ethics and Policy, 2014.

**Selected periodicals:**

*Meryl Streep as Katharine Graham in 'The Post' can help fix #MeToo media damage.* USA Today. January 5, 2018.

*Unskewing Facebook will take all kinds.* USA Today. May 19, 2016.

*New citizens bring diversity to NH primary.* The Boston Globe. January 15, 2016.

*Where did the GOP start?* The Boston Globe. October 30, 2015.

*NH is home to presidential paraphernalia quirky and rare.* The Boston Globe. July 2, 2015.

*A whole new world of campaign tech.* The Boston Globe. May 22, 2015. (Cover story for the Globe's Capital section.)

*New on the presidential campaign menu: Politics and pie.* The Boston Globe. April 24, 2015.

*When reluctant presidential candidates need a push.* The Boston Globe. March 6, 2015. (Cover story for the Globe's Capital section.)

*NH woman preserves house's political history.* The Boston Globe. January 29, 2015.

*Familiar campaign message delivered in new ways.* The Boston Globe. December 5, 2014.

*In NH, young GOP candidate draws national attention.* The Boston Globe. October 9, 2014.

*A new player on the NH media scene – just in time for 2016.* The Boston Globe. September 18, 2014.

*Twelve years later, politics has changed. Bob Smith hasn't.* The Boston Globe. July 3, 2014.

*Small papers must seize niche.* NetNewsCheck.com. June 10, 2014.

*J schools reboot for next generation needs.* NetNewsCheck.com. May 27, 2014. (First in a series exploring digital trends in journalism education.)

*Software seeks to measure women's participation in journalism.* Poynter.org. September 4, 2013.

*Press associations open their doors to news sites.* Editor & Publisher. May 15, 2012.

*Five questions to ask when deciding whether to use Drupal or WordPress.* Poynter.org. September 30, 2011.

## GRANTS

(Funded, internal) \$15,000 for *Traces and Evidence: The Materiality of Public Controversies*, part of the data storytelling, visualization and communication research theme supported by the CAMD dean's fellowship. With Jennifer Gradecki, Ang Li and Dietmar Offenhuber. Awarded October 2018.

(Funded, external) \$7,335 for #MissionHill100, one of several prototype projects tied to the launch of the Boston Research Center, a new initiative by the Northeastern University Libraries' Digital Scholarship Group funded by the Andrew W. Mellon Foundation. Awarded June 2018.

(Funded, internal) \$50,000 TIER 1 mentoring grant for *From Protest to Print: Using computational text analysis to track shifts in public discourse.* With Moya Bailey, Elizabeth Maddock Dillon, Sarah J. Jackson and Laura Nelson. Awarded March 2018.

(Funded, internal) \$650 NULab travel grant to present research related to *Her Truth: Analyzing the editorials of Nackey Scripps Loeb* at the Joint Journalism and Communication History Conference, New York University. Awarded March 2018.

(Funded, internal) \$2,000 NULab seedling grant for *Her Truth: Analyzing the editorials of Nackey Scripps Loeb.* Awarded December 2017.

## CONFERENCES, PRESENTATIONS AND APPEARANCES

### **Academic (external)**

Presenter, *Needle, Not Sword: How Nackey Scripps Loeb Used Editorials to Build Audiences and Influence Conservative Presidential Politics.* Association of Educators in Journalism and Mass Communication annual conference, Washington, D.C., August 7, 2018.

Poster, *The Local-Mobile Paradox: Missed Innovation Opportunities and The Future of Local News.* Association of Educators in Journalism and Mass Communication annual conference, Washington, D.C., August 6, 2018. (With John Wihbey.)

Presenter, *Her Truth: Analyzing the Editorials of Nackey Scripps Loeb.* Joint Journalism and Communication History Conference, New York University, March 10, 2018.

Moderator, *Technology as a Disruptive Force in Mass Communication*. Joint Journalism and Communication History Conference, New York University, March 10, 2018.

Presenter, *Mobile Web Experience and Local News: Missed Innovation Opportunities?* Association for Education in Journalism and Mass Communication Midwinter Conference, University of Oklahoma. March 2, 2018. (With John Wihbey. Top paper abstract, Media Management, Economics and Entrepreneurship Division.)

Panelist, *Where the women are: Can creating safe spaces and media training programs even the gender gap in online media?* Association for Education in Journalism and Mass Communication Midwinter Conference, University of Oklahoma, February 2014.

### **Academic (internal)**

Moderator, *AI on the Beat: How Journalists are Using – and covering – bots, algorithms and whatever comes next*. AI, the Media and the Threat to Democracy conference hosted by the School of Journalism, October 12, 2018.

Presenter, *Her Truth: Analyzing the Editorials of Nackey Scripps Loeb*. Food for Thought lecture series hosted by Northeastern Center for the Arts, March 21, 2018.

Presenter, *The Local-Mobile Paradox: Missed Innovation Opportunities and the Future of Local News*. NULab Spring Conference: Fake News/Real Knowledge, March 16, 2018.

Moderator and organizer, *Gender, Power and Journalism: Covering #metoo, #timesup and whatever comes next*. Panel discussion hosting by Northeastern's School of Journalism, February 5, 2018.

Presenter, *Her Truth: Analyzing the editorials of Nackey Scripps Loeb*, "Speed data-ing" meetup hosted by NULab for texts, maps and networks, October 31, 2017.

Moderator, *A conversation with Bob Woodward*, public event hosted by UNH's College of Liberal Arts, December 2016.

Organizer and moderator, *A conversation with Walter V. Robinson*, event hosted by the UNH journalism program, April 2016.

Presenter, *Using Twitter in the classroom*, Faculty Instructional Technology Summer Institute at UNH, June 2016.

### **Professional**

Keynote speaker, *What matters: Current trends in digital journalism and what's coming next*, New England Newspaper and Press Association regional training, Concord, New Hampshire, September 2017.

Panelist, *2016 election coverage*, Society of Professional Journalists Region 1, Boston, November 2016.

Panelist, *Lessons learned from covering the 2016 campaign*. Journalism and Women Symposium annual conference, Roanoke, Virginia, October 2016.

Presenter, *Why gender diversity is a matter of ethics*. Boston Institute for Nonprofit Journalism ethics colloquium, Boston, May 2016.

Presenter, *Who's the boss? Women, leadership and digital news*. Society for Professional Journalists Region 1 conference, Boston, April 2014.

Presenter, *The 'd' in digital stands for democracy*. New York Press Association Annual Convention, April 2013.

Presenter, *Beyond clickbait: Digital tools to tell meaningful community stories online*. New England Newspaper & Press Association Annual Convention, February 2013.

Panelist, *The social debate*. A panel on social media and political journalism, University of New Hampshire, October 2012.

Presenter, *New ways for newspapers to foster civic engagement*. New England Newspaper & Press Association Annual Convention, 2012.

### **Media appearances:**

*Reporter Roundtable: After Capital Gazette Shooting, Local Journalists Reflect on Their Profession*. Guest on New Hampshire Public Radio's The Exchange, July 2018.

*The Pentagon Papers, The Post and Journalism*. Guest on New Hampshire Public Radio's The Exchange, January 2018.

*The top stories of 2016*. Panelist on New Hampshire Public Radio's The Exchange, December 2016.

*An update on New Hampshire's U.S. Senate Race*. Panelist on New Hampshire Public Radio's The Exchange, October 2016.

*As print continues to decline, digital journalism takes hold*. Panelist on New Hampshire Public Radio's The Exchange, August 2016.

*The first women to win a Pulitzer*. Guest on New Hampshire Public Radio's Word of Mouth, September 2016.

*News media and the 2016 election cycle*. Panelist on New Hampshire Public Radio's The Exchange, February 2016.

*The digital gender gulf*. Panelist on HuffPost Live, April 2014.

## **TEACHING AND ADVISING**

### **Courses taught:**

**(Northeastern) JRNL 2201: Intermediate Reporting:** This is the second writing course for undergraduate journalism students with an emphasis on learning how to report news stories. Offers students the opportunity to find sources and interview them, do background research, and use public records. Developing story ideas using computer-assisted reporting will be covered. Examines how to develop a story idea and then focus and organize it. Covers basic principles of online journalism including writing, design, and integration of visuals and text for the Web. Introduces elements of design and layout. (Fall 2017)

**(Northeastern) JRNL 6340: Fundamentals of Digital Journalism:** Offers students an opportunity to learn the fundamentals of digital journalism and to place those skills within the context of a changing media environment. Studies multimedia tools within an intellectual framework—i.e., offers students an opportunity to learn hands-on skills and also to study best practices and theory. May include guest speakers and a consideration of the future of news. Requires students to produce a final project that consists of storytelling across a range of digital platforms. (Fall 2017)

**(UNH) ENGL 621 Writing and Reporting the News I:** Students get a strong journalistic foundation with hands-on experience reporting and writing compelling news stories for print and digital platforms. Skills taught include finding news stories and tracking down sources; conducting interviews and verifying facts; and drafting and revising stories. (Spring 2011, Spring 2014, Fall 2014, Spring 2015, Fall 2015, Spring 2016, Fall 2016, Spring 2017.)

**(UNH) ENGL 622 Writing and Reporting the News II:** An intermediate workshop that asks students to report in greater depth and experiment with different storytelling methods. Students delve into feature writing as well as newswriting. (Spring 2014.)

**(UNH) ENGL 631 Introduction to Digital Reporting:** This course immerses students in the digital news landscape and teach them to report across multiple platforms. Students learn reporting tools and strategies for producing dynamic digital journalism. (Fall 2015, Spring 2017.)

**(UNH) ENGL 711 Editing:** A survey course with an emphasis on news editing but principles applicable to magazine and book editing are also covered. (Spring 2014, Spring 2015, Spring 2016.)

**(UNH) ENGL 735 Entrepreneurial Journalism:** This course teaches journalism students to think like business people so they can compete in the exploding world of online publishing. Students learn techniques to monetize good journalism practices while crafting their own publishing project. The class will also explore the past, present and future of digital storytelling with the goal of understanding how technology is changing the genre and the potential for these changes to make journalism more inclusive of all members of our society. (Fall 2014, Fall 2016.)

### **Academic advising**

*Faculty advisor for The Scope*, a new student-run digital news organization dedicated to finding and telling “neighborhood stories of justice, hope and resilience.” As its advisor, I’m coaching a group of graduate students through the process of creating a sustainable hyperlocal publication that will become a training ground for future journalism students, August 2017 – present

*Secondary advisor* for Northeastern’s student chapter of The Society of Professional Journalists, October 2017 – present.

## **SERVICE**

### **University (Northeastern)**

Member, Journalism School Search Committee, September 2018 – November 2018

Commencement marshal, May 2018

Member, Journalism School Graduate Committee, September 2017 – present

Member, Communication Studies Search Committee, September 2017 – January 2018

Co-organizer, Student Media Innovation Conference, October 2017

Undergraduate recruitment/presenter at a scholastic journalism conference in Dallas, November 2017

## **University (UNH)**

Faculty Fellow, Peter T. Paul Entrepreneurship Center, 2016 – 2017

Open educational resource ambassador, University System of New Hampshire, 2016 – 2017

Lead producer, FIRST! Understanding New Hampshire's Presidential Primary, a MOOC with more than 2,000 students from around the world, June 2015 – January 2016

Instructor, UNH Connect, a program for incoming freshmen who are first-generation college students, August 2014, August 2015

## **Professional**

Peer reviewer, World Journalism Education Congress, December 2019

Peer reviewer, Report for Project Information Literacy, "How Students Engage with News: Five Takeaways for Educators, Journalists, and Librarians," Alison J. Head, John Wihbey, Panagiotis "Takis" Metaxas, Margy MacMillan, and Dan Cohen, October, 2018.

Judge for Journalism and Women Symposium's fellowship program, May 2018

Judge for seven digital categories, New England Newspaper and Press Association, January 2018

Judge for media innovation fellowship, Journalism and Women Symposium, August 2017

Development committee member, Journalism and Women Symposium, 2014-2017

Regional captain, Journalism and Women Symposium, ongoing

Juror for breaking news, The Pulitzer Prizes, February 2016

Judge for multiple reporting categories, New Hampshire Press Association, January 2016

Juror for local reporting, The Pulitzer Prizes, February 2015

Judge for online categories, New England Newspaper and Press Association, December 2012

Board member, New Hampshire Press Association, October 2009 - August 2012

President, New Hampshire Press Association, October 2010 - December 2011

## **Professional training**

Feminist Coding Collective, Northeastern University, ongoing

Creating a Sense of Belonging for Learners in Their Experiences, Northeastern University, May 2018

University System of New Hampshire Academic Technology Institute, Keene, NH, June 2016

Managing collaborative writing assignments, UNH, Durham, NH, January 2016

Advancing the use of open educational resources, UNH, Durham, NH, January 2016

Faculty Instructional Technology Summer Institute, UNH, Durham, NH, June 2015

Solutions journalism workshop, Concord, NH, May 2015

Local Independent Online News Publishers' Summit, Columbia College Chicago, October 2013

New Media Women Entrepreneurs, National Press Club, September 2013

Investigative journalism fellowship, New England First Amendment Institute, 2012

National Freedom of Information Summit, Providence, RI, May, 2011

Multi-platform reporting fellowship, The Poynter Institute, 2008

Reporting and writing fellowship, The Poynter Institute, 2001

## **Memberships**

Association for Education in Journalism and Mass Communication  
Journalism and Women Symposium

**SELECTED HONORS AND AWARDS**

Kopenhaver Center for the Advancement of Women in Communication fellowship, 2017  
George A. Speers Memorial Director's Award, Northeastern University, 2014  
Publick Occurrences Award, New England Newspaper & Press Association, 2011  
Donald M. Murray Award for Outstanding Journalism, New Hampshire Writers' Project, 2011  
Best online engagement, New England Associated Press News Editors Association, 2011  
Best use of social media, New Hampshire Press Association, 2011  
Best daily website, New Hampshire Press Association, 2011  
Writer of the Year, New Hampshire Press Association, 2006  
Community Reporter of the Year, New England Society of Newspaper Editors, 2006  
Bob Drake Young Writers Award (Rookie of the Year,) Maine Press Association, 2002

*Updated: December 27, 2018.*