

**MEG HECKMAN**

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**EDUCATION**

**M.A. Northeastern University** (Boston, MA): Journalism (research track), January 2014.

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

**B.A. University of New Hampshire** (Durham, NH): English, May 2001.

Minor: Business Administration

**EMPLOYMENT HISTORY**

**Assistant Professor of Journalism**, Northeastern University (Boston, MA): July 2017 – present

Faculty affiliate, [NULab for Texts, Maps and Networks](#)

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

Faculty fellow, [Peter T. Paul Entrepreneurship Center](#)

**Editing coach**, Community Newspaper Holdings, Inc. (Montgomery, Alabama): Summer 2016

**Contributor**, NetNewsCheck.com (Remote): 2012-2014

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

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

**Reporter**, Biddeford Journal-Tribune (Biddeford, ME): August 2001 – July 2002

**PUBLICATIONS**

(Key: \* denotes undergraduate students; † denotes graduate students.)

**Books:**

Heckman, Meg. *Political Godmother: Nackey Scripps Loeb and the Newspaper That Shook the Republican Party*. Lincoln, Nebraska: Potomac Books/University of Nebraska Press, June 2020.

Heckman, Meg and Mike Pride. *We Went to War: New Hampshire Remembers*. Concord, New Hampshire: Monitor Publishing, 2008.

**Book chapters:**

Heckman, Meg. “Conflicted: Student Media Advisors, Sexual Assault Coverage and Mandatory Reporting Under Title IX.” In *Testing Tolerance: Addressing Controversy in the Journalism and Mass Communication Classroom*, edited by Candi Carter Olson and Tracy Everbach. Lanham, MD: Rowman & Littlefield, July 2020.

Heckman, Meg. "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.

Heckman, Meg. "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.

### **Refereed articles**

Heckman, Meg, and John Wihbey. "The Local-Mobile Paradox: Missed Innovation Opportunities at Local Newspapers." *Newspaper Research Journal*, (May 2019). doi:[10.1177/0739532919835610](https://doi.org/10.1177/0739532919835610).

### **Non-refereed articles**

Heckman, Meg. ["The New Hampshire publisher who became the 'Political Godmother' of the modern Right."](#) Politico Magazine, February 7, 2020.

Heckman, Meg and Laurel Leff. ["Protections against sexual misconduct on campus may end up stifling free speech."](#) The Conversation, November 22, 2019.

Heckman, Meg. ["How this j school brought real world learning into the classroom."](#) Poynter.org, October 1, 2019.

Heckman, Meg and John Wihbey. ["Mobile Matters—and publishers must remember that, even when resources are limited."](#) Poynter.org, June 21, 2019.

Heckman, Meg. ["Men are writing two-thirds of national stories about the 2020 presidential race."](#) Storybench.org. June 6, 2019.

Heckman, Meg and Aleszu Bajak. ["History repeats itself as women on the 2020 campaign trail receive more negative coverage than their male peers."](#) Storybench.org. June 6, 2019.

Heckman, Meg. ["Used carefully, chatbots can be an asset to newsrooms."](#) *Columbia Journalism Review*. March 23, 2018.

Heckman, Meg. ["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.

Heckman, Meg. "Female leadership in the new news ecosystem." *Media Report to Women*. Spring 2014.

Heckman, Meg ["Women were digital media pioneers, but there's still a gender gap there."](#) *Columbia Journalism Review*. March 24, 2014.

Heckman, Meg. ["Software seeks to measure women's participation in journalism."](#) Poynter.org. September 4, 2013.

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

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

### **Selected periodicals:**

Heckman, Meg. ["Meryl Streep as Katharine Graham in 'The Post' can help fix #MeToo media damage."](#) *USA Today*. January 5, 2018.

Heckman, Meg. ["Unskewing Facebook will take all kinds."](#) *USA Today*. May 19, 2016.

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

Heckman, Meg. “Where did the GOP start?” *The Boston Globe*. October 30, 2015.

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

Heckman, Meg. “A whole new world of campaign tech.” *The Boston Globe*. May 22, 2015.

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

Heckman, Meg. “When reluctant presidential candidates need a push.” *The Boston Globe*. March 6, 2015.

Heckman, Meg. “NH woman preserves house’s political history.” *The Boston Globe*. January 29, 2015.

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

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

Heckman, Meg. “A new player on the NH media scene—just in time for 2016.” *The Boston Globe*. September 18, 2014.

Heckman, Meg. “Twelve years later, politics has changed. Bob Smith hasn’t.” *The Boston Globe*. July 3, 2014.

## Reviews

Heckman, Meg. [Review of Journalism, Fake News and Disinformation: Handbook for Journalism Education and Training](#), UNESCO Series on Journalism Education, *Teaching Journalism and Mass Communication*, spring 2020.

## CREATIVE ACTIVITY

Heckman, Meg, †Bracci, Aria & \*Free, Gibson. “Breaking: Reconstructing Digital Coverage of the ‘Watershed Event’ for Online News.” In *Re:Constructing Evidence*, curated by George Fifield, Boston Cyberarts Gallery, Boston, MA. Fall 2019.

## GRANTS

### Funded (external)

Poynter-Koch Media and Journalism Fellowship via the Scope. The Poynter Institute for Media Studies and the Charles Koch Institute, \$50,000. Awarded June 2019. With Jonathan Kaufman.

Prototype grant for #MissionHill100 via the Boston Research Center. Andrew W. Mellon Foundation, \$7,355. Awarded October 2018.

### Funded (internal)

CAMD Summer Support Grant for *Rise of the Gender Beat: Documenting how U.S. news organizations are adapting staffing arrangements and narrative focus in the #metoo era*, \$3,731. Funded April 2020.

Seedling grant for *Mapping Transformation: How changing neighborhood identities affect civic life*. NULab for Texts, Maps and Networks, \$2,000. Awarded November 2019. With Jordan Erb,† Ruth Hunger† and Eileen O’Grady.†

Research, Scholarship and Creative Activity Dissemination Grant for travel to the 2019 World Journalism Education Congress in Paris. College of Arts Media and Design, \$2,750. Awarded February 2019.

Data Storytelling, Visualization and Communication Dean’s Fellowship for *Re:Constructing Evidence*. College of Arts, Media and Design, \$15,000. Awarded October 2018. With Jennifer Gradecki, Ang Li and Dietmar Offenhuber.

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

Travel Grant for Joint Journalism and Communication History Conference in New York. NULab for Texts, Maps and Networks, \$650. Awarded March 2018.

Seedling Grant for *Her Truth: Analyzing the Editorials of Nackey Scripps Loeb* NULab for Texts, Maps and Networks, \$2,000. Awarded December 2017.

#### **Unfunded (external)**

*From Protest to Print: Using Computational Text Analysis to Track Shifts in Public Discourse*. National Endowment for the Humanities, \$100,000. Requested January 5, 2020. With Elizabeth Dillon and Laura Nelson. Denied August 2020.

*Carrie Chapman Catt Prize for Research on Women and Politics*. Iowa State University, \$3,000. Denied March 2019.

*Empowering Youth Media in Boston via the Scope*. Scripps Howard Foundation. \$100,000. Denied October 2017.

*Empowering Youth Media in Boston via the Scope*. Ethics and Excellence in Journalism. \$100,000. Denied fall 2017.

#### **Unfunded (internal)**

Seedling Grant for *Roots of a Genre: Capturing and Reconstructing Examples of Early Digital News*. NULab for Texts, Maps and Networks, \$2,500. Denied November 2019.

### **WORK IN PROGRESS**

Heckman, Meg. “A brief history of publishers.” In *Encyclopedia of Journalism*, edited by Gregory A. Borchard, SAGE Publications. Invited. Draft due May 15, 2020.

Heckman, Meg and Catherine McGloin. *Earning Trust from Scratch: How a University-Based Hyperlocal News Startup is Building its Brand and Serving its Urban Audience in the Age of COVID-19*. Association for Education in Journalism and Mass Communication annual conference. Submitted for review April 6, 2020.

### **CONFERENCES, PRESENTATIONS AND APPEARANCES**

### **Academic (external)**

Presenter, *The Syllabus is a Boys' Club: Examining the Paucity of Woman Authors in Course Materials at Three U.S. Journalism Schools*. Association for Education in Journalism and Mass Communication annual conference. Virtual, August 8, 2020. With Maya Homan.\*

Panelist, *Testing Tolerance and Tough Topics in the Classroom and on College Campuses*. Association for Education in Journalism and Mass Communication annual conference, Toronto, ON, August 9, 2019.

Moderator, *Riots, Rights and the Right Wing*. Association for Education in Journalism and Mass Communication annual conference, Toronto, ON, August 8, 2019.

Presenter, *Listening Deep: Using interviews and archives to teach – and strengthen – community journalism in a digital age*. World Journalism Education Congress, Paris, France, July 10, 2019.

Panelist, *The Humanics Vision: Transformational Directions in Integrative Curriculum and Research. Branches from the Same Tree: A National Convening on the Integration of Arts, Humanities and STEMM in Higher Education*, National Academy of Sciences, Washington, D.C., April 12, 2019.

Presenter, *Needle, Not Sword: How Nackey Scripps Loeb Used Editorials to Build Audiences and Influence Conservative Presidential Politics*. Association for Education 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 for Education 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, New York, March 10, 2018.

Moderator, *Technology as a Disruptive Force in Mass Communication*. Joint Journalism and Communication History Conference, New York University, New York, 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, Norman, OK, 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, Norman, OK, 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 Northeastern's 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.

Organizer and moderator, *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**

Presenter, *Understanding the Local-Mobile Paradox: Building a Mobile Strategy*, New England Newspaper Conference, Boston, February 15, 2019.

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.

### **Book events and other promotional activities**

*(Note: My book debuted during the COVID-19 pandemic. For public health reasons, all in-person events were cancelled, but I've given virtual talks and made a number of related media appearances.)*

*The Newspaper that Shook the Republican Party*. Guest on [the Journalism History Podcast](#), August 3, 2020.

*Virtual Summer Authors' Series*. Hosted by the Griffin Free Public Library, Auburn, New Hampshire, July 23, 2020.

*Nackey Scripps Loeb and the Newspaper that Shook the Republican Party.* Guest on [NHPR's The Exchange](#), July 15, 2020.

*Virtual Launch Event.* Hosted by Gibson's Bookstore, Concord, New Hampshire, June 10, 2020.

*Meg Heckman at Home: On Writing and Nackey Scripps Loeb.* Q&A with my publisher for [its blog](#), April 16, 2020.

### **Media appearances:**

*Elizabeth Warren's Coverage Proves the Media Learned Nothing from 2016.* Quoted in Quartz story by Annalisa Merelli, June 24, 2019.

*NH Primary 2020: The Latest on the Campaign Trail and What to Watch for in Coming Months.* Guest on New Hampshire Public Radio's The Exchange, June 17, 2019.

*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.)

### **Curriculum development:**

**(Northeastern) JRNL 3305/6305 Boston Globe City Room:** This course is taught by a Boston Globe reporter using a syllabus I created. Students enrolled in the class cover Boston's core neighborhoods with the goal of producing stories that will be published in the Globe or the Scope. (Spring 2020.)

**(UNH) FIRST! Understanding New Hampshire's Presidential Primary:** I served as lead producer for a MOOC that attracted more than 2,000 students from around the world. The course was taught by political scientists Dante Scala and Andrew Smith. I (Fall 2015/Spring 2016.)

### **Advising**

*Faculty advisor for the Scope*, a student-staffed experimental digital magazine dedicated to telling stories of justice, hope and resilience in Greater Boston. Content is republished for free by a growing network of independent neighborhood newspapers. In this role, I oversee a full-time professional editor and four to six graduate student contributors. (August 2017 – present)

## **SERVICE**

### **University (Northeastern)**

Chair, Journalism School Search Committee, September 2019 – March 2020

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



Commencement marshal, May 2019

Member, College of Arts, Media and Design Diversity Committee, February 2019 – present

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)**

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

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

### **Professional**

Vice chair, Commission on the Status of Women, Association for Education in Journalism and Mass Communication, August 2020 – present

Secretary, Commission on the Status of Women, Association for Education in Journalism and Mass Communication, August 2019 – August 2020

Peer reviewer, Association for Education in Journalism and Mass Communication Commission on the Status of Women, May 2020

Peer reviewer, Association for Education in Journalism and Mass Communication History Division, May 2019

Peer reviewer, Association for Education in Journalism and Mass Communication Commission on the Status of Women, May 2019

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, 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

Solutions Journalism for Journalism Educators, Solutions Journalism Network, Boston, November 2019

Writing Feedback for Multilingual Learners, Northeastern University, February 2019.

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**

Kopenhagen Center for the Advancement of Women in Communication fellowship, 2017

George A. Speers Memorial Director's Award, Northeastern University, 2014

Public 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: August 8, 2020.*