

ADAM HOCHBERG
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EXPERIENCE:

- **University of North Carolina at Chapel Hill School of Media and Journalism (2008 – present)**
Instructor in the School of Media and Journalism. Teaching classes and practicums for undergraduate and graduate students. Classes taught include
 - MEJO 141: Professional Problems and Ethics
 - MEJO 423: News and Production Management
 - MEJO 426: Producing Radio NewsMy practicum students produce a weekly news program that airs on commercial radio, and they produce individual stories for statewide broadcast on public radio. In 2009, 2010, 2012, 2013, 2014, and 2015, the weekly program was named the nation's "most outstanding student newscast" by the Society of Professional Journalists.
- **Contributor and Fellow, Poynter Institute for Media Studies (2010 – present)**
As a fellow for Poynter's "Sense-Making Project," I analyze the changing journalistic landscape and the role of social media, digital media, and traditional media on public discourse. Contributor to the 2013 book, *The New Ethics of Journalism*. Columnist for Poynter's website and collaborator on case studies and other projects. Regular commentator on journalistic ethics issues for San Francisco's KCBS radio and other media organizations.
- **Editorial Project Manager, "The American Homefront Project" (2015 – present)**
Editor and project director for a two-year public radio journalism collaboration focusing on military and veterans issues. Funded by the Corporation for Public Broadcasting, the project's stories air on NPR, PRX, and on public radio stations KPCC-Los Angeles, KUOW-Seattle, and WUNC-Chapel Hill, NC.
- **Editorial Project Manager, "The State Integrity Investigation" (2011 – 2012)**
Supervised editorial content for a yearlong investigative journalism project of Public Radio International, the Center for Public Integrity, Global Integrity, and 16 public radio stations. Proposed and edited radio stories, developed web content, trained journalists, coordinated talk shows and town hall meetings, and managed relationships among Investigation partners. The Investigation sparked several states to reform their ethics laws. It was among six finalists for Harvard University's Goldsmith Prize for Investigative Reporting and was awarded the 2013 Edward R. Murrow award for network radio investigative reporting.

- **Correspondent, NPR (1995 – 2010)**
Served as a correspondent for international radio network with 26 million weekly listeners. Extensive experience covering politics and other issues, especially in the southern United States. Was NPR's lead reporter on several major stories, including presidential campaigns, natural disasters, and a variety of enterprise projects and investigative reports.
- **Free lance journalist (1990 - 1995)**
Worked as a free-lance reporter in Raleigh, North Carolina. Regular contributor to National Public Radio, CBS Radio, and North Carolina's public television network. Produced multi-media web content for Nando.net, the company now known as McClatchy Interactive.
- **WPTF-AM - Raleigh, North Carolina (1987 - 1990)**
Served as assistant news director at market-leading news/talk station. Responsible for assignments and scheduling for 12 person news staff. Served as legislative reporter 1987 – 1989.

EDUCATION:

- **University of North Carolina at Chapel Hill (1986)**
Master of Arts degree in radio, television, and motion pictures.
- **Ohio University (1985)**
Graduated cum laude with a Bachelor of Science degree in telecommunications.

AWARDS:

- More than twenty national and local journalism awards, including Edward R. Murrow national and regional awards, an Ohio State Award, and a Corporation for Public Broadcasting "Public Radio Program Award." Named "North Carolina Radio Journalist of the Year" by the Radio-Television News Directors Association five times.

SELECTED SEMINARS AND LECTURES:

- "Communication and Credibility in the New Media Environment," a presentation to the North Carolina City and County Communicators, April 13, 2016.
- "Producing Great Audio Using Simple Tools," a Poynter Institute webinar, November 5, 2015.
- "The values of 21st Century Journalism," a presentation to the North Carolina Association of Government Information Officers, Chapel Hill, North Carolina, November 14, 2013.
- "The truth: Is it possible in the digital era?" a presentation at the Poynter Digital Journalism Ethics Forum, Paley Center for Media, New York, October 23, 2012.
- "Where everyone is a journalist and nobody is an editor: Navigating today's new media environment," Ellery Golos Lecture, Ohio University, Athens, Ohio, April 13, 2012.

- “Political communication in the age of Twitter, YouTube, and Facebook,” a seminar for the Institute of Political Leadership, Raleigh, North Carolina. May 20, 2011.
- “New Media, Citizen Journalism, and a Free Press,” Colloquia for Visiting International Scholars, University of North Carolina. April 8, 2011.
- “Audio journalism in the Digital Age,” a daylong seminar for public radio journalists, Chapel Hill, North Carolina. November 16, 2010.
- “Media in the 21st Century,” Convocation address, Virginia Intermont College. April 12, 2010.

SELECTED MEDIA APPEARANCES:

- "Covering Mass Shootings: Name, But Don't Glamorize, The Shooter" talk show, WRAL Television, Raleigh, NC, June 18, 2016.
- "Secret Videos Far From Standard in Journalism," talk show, Texas Public Radio, February 1, 2016.
- Interviewed on Bill Moyers' public television program. "Moyers & Company - North Carolina: Battleground State," January 3, 2014.
- Discussed the debut of Al Jazeera America. "KCBS Morning Newswatch," KCBS Radio, San Francisco, California. August 20, 2013.
- Critiqued news coverage of Asiana airliner crash. "KCBS Morning Newswatch," KCBS Radio, San Francisco, California. July 15, 2013.
- Examined ethical issues in Bloomberg News' revelation that its reporters improperly monitored activities of employees at a major Wall Street firm. "KCBS Morning Newswatch," KCBS Radio, San Francisco, California, May 15, 2013.
- Talked about journalism education, the future of journalism, and the importance of storytelling. "The State of Things," WUNC Radio, Chapel Hill, North Carolina, April 25, 2013.
- Examined ethical issues concerning NPR's decision to sever its relationship with an opera host who participated in political activism. *The Baltimore Sun*, October 23, 2011.
- Panelist on a radio discussion of media coverage of Osama bin Laden's death. "Hearsay," WHRV Public Radio, Norfolk, Virginia. May 3, 2011.

REFERENCES:

Furnished upon request.