Stacy Scholder

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# academic EXPERIENCE

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

**Professor of Professional Practice 2016 - present**

* Supervise and teach graduate and undergraduate students journalism best practices in the Annenberg Media Center
* Supervise video productions for broadcast, live streaming, and posting on Annenberg social media accounts
* Teach television news production course with emphasis on live day-of-air reporting and thorough single-issue coverage
* Coordinate multi-platform coverage of breaking news and major events with Annenberg Media Center colleagues
* Supervise production of Sports SCene, a weekly show featuring USC game highlights and athlete and coach interviews that’s posted on Facebook Live or Instagram TV.
* Supervise production of The Final Score, a weekly digital newsletter that provides highlights of USC sports along with special feature stories, a calendar of games for the week ahead, and an athlete or coach quote of the week
* Advise students on resumes, reels and websites as they seek positions in professional news and media organizations
* Serve on Media Center, JCAPT (Journalism Committee on Appointments, Promotions, Tenure), Graduate Curriculum, Capstone Review, and Merit Review committees among others

**Associate Professor of Professional Practice 2011 - 2016**

* Teach television news production to upper level undergraduates
* Develop and revise syllabi to incorporate skills, issues, and assignments that reflect the latest professional practices
* Meet daily with producers during day-of-air shift to discuss the newscast rundown and rationale for placement, time allotment, and development of stories
* Mentor adjunct faculty in the undergraduate core curriculum
* Arrange student visits to Los Angeles TV newsrooms (KNBC, KABC, KCAL/KCBS) where students observe planning and production of live broadcasts and talk with management, reporters, and producers
* Teach basics of television news production to non-journalism majors who get hands-on experience in the Annenberg TV newsroom and/or studio

**Director, Annenberg TV News December 2013 - present**

* Supervise student-run television news operation in Annenberg’s Media Center that includes more than 200 students each semester, two full-time technical supervisors, and two TV/video writing coaches

**Associate Director, Annenberg TV News 2007 - 2013**

* Teach undergraduate and graduate students who write, report and produce a daily, half-hour live television newscast as part of a learning requirement in the School of Journalism
* Teach writing, producing, reporting, and management skills
* Meet one-on-one with reporters who need script approval for day-of-air stories and special reports for the ATVN website
* Supervise nightly production of half-hour live newscasts
* Supervise ATVN’s website, atvn.org, throughout the year
* Supervise special event coverage for broadcast and the web, including election night live, streaming coverage
* Supervise student management team consisting of about twelve undergraduate and graduate students
* Supervise selection of student entries into regional and national journalism competition, including SPJ and LA Press Club Awards
* Manage administrative and budget matters for ATVN
* Update and revise ATVN Broadcast Handbook used by all students writing for ATVN newscasts
* Write student recommendations for scholarships, internships, overseas programs, awards
* Advise students working on resumes, reels, websites
* Provide professional advice for current and former students working in television newsrooms across the country
* Lead newsroom tours for prospective students, parents, foreign journalists, guests of the Annenberg School
* Supervise regularly scheduled special events including the ATVN Open House and Taste of Annenberg

**Lecturer** **January 2007 - 2011**

* Taught writing to undergraduates as part of the journalism core curriculum
* Taught reporting to undergraduates as part of the journalism core curriculum
* Taught television news production to upper level undergraduates
* Supervised and advised non-journalism students who participate in ATVN as part of a course of study

**Projects and Service**

* Created partnership with Spectrum News1 giving select students the opportunity to create content for more than a million Spectrum Cable customers
* Developed syllabus for National Basketball Players Association (NBPA) bootcamp during summer of 2019 and taught professional players on-air and interviewing skills
* Revamped annual activity report requirements in 2019 as a member of JCAPT (Journalism Committee on Appointments, Promotions, and Tenure)
* Merit Review Committee member 2017, 2019
* Organized and served as master of ceremonies for the ATVN 20th Anniversary party for more than 250 alumni in the Wallis Annenberg Forum
* Journalism School Director Search Committee member 2017
* Reviewed and provided comments for all multimedia capstone projects produced by Annenberg Masters of Science students graduating in May 2016, May 2017
* Organized freshmen orientation visits in the Annenberg Media Center in conjunction with USC Office of Orientation Programs in Summer 2017, Summer 2018, Summer 2019
* Organized “How We Got the Story” forum in Wallis Annenberg Hall with L.A. Times reporters to discuss the process of reporting investigative series on the downfall of former USC Keck School of Medicine Dean Carmen Puliafito
* Graduate Curriculum Committee 2016-present
* Judge for the Walter Cronkite Awards for Excellence in Political Journalism (2011, 2012, 2013, 2017, 2019)
* Produced Media Center ‘Sizzle’ reel as part of orientation for incoming graduate and undergraduate students in fall 2016
* Annenberg Media Center Committee and Subcommittee 2014-present
* Undergraduate Curriculum Committee 2014-2016
* Produce and edit educational material every summer for core curriculum; supervise TV videographer who shoots local news stories that can be used for midterms, finals, and course material
* Member of legal task force that produced a video presentation outlining best legal practices for student journalists who have not yet taken any media law courses
* Member of masters task force that examined current and potential graduate journalism programs before deciding with Dean to change Annenberg’s master to a one-year program
* Member of MS Implementation Committee 2013-2014
* Member of Media Center Committee 2013-2014
* Member of 2012-2013, 2011-2012, and 2009-2010 undergraduate Curriculum Committees
* Revised Newswriting Course Reader used by undergraduate and graduate broadcast journalism students
* Supervised the search and hiring of a part-time faculty advisor for ATVN
* Coordinate, screen, and select Annenberg entries for the Hearst Television Journalism Awards, a nationally recognized competition for journalism students
* Screener for nationally recognized 2009 Walter Cronkite Awards for Excellence in Political Journalism
* Member of 2009-2010 non-tenure track (NTT)) committee; created document outlining the policies and processes relating to the promotion and/or renewal of professional practice faculty
* Primary grader for 2009 broadcast comp exams taken by graduate students; provided extensive feedback and guidance for ten students required to pitch, shoot, write, and edit a feature story and a day-of-air news story
* Attend dinners and receptions each semester for new students, parents
* Served as Head Marshall and Marshall at commencement and convocation ceremonies for the School of Journalism
* Organized and led day-long graduate tour of Venice, exploring the challenges this artistically rich community struggles with as developers and wealthy merchants and residents attempt to change the landscape

# pROFESSIONAL EXPERIENCE

**KABC-TV, Los Angeles Producer 2003 - 2006**

* Wrote, produced, copy edited daily, one-hour newscast
* Pitched and developed story ideas for daily news and special projects
* Managed live production of daily newscast and all breaking news, including Malibu Wildfires, Hurricane Katrina, and May Day Riots

**KNBC-TV, Los Angeles Executive Producer 1996 - 2002**

* Managed production of top-rated 11pm news
* Developed and managed special projects unit that generates in-depth stories and investigative reports
* Supervised production of longer-format reports that included coverage of medical breakthroughs and consumer fraud
* Supervised production of health and medical reports by local physician
* Hired and supervised freelance producers with varying degrees of experience and expertise for highly-promoted special reports
* Edited all copy for daily news, specials, and promotions
* Supervised extended live breaking news coverage of major stories including 9/11, the death of Princess Diana, and Los Angeles area wildfires

**KCBS-TV, Los Angeles Senior Producer 1994 - 1996**

* Managed production of 5, 6, 11pm newscasts
* Produced live coverage of O.J. Simpson Bronco chase
* Supervised nightly reports on O.J. Simpson murder trial
* Wrote and copy edited writer and reporter scripts
* Pitched daily story ideas

**KCAL-TV, Los Angeles Producer/Writer 1991 - 1994**

* Developed and produced new, award-winning newscast
* Produced innovative prime-time newscast that included live guests and discussion of current issues
* Produced live, around-the-clock coverage of major stories including the following: Los Angeles Riots, Malibu Fires, Northridge Earthquake
* Wrote and copy edited reporter and writer scripts
* Pitched daily news and special coverage story ideas

**WCVB-TV, Boston Producer/Writer 1988 - 1991**

* Produced weekend newscasts
* Field produced special events including Boston Marathon and Nelson Mandela visit to New York City
* Wrote and copy edited writer and reporter scripts
* Pitched story ideas

**WLVI-TV, Boston Producer/Writer 1987 - 1988**

* Produced weekend newscasts
* Wrote copy for nightly 10pm newscasts

**WLNE-TV, Providence Producer/Writer/ 1985 - 1987 Assignment Editor**

* Produced 6pm newscasts
* Wrote copy for 6pm and 11pm newscasts
* Assigned reporters to news and feature stories

**WBZ-TV, Boston Entertainment Producer 1984 - 1985**

* Pitched story ideas for nightly entertainment reports
* Arranged all arts coverage for late afternoon and 11pm newscasts

**WNBP RADIO, Newburyport, MA Reporter 1983 - 1984**

* Wrote and broadcast weekday, drive-time news
* General assignment reporter for northern Massachusetts and southern New Hampshire region

**WFNX RADIO, Boston Freelance Arts Reporter**  **1983 - 1984**

* Reported on theater, dance, art openings, concerts for progressive new Boston radio station
* Wrote and voiced all reports

# awards and honors

**EMMY AWARD 2000**

Producer of best 30-minute newscast (KNBC) in Los Angeles

**GOLDEN MIKE AWARD 2000**

Producer of best 30-minute newscast (KNBC) in Los Angeles

**EMMY AWARD 1994**

Producer of best 30-minute newscast (KCBS) in Los Angeles

**ASSOCIATED PRESS AWARD, CALIFORNIA 1994**

Producer of best 30-minute newscast (KCBS) in Los Angeles

**EMMY AWARD 1993**

Producer of best writing in a 30-minute newscast (KCAL) in Los Angeles

**ASSOCIATED PRESS AWARD, CALIFORNIA 1993**

Producer of best 30-minute newscast (KCAL) in Los Angeles

**GOLDEN MIKE AWARD 1992**

Producer of best 30-minute newscast (KCAL) in Los Angeles

# consulting/seminars/speeches/workshops

**Maynard Fault Lines Workshop 2020**

Attended workshop with fellow faculty to address racial issues communicated by students across Annenberg and USC.

**Routledge Publishing 2020**

Hired to review a new book proposal and chapters for the Media and Journalism Studies editor; *The Broadcast and Digital News Writing Handbook,* written by two veteran broadcast journalists, is a go-to guide for undergraduate journalism students and early-career professionals.

**Associated Collegiate Press Convention Workshop 2020**

Taught a resume, reel, and cover letter workshop at the mid-winter national convention in San Francisco.

**OWN IT Leadership Summit 2020**

Moderated the panel Taking the Lead, featuring three women in the entertainment industry: former Oprah Winfrey Show producer Lisa Erspamer, writer and producer Kate Gersten, and 20th Century Fox Programming V.P. Reena Singh.

**Investigative Reporters and Editors Conference 2019**

Attended conference in Houston, participated in workshops, met with former television colleagues, recruiters, and former Annenberg students.

**Santa Monica College Advisory Board 2017 - present**

Advise media and journalism faculty on curriculum, technology, latest professional practices and guidance for newsroom convergence.

**Thompson Reuters Expert Witness Consultant 2017**

Invited to join service that connects scholars and industry experts with top-tier law firms that are in need of specialized expertise for litigation matters.

**Mobile Media Workshop, UC Berkeley Advanced Media Institute**

Attended two-day workshop to produce video stories with the **2016**

iPhone.

**The deRubertis Law Firm, APC, Studio City 2016**

Hired as an expert consultant on a lawsuit filed by a television anchor against a television station; wrote an opinion letter for a mediation session aimed at settling the case.

**Social Media Workshop, Annenberg 2013** Attended on-campus workshopthat focused on social media, search engine optimization, and web tools.

**Brownstein Hyatt Farber Schreck, LLP, Los Angeles 2012**

Hired by Century City law firm as an expert consultant on a lawsuit filed against a Los Angeles network-owned television station; provided insight into the production of an investigative report for television, the proper procedures for fact checking and sources, the newsroom personnel involved in such a report, the production of promotional videos for the report; viewed hours of raw video and interviews shot by the station producer as well as depositions conducted by the law firm and offered my professional expertise and opinion.

**Legal Seminar, Annenberg 2012**

Attended discussion on best practices in legal education and risk management for journalism students in their expanding role as news providers. The discussion was led by Professor Geanne Rosenberg of Baruch College and Harvard University’s Berkman Center for Internet and Society.

**Poynter Webinar 2012**

Participated in online course, Social Media in the Classroom.

**Fair Use Seminar, Annenberg 2012**

Participated in day-long seminar at Annenberg conducted

by Patricia Aufderheide, author of ‘Reclaiming Fair Use;’discussed copyright, free speech, the public’s right to know,and the rising importance of fair use by journalists.

**Unity Convention, Las Vegas 2012**

Attended annual conference; took several workshops (including Politics in the Age of Digital Journalism, Social Media Beyond Facebook and Twitter, and ABC News -What Makes It Great), networked with professional journalists, reconnected with alumni, and explored new ideas and tools for teaching.

**Innovation Think and Do, Annenberg Innovation Lab 2012**

Invited to participate in a day-long workshop focused on developing ideas to bring innovation to television news.

**Poynter Institute, St. Petersburg, FL 2011** Attended three day Teachapalooza Educators Conference on the latest in teaching and technology; participated in several workshops including the role of social media, integrating visual journalism into the online world, critical thinking, and meeting the demands of a changing media landscape. **Johnson and Johnson, Los Angeles 2011** Hired by public relations firm, PulsePoint Group, for a creative brainstorming session to develop a video news magazine for more than 100,000 J&J employees around the world.

**Teaching with Technology Conference, USC 2011** Attended sessions on Social Media and Learning, Connecting with Innovation, and Mobile Learning and Reporting with iPads.

**Annenberg School Interdisciplinarity Faculty Retreat 2011** Attended all-day session aimed at bringing together all Annenberg faculty to generate innovate ideas for more collaborative work.

**UCLA School of Public Health Conference on 2010 Natural Disasters** Addressed emergency responders from around the country on the role of the media in natural disasters; presentation included first-hand experiences working in major market television newsrooms and video clips from various disasters.

**Harvard Nieman Conference on Narrative Journalism, 2008 Boston** Participated in several workshops based on the conference theme, Storytelling in Many Voices, Many Media.

**Associated Press Television and Radio Association 1992, Broadcast Journalism Seminar KEYT, Santa Barbara 1994** Addressed young journalists from across California on the professional opportunities and challenges they face as they pursue a career in broadcast journalism. Critiqued broadcast reports, newscasts, and writing submitted by young journalists.

**EDUCATION**

Master of Communication Management USC Annenberg (expected 2023)

CET Certificate USC Center for Excellence in Accelerated Online Teaching Teaching

Bachelor of Arts, Economics Tufts University, Medford, MA Bachelor of Arts, French Tufts University, Medford, MA