



High Impact Technology Exchange Conference

Educating America's Technical Workforce

Fairmont Scottsdale (Arizona)

July 19–22, 2009

Keynote Speaker I: Retha Hill, Director, New Media Innovation Lab, Professor of Practice, Walter Cronkite School of Journalism and Mass Communication, Arizona State University

Date/Time: Tuesday, July 21, 7:30 AM – 9:30 AM

Location: Fairmont Scottsdale Resort, Grand Ballroom

Title: Tapping In: How to Use Social Media to Reach and Get the Best from Your Students and Colleagues



Bio: Retha Hill is the director of the New Media Innovation Lab and professor of practice at Arizona State University's prestigious Cronkite School of Journalism. The innovative laboratory conducts research and development for the media industry. She joined the Cronkite School in fall 2007.

Retha also is the owner of Painted Desert Media, LLC, a Phoenix-based media consulting company with locations in Washington, D.C. Clients include BLURdigital.com, a lifestyles site aimed at multicultural families, for which Retha served as the content strategist, The Kellogg Foundation, Black Entertainment Television (BET), The Newspaper Association of America, Yes Ma'am Public Relations and Christian Cinema.

Previously, Retha was chief editorial officer of BET.com and vice president for content development for BET Interactive, where she was the executive in charge of content strategy, convergence and integration with the BET Network.

For four years, Retha was an adjunct professor of journalism in the graduate school at the University of Maryland at College Park. She is active in journalism and media organizations including the National Association of Black Journalists and the National Association of Minority Media Executives. She is a frequent guest speaker at journalism conferences and schools, including: the Nieman Foundation Program at Harvard University, the Online News Association, the Poynter Institute, the American Press Institute, the Freedom Forum and the National Press Club. Media appearances include *the New York Times*, *San Francisco Chronicle*, *the Washington Post*, *Reuters News Service*, *Bloomberg News Service*, *Essence Magazine*, *Black Enterprise Magazine* and *CBS Radio*.



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Formerly, Retha was executive producer for special sections at Washingtonpost.com, where she specialized in creating new content products. Previously, she was responsible for long-range planning for the Web site's Arts and Entertainment coverage. She joined the Washington Post Web site as content developer for the Web site's first local portal. In that capacity she oversaw all local coverage, including the Metro section; the community pages; the Federal Community; CollegePost, a webzine for the area's college students, and local arts and entertainment.

Before joining the online division of The Washington Post Co. in April 1995, Retha was a Metro reporter at The Washington Post, beginning in 1987. She was a 1992-93 Freedom Forum fellow, where she created and ran a program to improve high school journalism in the District of Columbia Public School System. She is a 1999 McCormick Management Fellow and in 2007 was named New Media Catalyst by the National Association of Minority Media Executives.

A graduate of Wayne State University in Detroit, Retha has also done graduate studies at Georgetown University.



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