

ADAM HOCHBERG

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JOURNALISM EXPERIENCE:

- **Editorial Project Manager, “The American Homefront Project” (2015 – present)**
Editor and project director for a national journalism collaboration focusing on military and veterans issues. The project's audio content airs on NPR's "Morning Edition" and "All Things Considered," WBUR's "Here & Now," and on public radio stations in Los Angeles, Tampa, San Antonio, and other major markets. Selected stories are produced in video form for KPBS-TV in San Diego. Some stories also are shared with McClatchy newspapers. Duties include:
 - Managing an \$1,400,000 budget.
 - Supervising six full-time journalists, several free-lance reporters and producers, an audience research consultant, and a social media intern.
 - Editing audio and text content.
 - Recruiting project partners and planning new initiatives.
 - Helping plan town hall broadcasts and other live events.
 - Communicating with funders, prospective funders, and underwriting staff.
 - Compiling audience metrics and other data to measure project impact.

- **Editorial Project Manager, “The State Integrity Investigation” (2011 – 2012)**
Supervised editorial content for a yearlong \$1.5 million investigative journalism collaboration of Public Radio International, the Center for Public Integrity, Global Integrity, and 16 public radio stations. The project – which ranked all 50 states for government corruption risk -- was awarded the 2013 Edward R. Murrow award for investigative reporting, was a finalist for Harvard University’s Goldsmith Prize for investigative reporting, and led several states to tighten their ethics laws. Duties included:
 - Planning and editing audio and web stories for more than twenty journalists nationwide.
 - Overseeing a data-driven website that ranked states on more than 300 metrics of government accountability and graded each state from A to F. Findings were made available as open-source data to allow scholars and other members of the public to do their own analyses.
 - Coordinating talk shows and town hall meetings and managing relationships among Investigation partners.
 - Leading a two-day training session for project journalists.

- **Contributor and Fellow, Poynter Institute for Media Studies (2010 – 2014)**
Served as a fellow for Poynter’s “Sense-Making Project,” analyzing the changing journalistic landscape and its effect on traditional media ethics and public discourse. Contributed to the 2013 book, *The New Ethics of Journalism*. Wrote a regular column for Poynter’s website and collaborated on case studies and other projects. Served as a regular commentator on journalistic ethics issues for various media organizations.

- **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. Wrote, produced, and voiced spot news reports, longform news and features, and web copy. Traveled with three presidential campaigns, covered more than a dozen hurricanes, and produced 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.

TEACHING 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. Winner of the School's 2018 adjunct teaching award. Responsibilities include:
 - Teaching MEJO 426/523, a practicum class that produces the weekly "Carolina Connection" live radio newscast and podcast and carolinaconnection.org. Since 2008, "Carolina Connection" has yielded ten Hearst radio finalists, won two Edward R. Murrow Awards for the nation's best student newscast, and been named SPJ's best student newscast six times.
 - Facilitating "Holding Power Accountable," a symposium series that brings prominent local and national journalists to the School for panel discussions and small-group conversations with students. Speakers have included three Pulitzer Prize winners and journalists from the New York Times, NPR, and other major news organizations.
 - Teaching audio journalism and radio/podcast production modules to Master's students in MEJO 753 and MEJO 732.
 - Teaching other occasional classes, including MEJO 141: Professional Problems and Ethics.

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:

- As a journalist, winner of more than twenty national and local journalism awards, including several Edward R. Murrow national and regional awards, an Ohio State Award, and a Corporation for Public Broadcasting “Public Radio Program Award.” Finalist for the Harvard University’s 2013 Goldsmith Prize for Investigative Reporting. Named “North Carolina Radio Journalist of the Year” by the Radio-Television News Directors Association five times.
- As a college instructor, directly mentored ten finalists in the Hearst Journalism Awards, including three first place winners; supervised student work that won two Edward R. Murrow Awards, a national Society of Professional Journalists Mark of Excellence Award; and more than two dozen winners of other national, regional, and statewide competitions.

SELECTED PUBLICATIONS:

- “Gannett’s monumental task -- A content management system for all.” Case Study. The Poynter Institute for Media Studies. 2014.
- “Centers of Investigative Reporting: New Model, Old Conflicts.” *The New Ethics of Journalism*. Ed. Kelly McBride, Tom Rosenstiel. Sage Publishing, 2013.
- “The challenges, benefits of consolidated editing design centers.” Case Study. The Poynter Institute for Media Studies, 2013.

SELECTED SEMINARS AND LECTURES:

- “Holding Power Accountable: Reporting on Sexual Misconduct,” a public panel discussion hosted by the UNC School of Media and Journalism, February 27, 2018.
- “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:

- Interviewed by the PBS NewsHour's Hari Sreenivasan about North Carolina's changing demographics and the 2020 election. August 24, 2019.
- Hosted “A Nation Engaged: A Pre-Inauguration Conversation,” an NPR town hall broadcast, hosted by the Duke University Sanford School of Public Policy, Durham, N.C., January 11, 2017.
- Discussed Facebook’s plans to root out fake news. KQED Radio, San Francisco, Cal., December 15, 2016.
- Discussed the ethics of covering mass shootings on WRAL’s “On the Record.” WRAL-TV, Raleigh, N.C., June 18, 2016.
- Discussed the use of secret videos in journalism and in advocacy web sites. 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 Radio, San Francisco, Cal., August 20, 2013.
- Critiqued news coverage of Asiana airline crash. KCBS Radio, San Francisco, Cal., 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 Radio, San Francisco, Cal., May 15, 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, Va., May 3, 2011.
- Regular guest host on “The State of Things” talk show. WUNC Radio, Chapel Hill, N.C.

REFERENCES:

Furnished upon request.