

ALLISSA V. RICHARDSON, MSJ

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SUMMARY OF EXPERTISE

Award-winning media professor and mobile learning innovator who has launched iPod journalism programs in the United States, Morocco and South Africa. Harvard University Nieman Foundation Journalism Fellow. Winner of the Apple Distinguished Educator award. Voted national Journalism Educator of the Year. International speaker and workshop facilitator. Mobile app developer. Keen strategic planner for curricular advancement.

TEACHING EXPERIENCE

8/2012-present

Lecturer, Communications

Bowie State University

Bowie, MD

- Redesigned the online journalism course to include mobile device-led news reporting with iPods and iPads, and mobile application development.
- Collaborated with colleagues in the department on a Bill and Melinda Gates Foundation-funded grant to build the University's first massive open online course (MOOC).

7/2010-8/2012

Coordinator, Journalism

Morgan State University

Baltimore, MD

- Appointed to lead the University's journalism program after winning the J-Lab's national New Voices prize, which awards \$25,000 annually to innovative journalism projects.
- Created and managed a mobile journalism (MOJO) program that taught youth how to use an iPod to report news.
- Invited by the U.S. Embassies in South Africa and Morocco to scale the MOJO program globally.

8/2006-8/2012

Assistant Professor, Journalism

Morgan State University

Baltimore, MD

- Trained more than 200 students to become print and online journalists for leading news outlets such as CNN, NBC and the *New York Times*.
- Honored with the University's Dean's Award for Outstanding Teaching & Advising, for integrating social media into the Liberal Arts program.

COURSES TAUGHT

Online Journalism	Print Reporting & Writing I/II
Fundamentals of Media Writing	Journalism Internship
Media Practicum	Editorial & Critical Writing
English Composition I/II	Journalism Senior Capstone

PROFESSIONAL MEDIA EXPERIENCE

MOBILE LEARNING CONSULTANT

1/2012-present	Director of Mobile Learning MOJO MediaWorks	(Freelance) Bowie, MD
	<ul style="list-style-type: none">● Design mobile journalism workshops for nonprofits and U.S. embassies.● Design MOJO professional development workshops for journalists.● Selected clientele: <i>The Washington Post</i>, GlobalGirl Media, Black Girls Code, the U.S. Embassy of Morocco, the U.S. Embassy of South Africa.	
5/2011-5/2012	Curriculum Developer PBS/Twin Cities Public Television	(Contract) Minneapolis, MN
	<ul style="list-style-type: none">● Designed the Common Core Standards-based, K-12 educational materials for <i>Slavery by Another Name</i>, a documentary that aired on PBS in 2012.● Created a traveling iPod storytelling workshop that taught educators how to build mobile learning lessons using the film's educational content.	

PRINT JOURNALIST

4/2005-5/2006	Medical Writer Cystic Fibrosis Foundation	(Full-time) Bethesda, MD
4/2005-12/2007	Health Correspondent <i>SELF</i> Magazine	(Freelance) New York, NY
4/2005-12/2007	Health Reporter <i>O, The Oprah Magazine</i>	(Freelance) New York, NY
5/2004-4/2005	Assistant Editor, Food Policy <i>Food Chemical News</i>	(Full-time) Washington, DC
6/2003-4/2004	Assistant Editor <i>JET</i> Magazine	(Full-time) Chicago, IL

EDUCATION

- 2014-2017 **University of Maryland College Park, Philip Merrill College of Journalism**
Candidate, Doctor of Philosophy in Journalism
Examination Areas: Mobile journalism, Citizen journalism, Social media
- 2003-2004 **Northwestern University, Medill School**
Master of Science in Journalism
Concentration: Magazine Publishing, Writing and Editing
Specialty Area: Health Reporting
- 1998-2002 **Xavier University of Louisiana**
Bachelor of Science
Major: Biology, Minor: Chemistry
Graduated *cum laude*, Honors in English

SELECTED PUBLICATIONS

MAGAZINES & NEWSPAPERS

- “The Future of Mobile Journalism.” *Diverse Issues in Higher Education*, Nov. 2012.
- “Food for thought: It’s not just what you eat, but when and with what.” *O, The Oprah Magazine*, Nov. 2006. pp. 244.
- “From street poetry to straight politics: Hip-hop’s growing influence on social issues.” *JET*, 3 May 2004. pp. 53.
- “Brother’s Sept. 11 death motivation for runner.” *Utica Observer-Dispatch*, 11 July 2002, sec A:1. (Syndicated nationally by the Associated Press wire service.)

TRADE PRESS (CAPITOL HILL) & WEB

- “2004: A Year of Postponements, Procrastination...and Progress—The FDA, A Year in Review.” *Food Chemical News*, 20 Dec. 2004. Vol. 46, Issue 45. [Referenced in Harvard Law School Report: Derr, Laura E., ed. *When Food is Poison: the History, Consequences and Limitations of the Food Allergen Labeling & Consumer Protection Act of 2004*. 30 June-July 2005. Harvard Law School. 3 Aug. 2007 <leda.law.harvard.edu/leda/data/730/Derr05_FINAL.html>.]
- “FDA seeks more money for food defense in ’06 budget.” *Food Chemical News*, 14 Feb. 2005. Vol. 47, Issue 1. [Predicted the need for an increased bioterrorism budget.]
- “Farewell and Thank You to John H. Johnson.” 15 Aug. 2005. *Freedom Forum*.

ACADEMIC CONFERENCES

- “The Top Five Skills that Mobile Learners Gain.” Mobile Learning Week International Conference and Symposium. UNESCO Headquarters. Paris, France. 18 February 2014.
- Keynote address: “Social Journalism Rising.” Social Media & Pedagogy Conference. Bowie State University. Bowie, MD. 27 September 2013.
- “iUnderstand: How to Design Alternative Assessments using Mobile Devices.” International Society of Technology Educators. San Antonio, Texas. 23 June 2013.
- Keynote address: “The Future of Mobile Learning.” Technology and Strategy for Teaching Excellence Conference. Frostburg State University. 21 May 2013.
- “The Revolution Will Be Live: How Youth Use Mobile Devices to Overthrow and Rebuild Their Governments.” International Symposium of Online Journalism. Austin, Texas. 19 April 2013.
- “The Youth MOJO Movement as a Tool for Teaching Civic Engagement.” MacArthur Foundation’s Digital Media & Learning Conference. Chicago. 16 March 2013.
- “The Top Apps for Mobile Journalism.” Journalism Interactive Conference. Gainesville, Fla. 8 February 2013.
- “The Top Five Skills 21st Century Learners Need.” Online EDUCA Conference. Berlin, Germany. 29 November 2012.
- “How the Digital Era Killed Serendipity.” Pop Culture Association National Conference. San Antonio, TX. 26 April 2011.

INVITED TALKS & WORKSHOPS

- “Mobile Journalism 101: A Three-Part Workshop.” *The Washington Post*. Washington, DC. 12 October 2013. 9 November 2013. 11 January 2014.
- “Mobile Journalism Must-Haves: How to Build Out Your Equipment Rig.” National Association of Black Journalists. Orlando, Fla. 31 July 2013.
- “How to Create High-Quality Content for Mobile Devices.” Microsoft Innovation Center, Blog-a-TECH Summit. Washington, DC. 18 April 2013.
- “The Top Five Myths About Millennials.” Ignite for a Better Baltimore. Baltimore, MD. 26 May 2011.
- “Creating a Live Multimedia Blog.” National Association of Black Journalists. San Diego, CA. 29 July 2010.

AWARDS & FELLOWSHIPS

- 2014 Nieman Foundation Journalism Fellowship - Harvard University
- 2013 Outstanding Junior Faculty Award - Bowie State University
- 2013 Apple Distinguished Educator - Apple, Inc.
- 2012 Journalism Educator of the Year - National Association of Black Journalists

- 2012 Top 100 Women in Digital - Digital Sisterhood Network
- 2010 New Voices, Journalism Innovator - JLab at American University
- 2007 Dean's Award for Excellence in Teaching & Advising - Morgan State University
- 2003 Weinstein-Luby Outstanding Young Journalist - Medill School of Journalism
- 2002 Freedom Forum Chips Quinn Scholar - Gannett Company

SELECTED PRESS COVERAGE

- Martinez, Janel. "Black Girls Code and MOJO MediaWorks Host SXSW Workshop to Teach Girls to Code, Create Mobile Media." Black Enterprise. Black Enterprise Magazine, 14 Mar. 2013. Web. 09 Apr. 2013.
- "NABJ Honors Morgan State University's Allissa Richardson as Journalism Educator of the Year." NABJ Daily. Web. 11 April 2012.
- "The Rise of Mobile Journalism." The Michael Eric Dyson Show. National Public Radio: WEAA 88.9 13 April 2011.
- "Morgan State finds its MOJO." National Public Radio: WYPR 88.1. June 2010.
- "Unlikely career choice pays off for XU grad." Xavier Gold. Spring 2005. pp. 12.
- "FDA's Training Ground for Tomorrow's Doctors and Scientists." FDA Consumer. Sept./Oct. 2001. pp. 10. [Profiled after designing antimicrobial resistance study.]

SERVICE

TO THE DEPARTMENT

- Spring 2014 | Study Abroad Liaison: Dominican Republic Ethnography Trip.
- Fall 2013 | Member: University Information Technology Committee.
- Summer 2013 | COMM 101 Course Redesign: Gates-Ithaca MOOC Project.
- Spring 2013 | Website Design: Communications Department Media Conference Site.

TO THE COLLEGE OF ARTS & SCIENCES

- Spring 2014 | Website Design: College of Arts & Sciences Site.
- Fall 2013 | Website Design: Kwame Nkrumah Convocation Site.
- Spring 2013 | Faculty Institute Workshop Facilitator: "How to Build Alternative Assessments with an iPad." Bowie State University. 16 January.

TO THE GENERAL PUBLIC

- Spring 2013 | Workshop Leader: "Screenplay: A Weekend iPod Film School and Web Coding Camp for Girls." South by Southwest Interactive. Austin, Texas. 9 March.