

Todd Henneman

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EDUCATION

University of California, Los Angeles
Anderson Graduate School of Management

MBA, 2001

Focus: media management, with an emphasis on diversity, equity, and inclusion

Northwestern University
Medill School of Journalism

Bachelor of science in journalism, 1993

HIGHER EDUCATION EXPERIENCE

UNIVERSITY OF SOUTHERN CALIFORNIA

Marshall School of Business

Department of Business Communication

Adjunct professor of clinical business communication, 2022-present

Teach communication theory, techniques and strategies.

Office of the Provost

Center for Excellence in Teaching

Assistant director of faculty development, 2022-present

Serve as a pedagogical specialist on evidence-based practices in course design and instruction.

Rossier School of Education

Center for Education, Identity and Social Justice

Faculty affiliate, 2021-present

CALIFORNIA STATE UNIVERSITY, LONG BEACH

Department of Journalism & Public Relations

Full-time lecturer, 2016-2022

Part-time lecturer, 2010-2016

- Chosen as “coach” for Formative Faculty Feedback Project (2021-present)
 - Selected from a pool of 27 to become one of five inaugural coaches
 - Observed and coached tenure-track faculty and lecturers on enhancing teaching
 - Participated in on-going professional development about mentoring
- Served as faculty leader for online teaching (2020)
 - Co-developed workshops about synchronous and asynchronous courses
 - Provided one-on-one coaching to help faculty adapt pedagogy
- Led JPR Transfer Learning Community (2018-2021)
 - Coordinated efforts of other faculty teaching cohorts of transfer students

- Moderated sessions to prepare incoming students for a four-year university
- Acted as a liaison between students and faculty
- Selected for The Misty Jaffe Early Leaders Program (2021-present)
 - Identified as one of 12 participants for program to nurture diverse faculty
 - Participated in monthly professional development sessions
- Taught wide range of upper- and lower-division courses:
 - JOUR 101: English for Media Writers
 - JOUR 104: Social Media Communication
 - JOUR 110: Mass Media and Society
 - JOUR 120: News Writing and Ethics
 - JOUR 240: Multimedia Storytelling
 - JOUR 311: News Reporting and Ethics
 - JOUR 331: Introduction to Editing
 - JOUR 340: Advanced Multimedia Journalism
 - JOUR 374: Written Communications for Public Relations
 - JOUR 412: Theories of Mass Communication
 - JOUR 415: Diversity in the Media
 - JOUR 418: Journalism Past, Present and Future
 - JOUR 431: Mass Media Ethics
 - JOUR 495: Sexual Diversity in the News Media (special topic)
 - JOUR 498: Internship Practicum

CALIFORNIA STATE UNIVERSITY, NORTHRIDGE

College of Arts, Media and Communication

Part-time lecturer, 2015

Taught JOUR 372: Diversity and the Media

LOS ANGELES COMMUNITY COLLEGE DISTRICT

Part-time lecturer, 2014-2016

- Taught journalism courses at Los Angeles City College and Pierce College:
 - Social Values in Mass Communication (Journalism 100)
 - Collecting and Writing News (Journalism 101)
 - Introduction to Mass Communications (Journalism 105)
- Chosen as journalism faculty member for the Program for Accelerated College Education, a track designed to help students earn an associate's degree in two years and seamlessly transfer to a four-year institution

UNIVERSITY OF SOUTHERN CALIFORNIA

**Relationship & Sexual Violence Prevention Services
and Rossier School of Education**

Project director of USC Men CARE, 2005-2014

- Led an interdisciplinary project into social norms and bystander intervention related to sexual harassment, sexual assault, intimate partner violence, and stalking
- Conducted training with faculty and staff throughout the university.
- Collaborated on original research based on project data
- Oversaw social norming communications program
- Created a portfolio of educational programs targeting gender-based violence
- Trained cohorts of peer communicators who talked to student-athletes, fraternity members, and others about gender-based violence
- Managed related project with partners at 10 colleges and a \$1 million budget
- Contributed to revisions of Student Conduct Code and Policies

- Taught a paraprofessional counseling course about student development theory
- Invited as regular guest lecturer to graduate and undergraduate courses:
 - PSYC 336L: Developmental Psychology
 - PSYC 338: Adolescent Development
 - EDCO 102: Human Diversity: People, Power and Politics
 - EDHP 552: The Politics of Difference
 - EDHP 565: Interventions in Student Affairs
 - EDUC 599: Athletic Administration
 - EDUC 613: Title IX and Gender Issues

UNIVERSITY OF CALIFORNIA, LOS ANGELES

Anderson Graduate School of Management

Teaching assistant, Management Communication Program, 1999-2001

- Coached MBA students for case competitions and field study projects
- Reviewed papers to help MBA students elevate their writing

Teaching assistant, MGMT 409: Organizational Behavior, 2000-2001

PROFESSIONAL COMMUNICATIONS EXPERIENCE

Freelance writer (2001-present)

Write for organizations including [LinkedIn](#), [Glint](#), *San Francisco* magazine, *Bark* magazine and the [Los Angeles Times](#).

Global Window Partners

Consultant, 2001-2005

Developed curricula for online education firm contracted by UCLA Extension

Workforce magazine

Contributing writer, 2004-2016

- Contributed to website, webcasts and print edition of a magazine tailored to executives
- Focused on [management](#), entrepreneurship, [diversity](#), and [inclusion](#), including stories about [unconscious bias](#) and gender parity in the C-suite

The Advocate magazine

Contributing writer, 2003-2009

- Wrote stories for the nation's premier LGBTQ news magazine
- Crafted special reports on immigration and social activism
- Covered the California Supreme Court ruling on Proposition 8, the same-sex marriage initiative, including interviewing the chief justice

San Francisco Chronicle

Staff writer, 1998-1999

- Led coverage of Santa Clara County courts and politics
- Wrote investigative series that resulted in [dissolution](#) of the grand jury and the overhauling of the county's grand jury process

The Desert Sun (The USA Today Network)

Staff writer, 1996-1998

- Covered economic development and government for daily newspaper in Palm Springs

- Wrote a national award-winning series exploring Enron Corp.'s dubious promises

North County Times (acquired by The San Diego Union-Tribune)

Staff writer, 1994-1996

- Covered San Diego County Supervisors and city of Poway
- Reported on former singer Sonny Bono's congressional campaign

Edelman

Intern, 1993-1994

- Created communications materials for client Quaker Oats
- Wrote news releases and other promotional material for clients

Quaker Oats

Intern, 1992-1993

- Wrote daily news digest for senior executives about industry trends
- Wrote about product developments for monthly employee magazine

ACADEMIC PUBLICATIONS AND PRESENTATIONS

Peer-reviewed publication

Henneman, T. (2020). [Beyond Lip-Synching: Experimenting with TikTok Storytelling](#). *Teaching Journalism & Mass Communication*, 10(2), 1-14.

Academic conference presentations

Sundt, M. and **Henneman, T.** (2009). *Preventing violence against women: What we know now*. Presented at the annual conference of the National Association of Student Personnel Administrators, Seattle, WA.

Ahmadi, S. and **Henneman, T.** (2009). *Male survivors of sexual assault: Legal protections and victim services on college campuses*. Presented at the annual conference of the National Association of Student Personnel Administrators, Seattle, WA.

Other academic writing

Henneman, T. (2014) Is HR at its breaking point? In *Human Resources Management*. Ed. Maria Nathan, Ph.D. New York, NY: McGraw-Hill.

Other presentations

Henneman, T. (2010). *Model policy and protocol to address stalking on college campuses*. Invited presentation to California College and University Police Chief Association Annual Conference, South Lake Tahoe, CA.

Henneman, T. (2008). *Activating bystanders: Lessons from the USC Men CARE project*. Invited presentation at California State University, Channel Islands, Camarillo, CA.

Henneman, T. (2008). *All men's role in ending gender-based violence*. Take Back the Night keynote, California Lutheran University, Thousand Oaks, CA.

Sundt, M., and **Henneman, T.** (2008). *Sexual assault on college campuses: What we know now*. Invited presentation to Phi Delta Kappa education honor society, Los Angeles, CA.

Henneman, T. (2008). *Sexual assault prevention: The role of peer educators*. Invited presentation at UCLA Rape Treatment Center, Santa Monica, CA.

Henneman, T. (2007). *Social marketing vs. social norms marketing*. Invited presentation at Mandatory Continuing Education for Psychologists, USC Student Health Services, Los Angeles, CA.

Op-ed

Henneman, T. (2016, October 13). *Billy Bush: The worst kind of bystander*. CNN (Opinion section), <https://www.cnn.com/2016/10/13/opinions/billy-bush-bystander-henneman>

GRANTS

Ukleja Center for Ethical Leadership

Recipient, faculty pedagogical stipend

- Wrote successful proposal for \$3,000 stipend for multimedia ethics module
- Served on review committee subsequent year
- Invited to speak at philanthropist Louise Ukleja's home as part of community outreach

The U.S. Department of Justice

Principal investigator

- Wrote successful proposal for three-year \$399,999 expansion of USC Men CARE project
- Identified by the federal Office on Violence Against Women as a “promising practice”

The U.S. Department of Education

Project manager

- Hired to develop and assess a program originally funded by a \$300,000 grant
- Prepared research reports filed to the Department of Education

ACADEMIC AND COMMUNITY SERVICE

Board of directors, The Association of LGBTQ Journalists (2020-present)

Founder, Queer Educators Committee, The Association of LGBTQ Journalists (2019-present)

Organizer, Diversity in the Media panels, California State University, Long Beach (2018-2019)

Faculty adviser, National Association of Black Journalists, California State University, Long Beach (2015-present)

Thesis adviser, Honors Program, California State University, Long Beach (2019-2020)

Member, Curriculum Committee, California State University, Long Beach (2018-present)

Member, Committee on Lesbian, Gay, Bisexual, Transgender, Intersex, Queer + Campus Climate, California State University, Long Beach (2017-2019)

Moderator, Journalism & Public Relations Day, California State University, Long Beach (2019)

Chair, Stalking Advisory Committee, University of Southern California (2008-2011)

Member, Student Wellness Consortium, University of Southern California (2010-2014)

Member, Safe Communities Task Force, University of Southern California (2008-2013)

Co-organizer, Reaching Out, the conference for LGBTQ MBA students, Anderson Graduate School of Management (2000-2001)

HONORS AND AWARDS

Awarded first place in “best practices” competition by the Association for Education in Journalism and Mass Communication (AEJMC)

Recognized for Outstanding Program by USC Student Affairs

Finalist for the 59th Annual Jesse H. Neal Awards in specialized journalism

Twice named a finalist for Sarah Pettit Memorial Award in LGBTQ reporting

Honored for features writing by the San Diego Press Club

Awarded first place in Best of Gannett contest for business and consumer reporting

PROFESSIONAL DEVELOPMENT

CSULB Equity Mindedness and Pedagogy Workshop Series (2021)

Participated in diversity, equity and inclusion sessions

CSULB Academic Technology Services (2021)

Participated in HyFlex Classrooms and Instructional Techniques Programs

UC Berkeley Graduate School of Journalism (2018)

Completed immersive program for full-time professionals to hone skills in audio storytelling

CSULB Academic Technology Services (2018)

Participated in Academic Innovation Design Initiative program

USC Kortschak Center for Learning & Development (2012-2013)

Completed workshops on developing an assessment plan and on learning outcomes based on Council for the Advancement of Standards in Higher Education's framework

Office on Violence Against Women (2008-2011)

Attended biannual Technical Assistance Conference to discuss problem-solving strategies targeting sexual assault, sexual harassment, domestic violence, dating violence, and stalking

YWCA (2006)

Certified as domestic violence counselor in the state of California

TECHNOLOGICAL SKILLS

- Able to transition seamlessly between PC and Mac environments
- Adept in Adobe Creative Cloud, iMovie, Audacity, Microsoft Office, and Qualtrics
- Skilled in HTML and CSS as well as social media content, scheduling, and analytics
- Experienced in using D2L, Moodle, Zoom, and other video conferencing platforms

PROFESSIONAL AFFILIATIONS

Association for Business Communication
Association for Education in Journalism and Mass Communication
The Association of LGBTQ Journalists
Online News Association
Society of Professional Journalists

COMMUNITY SERVICE

- Founder, [Northwestern University Pride Alumni Club](#)
- Volunteer, American Cancer Society