

Todd Henneman

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EDUCATION

UNIVERSITY OF CALIFORNIA, LOS ANGELES

Anderson Graduate School of Management

MBA, 2001

NORTHWESTERN UNIVERSITY

Medill School of Journalism

Bachelor of Science in Journalism, 1993

RESEARCH INTERESTS

My research examines internships and other forms of experiential learning as pathways to career readiness in journalism and public relations. Drawing on a growing longitudinal dataset of more than 400 journalism and public relations students, I investigate the competencies associated with professional preparedness, barriers to equitable access, the comparative value of student media and off-campus internships, and the skills that digital-first newsrooms and communication organizations value among entry-level professionals. I also examine how artificial intelligence is reshaping workforce expectations and career preparation in journalism and public relations.

ACADEMIC APPOINTMENTS

CALIFORNIA STATE UNIVERSITY, LONG BEACH

Department of Journalism & Public Relations

Assistant Professor, 2026—present

Lecturer, 2010—2026

Courses taught: *JOUR 101, 104, 110, 160, 120, 240, 311, 315, 331, 340, 374, 412, 415, 418, 431, 495, and 498*

UNIVERSITY OF SOUTHERN CALIFORNIA

Marshall School of Business

Part-Time Professor of Business Communication, 2022—2026

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

College of Arts, Media and Communication

Part-Time Lecturer, 2014–2016

UNIVERSITY OF CALIFORNIA, LOS ANGELES

Anderson Graduate School of Management

Teaching Assistant, MGMT 409: Organizational Behavior, 2000–2001

Teaching Assistant, Management Communication Program, 1999–2001

TEACHING AND PEDAGOGICAL LEADERSHIP

CALIFORNIA STATE UNIVERSITY, LONG BEACH

Formative Faculty Feedback Project Mentor, 2020–2022

- Selected from a pool of 27 to become one of five inaugural coaches
- Observed and coached tenure-track faculty and lecturers on enhancing teaching

Faculty Leader for Online Teaching, 2020

- Co-developed workshops about synchronous and asynchronous courses
- Provided one-on-one coaching to help faculty adapt pedagogy

JPR Transfer Learning Community Lead Faculty Member, 2018–2021

- Coordinated efforts of other faculty teaching cohorts of transfer students
- Moderated sessions to prepare incoming students for a four-year university

ACADEMIC LEADERSHIP

CALIFORNIA STATE UNIVERSITY, LONG BEACH

Department of Journalism & Public Relations

Internship Coordinator, 2023–present

- Direct the College of Liberal Arts' largest internship practicum
- Cultivate relationships with for-profit and nonprofit partners
- Oversee student placements and assessment of partnerships
- Develop and publish the department internship newsletter
- Plan annual JPR Internship Week and JPR Day Networking Fair

College of Liberal Arts

Faculty Director of Social Media Experiential Education Program, 2023–2025

- Oversaw eight social media teams composed of 30 interns
- Mentored students in analytics interpretation, content creation, platform strategy, and design principles.

UNIVERSITY OF SOUTHERN CALIFORNIA

Center for Excellence in Teaching

Assistant Director, 2022–2023

- Facilitated faculty development programming across multiple schools and departments
- Created and led a workshop on HyFlex learning environments
- Developed an advanced teaching institute focused on inclusive pedagogy
- Contributed to revisions of USC Annenberg's assessment strategy
- Provided instructional consulting to faculty on course design, inclusive pedagogy and instructional innovation.

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
- 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
- Invited as regular guest lecturer in *PSYC 336L, PSYC 338, EDHP 552, EDHP 565, EDUC 599, EDUC 613: Title IX and Gender Issues*

ACADEMIC PUBLICATIONS

Peer-Reviewed Publications

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

Research Reports and Monographs

Bien et al. (2024) [Embracing AI in Business Education: A Case Study of USC Marshall School of Business](#). *USC Marshall School of Business Research Paper Series*.

Book Chapters

Henneman, T. (2014) Is HR at Its Breaking Point? In *Human Resources Management*.

Ed. Maria Nathan, Ph.D. New York, NY: McGraw-Hill.

Research in Progress

Henneman, T. Recalibrating Journalism Education for the Digital-First Newsroom (manuscript in preparation). This study examines whether journalism education is keeping pace with the needs of digital-first news organizations. Using survey data from editors and producers representing newspapers, magazines, broadcasters, and digital-native news outlets, the project identifies the routine multimedia competencies and adaptive skills most critical to professional success. Findings will inform curricular

reforms designed to strengthen the alignment between journalism education and contemporary newsroom practice.

Henneman, T. Predictors of Professional Preparedness: An Analysis of Internship Competencies in Journalism and Public Relations (manuscript in preparation). Drawing on supervisor evaluations from a longitudinal dataset of more than 400 journalism and public relations students, this study examines the competencies associated with professional preparedness in internship settings. Using regression and dominance analyses, the project identifies the skills most predictive of internship success and explores how competency expectations differ across sectors and organizational environments. Findings will contribute to scholarship on career readiness and experiential learning while informing curricular and professional-development initiatives designed to prepare students for contemporary media and communication careers.

ACADEMIC PRESENTATION

Refereed Teaching Presentations

Henneman, T. (2026) *From Analysis to Advocacy: Teaching Strategic CSR Decision-Making Through Executive Recommendation Reports*. Presented at the Association for Education in Journalism and Mass Communication Annual Conference: New Orleans, LA.

Henneman, T. (2022) *Invisible No More: Elevating Historically Marginalized Voices through Audio Storytelling*. Presented at the Association for Education in Journalism and Mass Communication Annual Conference: Detroit, MI.

Refereed Conference Presentations

Sundt, M. and **Henneman, T.** (2009). *Preventing violence against women: Emerging Practices for the Profession*. 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.

Invited 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.

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”

HONORS AND AWARDS

Awarded first place by the Association for Education in Journalism and Mass Communication for best practices incorporating diversity, equity, and inclusion into teaching

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 COMMUNICATIONS EXPERIENCE

Freelance writer, 2001—present

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

Global Window Partners, 2001—2005

Consultant

Developed curricula for online education firm contracted by UCLA Extension

Workforce magazine, 2004—2016

Contributing writer

- 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, 2003—2009

Contributing writer

- 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, 1998—1999

Staff writer

- 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), 1996—1998

Staff writer

- Covered economic development and local 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), 1994–1996
Staff writer

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

ACADEMIC AND COMMUNITY SERVICE

Member, USC Academic Senate's Faculty Affairs committee (2022–2023)

Member, USC Well-being Collective (2022–2023)

Board of directors, The Association of LGBTQ Journalists (2020–2022)

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 (2015–2022)

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

Member, Curriculum Committee, California State University, Long Beach (2018–2022)

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 (2000–2001)

PROFESSIONAL DEVELOPMENT AND CERTIFICATIONS

Online Learning Consortium (2022)

Earned a certificate in instructional design

Online Learning Consortium (2022)

Became a certified Course Quality Review Trainer

Jaffe Early Leaders Program (2021–2022)

Participated in monthly professional development sessions to nurture diverse faculty

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

CSULB Bob Murphy Access Center (2021)

Completed training to become an ally to students with disabilities

Poynter Institute

Attended a three-day conference about innovative teaching techniques (2020)

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

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