

## **ERIN B. REILLY, MFA**

Creator – Strategist - Researcher

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### **PROFESSIONAL QUALIFICATIONS**

#### **University of Southern California / Annenberg School for Communications**

**2014 - present**

*Managing Director & Research Fellow / Annenberg Innovation Lab*

- Member of the founding team of USC's Annenberg Innovation Lab.
- Built and maintained relationships with partners such as IBM, Havas Media, HBO, FOX, Warner Bros and BET. Aim to bridge academia and industry effectively and explore the challenges and opportunities in media and culture.
- Designed and facilitated multiple [Think & Do workshops](#)
- Applied Research Expertise and initiatives I've led:
  - [Leveraging Engagement](#) – A research framework that offers insight into how sports or entertainment might appeal to and retain fans; how we can facilitate the shift by which fans are entertained to being invested; and how to inspire fans to extend their interest.
  - [Incubate I USC](#) and [Blackstone LaunchPad USC](#) -- A campus-based experiential entrepreneurship program open to students, alumni, staff and faculty offering coaching, ideation and venture creation support. (Founding Executive Director from 2014-2016)
  - [Tangible Storytelling + Play + Learning](#) -- Mobile is only the beginning for today's digital children. We are entering a fundamentally new world of media and technology. As we move forward, we need to ask how we can identify and nurture the core tenets of children's play while embracing the unique affordances of new devices, new data, and new relationships between creators and fans.
  - [Free to Be Re-Envisioned](#) – Design and execute four focus groups with Boston Children's Hospital to aid in capturing creative input and the youth's perspective on issues that matter to them today, such as the understanding of tolerance, kindness, and comfort within one's own identity. This preliminary research will be used to re-imagine the *Free to Be* series with Marlo Thomas.

#### **Curtin University / Perth, Western Australia**

**March 2016**

*Visiting Scholar with Learning Futures / Curtin Learning and Teaching*

- A week of activities included individual meetings and group meetings, such as Pathways & Partnerships, STEM and Coding, Makerspaces and Entrepreneurship and Transmedia. This also included a presentation of The Edison Project research to the community.

#### **University of Southern California / Annenberg School for Communications**

**2010 - 2014**

*Creative Director & Research Fellow / Annenberg Innovation Lab*

- Designed and implemented the [lab's strategy](#).
- Oversaw all aspects of product design and mentor students in developing applications and business ideas using digital media and its affect on society

- Created and established multiple initiatives that are the foundation of the lab's programming, including:
  - [CRUNCH Accelerator](#) -- An opportunity for students to acquire new skills, meet industry leaders, and learn how to design new products.
  - [Think & Do ideation process](#) – Finalist in the Management Innovation eXchange 2013
- Lead research initiatives on the future of media and entertainment including:
  - [PLAY! \(participatory learning and you\)](#) – Development of multimedia tools to build, share and enhance your ideas in collaboration with people who care.
  - [Transmedia Branding](#) – Worked with Levi's to develop a transmedia brand strategy for Station to Station project.
  - [Transmedia Play & Learning](#) – Produced in collaboration with Random House Publishing and the Joan Ganz Cooney Center, this applied research of the Flotsam Transmedia Play prototype and *T is for Transmedia* publication provided a much-needed guide to transmedia in the lives of children age 5-11 and its applications to storytelling, play, and learning.

### **Massachusetts Institute of Technology / Comparative Media Studies**

**2007 - 2010**

*Research Director / [Project New Media Literacies](#)*

- Collaborated with the Principal Investigator on conceptualizing the vision of the research project, New Media Literacies, and developing a strategy for implementation
- Oversaw implementation of research, creative and administrative activities of NML, maintained current collaborations, and forged new partnerships to facilitate upcoming project initiatives
- Guided the research process, ensuring a high level of team coordination to facilitate the process of refining pedagogical models and the continued production of multimedia curricular materials
- Ensured the dissemination of the project's key ideas and findings through publications, conference presentations, online communities, parent resources, and teacher training programs
- Led designer on participatory educational platforms, including the [Learning Library](#)

### **Platform Shoes Forum**

**2001 - 2007**

*Co-Founder/Executive Director*

- Co-creator of [Zoey's Room](#), Platform Shoes Forum's model program, recognized as a model learning application with proven results in advancing Science, Math, Engineering, Technology and Media Literacy skills. One of the earliest social networks for children.
- Co-creator of [xDream Challenge](#), a prototype for children ages 8-12 to maximize their healthy potential through good nutrition and physical fitness. The design developed a device that tracked physical activity power an online avatar.

## **TEACHING EXPERIENCE**

### **University of Southern California**

- CRUNCH Accelerator 2010 - 2016
- Small Business Series 2015

- News Idea Incubator 2011
- Executive Education
  - Designed Executive Education Program on The Edison Project.
  - Shanghai Media Group
  - Jiangsu Broadcasting
- Mentored multiple students through Directed Research.
- Guest Lecturer in multiple classes each year
  - JOUR 499: Advanced Journalism for Mobile and Emerging Platforms
  - COMM 375: Business and Professional Communication
  - CTCS 482 Transmedia Entertainment
  - Cinema Interactive Media Forum
  - COMM 306: Innovation Entertainment and the Arts
  - CMGT 533: Emerging Communication Technologies
  - JOUR 592 Specialized Journalism: Reporting the Arts

#### **MIT / Comparative Media Studies**

- Gender and Media Course: [Beyond the 3rd Wave](#) 2009
- Visiting Lecturer at Comparative Media Studies
- Teaching Assistant for [Media in Cultural Context](#) 2008
  - Worked closely with students in developing their final projects exemplifying the New Media Literacies in the form of a Learning Library challenge.
  - Taught the [Digital Media and Ethics](#) class.

#### **Harvard University “Project Zero Institute” 2008**

- Faculty
  - Co-Taught Digital Media and Ethics course with GoodPlay Project.

#### **International Film and Television Workshops / Rockport College 1998 - 2003**

- Adjunct Film Faculty
  - Taught Professional Development, positioning young adults to enter the film/television business.
  - Taught editing software programs, Avid Media Composer, Final Cut Pro and Edit DV.
  - Taught aesthetics of editing.

#### **Art Institute of Dallas 1996 - 1998**

- Full-time Faculty Member; School of Media Arts
  - Developed curriculum for the Video and Multimedia departments.
  - Organized curriculum for video program during accreditation process.
  - Taught Electronic Field Production, Image Manipulation, Lighting for Video, Videography, Intro to Editing, Scriptwriting and Nonlinear Post – AVID 101

#### **CONFERENCE PRESENTATIONS**

October 2016, Panelist, “Innovation in Media Literacy and Digital Citizenship” [Digital Citizenship Summit](#), San Francisco, CA

October 2016, Panelist, “Innovation and Mobility, Enabling Industries of the Future” Ericsson Silicon Valley Grand Opening, Santa Clara, CA

April 2016, Demo Speaker with IBM, "Fan Behavior Insights" NAB, Las Vegas, NV

March 2016, Speaker, "[Teaching and Learning through Transmedia Play](#)" K12, Inc. Herndon, Virginia

March 2016, Panelist, "Moral Compass of Play" SXSW Interactive, Austin, TX

October 2015, Panelist, "Toys 3.0" Sandbox West, Los Angeles, CA (also co-developed and sponsored 2-day conference)

June 2015, Keynote, "[Playing with the Future](#)" Nintendo Marketing Summit, Redmond, WA

May 2015, Keynote, "[Tangible Story + Play + Learning](#)" InterActivity Conference, Association of Children's Museums, Indianapolis, IN

March 2015, Panelist, "[Biggest Issues in Digital Ethics](#)" SXSW Interactive, Austin, TX

January 2015, Panelist, "[Innovations in Storytelling and Media](#)" 2nd Screen Summit, CES / Las Vegas, NV

October 2014, Panelist, "[Digital Hollywood Panel: Breakfast Tuesday](#)" Digital Hollywood / Marina del Rey, CA

April 2014, Moderator, "[Geek Speaks: Women Who Make TV](#)" USC Innovation Lab / USC, Los Angeles, CA

March 2014, Speaker, "[Connecting Man and the Machine](#)" Havas Global Leadership Connected Passions Conference

February 2014, Panelist, "[Changing Kids TV: From Million Dollar Series to Six Second Vines](#)" Television Academy / North Hollywood, CA

November 2013, Speaker, "[Reading in a Participatory Culture](#)" National Writing Project / Boston, MA

July 2013, Speaker, "[Beyond Entertainment Transmedia](#)" Transmedia Masterclass / Paris, France

April 2013, Moderator, "[Coding for the Future: The Rise of Hacker Journalism](#)" ([audio](#)) West Virginia University / P.I. School of Journalism

*The above are a few recent speaking engagements.  
Additional speaking engagements dating back to 2007 can be found [here](#).*

## **PUBLICATIONS**

### **Books or Book Chapters:**

- Reilly, E. (2016). "New Metrics & Measurements – Leveraging Engagement" [The Edison Project](#) USC Annenberg Innovation Lab and Havas Media.

- Reilly, E., Mehta, R., & Jenkins, H. (2013). "[Flows of Reading](#)" Complementary digital book to Reading in a Participatory Culture
- Jenkins, H., Kelley, W., Clinton K., McWilliams, J., Wiley, R., P., & Reilly, E. (2013). "[Reading in a Participatory Culture](#)" Teachers College Press. New York
- Reilly, E. (2013). "[Visualization as a New Media Literacy](#)" Book Chapter from Media Literacy Education in Action Authors: Belinha S. De Abreu, Paul Mihailidis.
- Reilly, E. (2010) "[Remix Culture: Digital Music and Video Remix Opportunities for Creative Production](#)" Editor: Jessica Parker, [Teaching Tech-Savvy Kids: Bringing Digital Media into the Classroom, Grades 5-12](#). Corwin Press.
- Reilly, E. (2010) "Forward" for Matt Levinson's [From Fear to Facebook: One School's Journey](#). International Society for Technology in Education, Washington DC.

#### **White Paper Publications:**

- Stephenson, B. H., Alper, M., & Reilly, E. (2013) "[T is for Transmedia](#)" USC Annenberg Innovation Lab and The Joan Ganz Cooney Center
- Reilly, E., Jenkins, H., Felt, L. J., & Vartabedian, V. (2012). "[Shall We Play?](#)" USC Annenberg Innovation Lab (white paper associated with grant from The Bill & Melinda Gates Foundation)
- Reilly, E., Vartabedian, V., Felt, L. J., & Jenkins, H. (2012). "[PLAY! \(Participatory Learning and You\)](#)" USC Annenberg Innovation Lab (white paper associated with grant from The Bill & Melinda Gates Foundation)
- Reilly, E., & Literat, I. (2012). "[Designing with teachers](#)" USC Annenberg Innovation Lab (white paper associated with grant from MacArthur Foundation's Digital Media and Learning Hub)

#### **Articles:**

- Reilly, E. (2016, June 17). "[Fan Favorites.](#)" Strategy + Business, Outlook 2016-2020, Autumn 2016, Issue 84, 43-49.
- Reilly, E. (2011) "[Art as Experience, rather than Appreciation](#)" Journal of Children and Media, 5:4, 471-474.
- Reilly, E. (2010) "[Review of StoryKit for Learning](#)" Journal of Media Literacy Education.
- Reilly, Erin (2009). "[What is Learning in a Participatory Culture](#)" Threshold. [co-editor of Spring 2009 issue]
- Reilly, E. and Robison, A. (2008). "[Extending media literacy: How young people re-mix and transform media to serve their own interests.](#)" Youth Media Reporter.
- Reilly, Erin. (2008). "[All Together Now](#)" In Media Res.

#### **AWARDS**

- Visiting Scholar at Curtin University in Perth, Western Australia (2016)
- National Leaders in Learning Award Winner in the General Excellence Category by Cable in a Classroom (Washington DC 2007)
- Top 20 Educators to Watch by National School Board Association (2007)
- Finalist of the Sarah Jewitt Award by the Maine Women's Fund (Portland, ME 2007)

#### **EDUCATION**

Rockport, ME  
Master of Fine Arts in Film & Video

Emerson College  
Boston, MA  
Bachelor of Arts in Mass Communication-Television

1994

## **AFFILIATIONS**

### Memberships

- Member of the Television Academy Association 2012-present

### Board of Directors

- National Association for Media Literacy Education
  - 2017 – present President
  - 2012 – 2016 Vice President
  - 2007- 2012 Board Member

### Advisory Councils

- Advisor to Disney Junior 2015-present
- Advisor to PBS Ready to Learn program Hero Elementary 2016 - present
- Advisor to PBS Emmy Award Winning Sci-Girls 2011-present
- Advisor for Gulf of Maine Research Institute 2011-present
- Advisor on New Media Consortium and CoSN's Horizons Report: 2009 K12 Edition

### Consultant

- Disney / ABC Consumer Insights Division
- Mori, Inc (start up)
- Big Box Play (start up)
- PBS Ready to Learn initiative