

Matt Waite

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College of Journalism and Mass Communications
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Current

I teach reporting, data journalism, data visualization and programming for journalism in the College of Journalism and Mass Communications. I founded the Drone Journalism Lab after joining the faculty in 2011 to study how drones would impact news reporting. I have taught courses in the Computer Science department in the College of Arts and Sciences as well as in the Agricultural Leadership, Education and Communication department in the College of Agricultural Sciences and Natural Resources. I am in the [university's Grit and Glory commercial](#).

Education

BA, University of Nebraska-Lincoln, 1997
Journalism -- News/Editorial

MS, University of Nebraska-Lincoln, 2020
Business Analytics

Professional Positions

- Co-founder, Hot Type Consulting. (December 1, 2009 - Present)
 - Hot Type is a consulting company that builds software and data-driven news applications for media clients around the world.
- Senior News Technologist, St. Petersburg Times. (November 1, 2006 - February 28, 2011)
 - Served as a hybrid journalist-programmer writing software to create new platforms for journalism. Developed PolitiFact.com, the first website to win the Pulitzer Prize in 2009.
- Staff Writer, St. Petersburg Times. (March 6, 2000 - November 1, 2006)
 - Employed data analysis techniques to extend investigative journalism. Work included satellite imagery analysis of the environment, statistical analysis of school test scores and voter analysis.
- Staff Writer, Arkansas Democrat-Gazette. (January 6, 1998 - February 23, 2000)
 - Covered law enforcement and crime for the state's largest newspaper.

Awards and Honors

- Pulitzer Prize for National Reporting, Columbia University (April 20, 2009)
- J. Winton Lemen Fellowship Award, National Press Photographers Association (2018)
- UNL Parents Association Certificate of Recognition for Contributions to Students (2016, 2017, 2019, 2020)
- University of Nebraska Innovation, Development, and Engagement Award (2016)
- Nebraska Journalism Hall of Fame (2016)

Skills

- 20+ years of high-level spreadsheet analysis (Excel, Google Sheets, etc)
- 20+ years of high-level relational database usage (SQLServer, MySQL, Postgres, etc)
- 20+ years of high-level geographic information systems spatial analysis (ArcGIS, qGIS, etc).
- 12+ years of professional experience using Python for web development and data analysis
- 12+ years of professional experience authoring front end code (HTML, CSS, JavaScript)
- 6+ years of professional experience using the R statistical language for data analysis
- Myriad other visualization, analysis and authoring tools.

Licensures and certifications

- Sport Light Pilot's License, Federal Aviation Administration. (September 9, 2015 - Present)
- Remote Pilot Certificate, Federal Aviation Administration. (August 30, 2016 - Present)

TEACHING

New Courses Developed

- CSCE100 Introduction to Informatics. First taught Fall 2015
- JOUR307 Data Journalism: Using data to report news. First taught Spring 2012
- JOUR401 Depth Reporting With Mobile and Drones. Taught Spring 2016
- JOUR407 Data Visualization: Visual storytelling with data. First taught Spring 2014
- JOUR408 News Applications: Data-driven web programming for journalists. First taught Fall 2011
- JOUR491 Story Bots: Stories developed by algorithm. First taught Fall 2014
- JOUR491 Experimental Video Storytelling: Drones + 360 to tell stories. First taught Fall 2017
- SPMC350 Sports Data Analysis and Visualization. First taught in Fall 2018
- SPMC460 Advanced Sports Data Analysis. First taught Spring 2021
- Pop Up Courses in Sensor Journalism and Drone Journalism
- All course materials available at <http://mattwaite.github.io>

Digital and Open Educational Resources Developed

- Data Journalism With R and the Tidyverse. Introduced January 2020, available at <http://mattwaite.github.io/datajournalism/>
- Sports Data Analysis and Visualization: Code, data, visuals and the Tidyverse for journalists and other storytellers. Introduced in August 2019, available at <http://mattwaite.github.io/sports/>
- Getting Started With Drone Journalism. Introduced in August 2018, available at <http://mattwaite.github.io/dronebook/>
- Math for Beginning Reporters. Course module for reporting classes. Introduced February 2014, available at <https://github.com/mattwaite/MathForBeginningReporters>

Other Curricular Developments

- Member, development committee for interdisciplinary Minor in Informatics, 2013-2015
- Chief Advisor, Minor in Informatics, Fall 2015 to present
- Member, graduate faculty in the College of Journalism and Mass Communications, Fall 2017 to present

Directed Student Learning

UCARE

- UCARE, "Drone Journalism Lab," Journalism. (August 20, 2012 – June 1, 2013). Advised: Ben Kreimer, Daniel Wheaton, Travis Shafer

Books

Waite, M. D., Pittman, C. (2009). *Paving Paradise: Florida's Vanishing Wetlands and the Failure of No Net Loss*. Gainesville, Florida: University of Florida Press.

Other Intellectual Contributions

Waite, M. D. (2016). *5 steps you need to take before you can jump into drone journalism*. <http://www.massbroadcasters.org/news-events/5-steps-you-need-to-take-before-you-can-jump-into-drone-journalism>

Waite, M. D. (2016). *In 60 days, drone journalism will be legally possible in any U.S. newsroom*.

<http://www.niemanlab.org/2016/06/in-60-days-drone-journalism-will-be-legally-possible-in-any-u-s-newsroom/>

Waite, M. D. (2016). *WATCH: This 360° Video Takes You Inside a Sale Barn on Auction Day*. <http://netnebraska.org/article/news/1027131/watch-360%C2%B0-video-takes-you-inside-sale-barn-auction-day>

Waite, M. D. (2015). *The journalist's guide to drones over (or crashing into) stadiums*. <http://www.niemanlab.org/2015/09/the-journalists-guide-to-drones-over-or-crashing-into-stadiums/>

Waite, M. D. (2015) *Why a drone journalism educator is getting his pilot's license* Columbia Journalism Review Q&A. http://www.cjr.org/united_states_project/matt_waite_drone_journalism_lab.php

Waite, M. D. (2015). *New rules governing drone journalism are on the way — and there's reason to be optimistic*. Nieman Journalism Lab. <http://www.niemanlab.org/2015/02/new-rules-governing-drone-journalism-are-on-the-way-and-theres-reason-to-be-optimistic>

Waite, M. D. (2014). *Quakebots and Pageview Quotas: Bot or Be Botted?*. Knight-Mozilla Source. <https://source.opennews.org/en-US/articles/bot-or-be-botted/>

Waite, M. D. (2013). *How I faced my fears and learned to be good at math*. Nieman Journalism Lab. <http://www.niemanlab.org/2013/11/matt-waite-how-i-faced-my-fears-and-learned-to-be-good-at-math/>

Waite, M. D. (2013). *How to write 261 leads in a fraction of a second*. Poynter.org. <http://www.poynter.org/how-tos/digital-strategies/223502/how-to-write-261-leads-in-a-fraction-of-a-second/>

Waite, M. D. (2013). *Kill All Your Darlings*. Knight-Mozilla Source. <https://source.opennews.org/en-US/learning/kill-all-your-darlings/>

Waite, M. D. (2013). *Telling Your Boss No*. Knight-Mozilla Source. <https://source.opennews.org/en-US/learning/telling-your-boss-no/>

Waite, M. D. (2013). *How to use Chartbuilder to make simple graphics fast*. Poynter.org. <http://www.poynter.org/how-tos/220572/how-to-use-chartbuilder-to-make-simple-graphics-fast/>

Waite, M. D. (2013). *How to visually explore local politics with network graphs*. Poynter.org. <http://www.poynter.org/how-tos/newsgathering-storytelling/218543/how-to-visually-explore-local-politics-with-network-graphs/>

Waite, M. D. (2013). *Handling Data About Race and Ethnicity*. Knight-Mozilla Source. <https://source.opennews.org/en-US/learning/handling-data-about-race-and-ethnicity/>

Waite, M. D. (2013). *Slouching Toward Sensor Journalism*. Knight-Mozilla Source. <https://source.opennews.org/en-US/articles/slouching-toward-sensor-journalism/>

Waite, M. D. (2013). *Finding Stories in the Structure of Data*. Knight-Mozilla Source. <https://source.opennews.org/en-US/learning/finding-stories-structure-data/>

Waite, M. D. (2013). *How sensor journalism can help us create data, improve our storytelling*. Poynter.org. <http://www.poynter.org/how-tos/digital-strategies/210558/how-sensor-journalism-can-help-us-create-data-improve-our-storytelling/>

Waite, M. D. (2013). *Public Info Doesn't Always Want To Be Free*. Knight-Mozilla Source. <https://source.opennews.org/en-US/learning/public-info-doesnt-always-want-be-free/>

Selected Presentations Given

Waite, M. D., NICAR 2020, "Intermediate R", IRE, New Orleans, La. (March 5, 2020).

Waite, M. D., NICAR 2019, "Sports Data Analysis in R", IRE, Huntington Beach, Ca. (March 6, 2019).

Waite, M. D., NPPA Drone Journalism Summit, "Next Steps for Drone Journalism," National Press Photographers

Association, New York, NY. (October 26, 2018).

Waite, M. D., UK Conference of Science Journalists, "Drones for Science Journalism," Association of British Science Writers, London, England. (October 16, 2018).

Waite, M. D., AEJMC 2018, "Drones in education," Association of Education in Journalism and Mass Communications, Washington, DC. (August 5, 2018).

Waite, M. D., Broadcast Education Association Annual Conference, "How to get your drone license," Broadcast Education Association, Las Vegas, NV. (April 11, 2018).

Waite, M. D., Mobile Me and You, "Drones for Journalism," UNL, Northwestern University and University of Illinois, Champaign, IL. (October 21, 2017).

Waite, M. D., NPPA Drone Journalism Summit, "Next Steps for Drone Journalism," National Press Photographers Association, New York, NY. (September 14, 2017).

Waite, M. D., Excellence In Journalism, "Legal and Ethical Drone Use," Society of Professional Journalists, Anaheim, CA. (September 7, 2017).

Waite, M. D., Poynter Drone School, "How to get your drone license," Google News Lab, Portland, OR. (August 18, 2017).

Waite, M. D., Poynter Drone School, "How to get your drone license," Google News Lab, Madison, WI. (June 16, 2017).

Waite, M. D., Poynter Drone School, "How to get your drone license," Google News Lab, Syracuse, NY. (April 21, 2017).

Waite, M. D., Poynter Drone School, "How to get your drone license," Google News Lab, Athens, Ga. (March 17, 2017).

Waite, M. D., NICAR 2017, "Drones for Journalism," IRE, Jacksonville, Fla. (March 2, 2017).

Waite, M. D., Mobile Me and You 2, "Drones for Journalism," Chicago, Ill. (October 29, 2016).

Waite, M. D., Almedalen, "The future of automation in journalism," Swedish Radio, Visby, Sweden, Sweden. (July 6, 2016).

Waite, M. D., Almedalen 2016, "Robotic Journalism", Visby, Sweden (July 6, 2016).

Waite, M. D., Global Media Forum 2016, "Drones for Journalism", Bonn, Germany (June 12-13, 2016).

Waite, M. D., International Journalism Festival 2016, "Drones for Journalism", Perugia, Italy (April 6-10, 2016).

Waite, M. D., Universidad de Concepcion, "Joint class in journalism and engineering: Drones for Journalism", Universidad de Concepcion, Concepcion, Chile (Oct. 19-22, 2015).

Waite, M. D., National Newspaper Association 2015, "Drone Journalism Is Illegal and Coming Soon", NAA, St. Charles, Mo (Oct. 2, 2015).

Waite, M. D., TedXLincoln 2015, "Calming Down About Drones", TedX, Lincoln, Neb. (Oct. 1, 2015).

Waite, M. D., ONA 2015, "Flying into the Future: Drones in Journalism", Online News Association, Los Angeles, Calif. (Sept. 24, 2015).

Waite, M. D., ONA 2015, "Building Digital Culture in J Schools", Online News Association, Los Angeles, Calif. (Sept. 24, 2015).

Waite, M. D., Arab Media Forum 2015, "Drones for Journalism" Dubai Press Club, Dubai, United Arab Emirates

(May 11, 2015).

Waite, M. D. , TechRaking 2015, "Drones for Journalism" Google, Center for Investigative Reporting, Berkeley, Calif. (April 22, 2015).

Waite, M. D. , NICAR 2015, "Hands On With Sensors and The Internet of Things", Atlanta, Ga. (March 7, 2015).

Waite, M. D. , Al Jazeera Canvas Media Hackathon, "LazerTag: Smarter Archives for News" Al Jazeera, Doha, Qatar (November 27-Dec. 2, 2014).

Waite, M. D. , NewsGeist 2014, "Everything I Know About Data I Learned From Album Rock Radio" Google, Knight Foundation, Arizona State University, Phoenix, Az. (November 14, 2014).

Waite, M. D. , TedXOmaha 2014, "The Drone Between Us" TedXOmaha, Omaha, Neb. (Oct. 24, 2014).

Waite, M. D. , ONA 2014, "The Five Stages of Being Shut Down by the Federal Government" Chicago, Ill. (Sept. 27, 2014).

Waite, M. D. , AEJMC, "Introduction to Data Visualization" AEJMC Conference, Montreal, Canada. (August 7, 2014).

Waite, M. D. , National Press Club, "Drones for News," National Press Club, Washington, DC. (July 23, 2014).

Waite, M. D. , Journalism/Interactive, "Drone Journalism Is Illegal And Coming Soon" University of Maryland, College Park, Md. (April 5, 2014).

Waite, M. D. , International Symposium on Online Journalism, "Drone Journalism Is Illegal And Coming Soon" University of Texas at Austin, Austin, Texas. (April 3, 2014).

Waite, M. D. , San Diego State University, "Drone Journalism Is Illegal And Coming Soon" Invited Speaker, San Diego, Calif. (March 25, 2014).

Waite, M. D. , NewsFoo, "Drones for News," Google, Knight Foundation, Arizona State University, Phoenix, Az. (November 9, 2013).

Waite, M. D. , ONA 2013, "Tech Trends: Drones," Online News Association, Atlanta, Ga. (October 19, 2013).

Waite, M. D. , Drones and Aerial Robotics Conference, "Drone Journalism and the Law," New York University School of Law, New York, NY. (October 12, 2013).

Waite, M. D. , Investigative Reporters and Editors 2013, "Drone Journalism Is Illegal and Coming Soon," IRE, San Antonio, Texas. (June 21, 2013).

Waite, M. D. , Columbia Sensor Weekend, "Sensors, drones, robots ... journalism?," Tow Center at Columbia University, New York, NY. (June 1, 2013).

Waite, M. D. , Various, "PolitiFact, Fact Checking and Structured Journalism" Universidad Catolica, Universidad Mayor, Santiago, Chile. (March 18-23, 2013).

Waite, M. D. , NICAR 2013, "The Soldering Iron: The Next Great Data Tool", Louisville, Ky. (March 1, 2013).

Waite, M. D. , Reuters Institute for the Study of Journalism, "Drone Journalism," Oxford University, Oxford, England (October 20, 2012).

Waite, M. D. , Scoop Camp 2012, "Drone Journalism," Scoop Camp, Hamburg, Germany (Sept. 20, 2012).

Waite, M. D. , NICAR 2012, "Drone Journalism," IRE, St. Louis, Mo. (February 24, 2012).

Waite, M. D. , NewsFoo, "Drones for journalism," Google, Knight Foundation, Arizona State University, Phoenix, Ariz. (December 3, 2011).

Contracts, Grants and Sponsored Research

Grant

Detweiler, C. (Principal Investigator), Detweiler, C. (Investigator), Elbaum, S. G. (Investigator), Elbaum, S. G. (Investigator), Waite, M. D. (Investigator), Burgin, A. (Investigator), "Robotic Water Sampling and Sensing," Sponsored by NSF, Federal.

Shavers, A. (Principal Investigator), Tidball, M. S. (Investigator), Waite, M. D. (Investigator), Ball, A. D. (Investigator), Keck, D. (Investigator), "Adver Role in Child Sex Trafficking," Sponsored by Microsoft Corporation, Industry, \$36,055.00. (April 20, 2013 - December 31, 2099).

Waite, M. D. (Principal Investigator), Hernandez, R. (Investigator), Royal, C. (Investigator), "The Internet of Food Trucks: Increasing digital culture in journalism programs," Sponsored by Online News Association, Private.