

Ashton MARRA

Assistant Professor
WVU Reed College of Media



► Age: 34

Ashton Marra is an influential figure in journalism education and media, prominently serving as the Executive Editor of 100 Days in Appalachia and Co-founder and Co-director of Reporting on Addiction.

At 100 Days in Appalachia, based in Morgantown, she oversees reporters, editors, freelancers, and student interns, shaping the publication's distinctive voice and web presence. Her responsibilities extend to writing impactful stories and op-eds, curating newsletters, and spearheading the publication's social media strategies.

Since January 2021, Ashton has also led Reporting on Addiction, focusing on enhancing the quality of journalism surrounding addiction issues. Here, she develops educational materials and training programs aimed at reducing stigma through responsible reporting, benefiting both professional journalists and students.

Ashton's commitment to journalism extends into academia as a seasoned professor at WVU, where she has been molding the next generation of journalists for over six years. Her educational philosophy emphasizes hands-on, community-engaged learning experiences, such as her work with WVU News and West Virginia Today, and her collaborative efforts in developing courses like JRL 426 Investigative Reporting with Pulitzer Prize-winning reporters. Additionally, she has innovatively contributed to the curriculum with courses designed to build foundational and specialized skills.

Recognized for her contributions to media and education, Ashton was honored as a Complicating the Narrative Fellow by the Solutions Journalism Network in 2023.

Her leadership extends to being a member of the WVU Women's Leadership Institute, emphasizing her role as a mentor and leader in both the journalistic and academic communities.

Her scholarly work includes significant publications as well as professional conferences where she engages to advance strategies to enhance her teaching and increase trust in journalism. ■