

CURRICULUM VITAE

Frauke Hachtmann, Ph.D.

Professor & William H. Kearns Chair in Journalism

College of Journalism and Mass Communications
University of Nebraska-Lincoln
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EDUCATION

- Ph.D.** **Educational Studies, University of Nebraska-Lincoln, 2010**
Research Area: General Education Reform
- MBA** **Business Administration, University of Nebraska-Lincoln, 2000**
Emphasis: International Business
- M.A.** **Journalism and Mass Communications, University of Nebraska-Lincoln, 1997**
Research Area: International Communication
- B.J.** **Advertising, University of Nebraska-Lincoln, 1994**
Minors: Geography, French, German

Certifications

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| 2022 | Group 2 Social/Behavioral Research Investigators and Key Personnel, CITI Program (certified since 2004) |
| 2020-present | Board-Certified Coach (BCC), Center for Credentialing & Education, Affiliate of the National Board for Certified Counselors (NBCC) |
| 2020 | Certified Yellowdig Instructor |
| 2013 | Sloan Consortium (now Online Learning Consortium), Online Teaching Certificate |

FACULTY & ADMINISTRATIVE APPOINTMENTS

University of Nebraska-Lincoln, College of Journalism and Mass Communications, Lincoln, Nebraska

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|--------------|---------------------------------------|
| 2021-present | William H. Kearns Chair in Journalism |
| 2014-present | Professor with tenure |
| 2015-18 | Associate Dean |

2012-18 Head, Advertising & Public Relations Sequence
 2012-18 Peter Kiewit Professor
 2008-14 Associate Professor with tenure
 2008-12 Graduate Chair
 2002-08 Assistant Professor
 2002 Part-time Lecturer, Department of Advertising

ACADEMIC LEADERSHIP EXPERIENCE

2021-22 **Chair, Academic Planning Committee (APC), University of Nebraska-Lincoln**

- Called and presided over committee meetings to recommend actions and procedures for new and existing academic programs
- Collaborated with the campus leadership team to review the campus master land-use plan and facilities needs related to academic and support program goals
- Set committee meeting agenda
- Charged standing and ad hoc committees and appointed chairs of such committees
- Directed inquiries to the committee
- Notified appropriate persons of recommendations as needed
- Presented annual report to the Faculty Senate

2019-22 **Vice Chair and Member, Academic Planning Committee (APC), University of Nebraska-Lincoln**

- Monitored Academic Program Reviews:
 - Dept. of Teaching, Learning and Teacher Education
 - Dept. of Statistics
- Coordinated public hearings regarding unprecedented \$16 million budget reduction process
- Chaired long-range planning sub-committee

2015-18 **Associate Dean, College of Journalism and Mass Communications University of Nebraska-Lincoln**

- Developed academic programs, including a new undergraduate major in sports media and communication; major revision of visual communication program; and capstone partnership with the College of Engineering
- Managed enrollment and course scheduling to maximize course fill rate and room capacity
- Oversaw student services, area including academic advising, recruiting, and career development (staff of four)
- Mentored faculty, including tenure-track, professors of practice, and part-time lecturers; coordinated mentoring workshops with renowned scholars for pre-tenure faculty
- Coordinated recruitment, hiring, reappointments, and promotion and tenure process
- Directed all college assessment activities and wrote annual assessment plan and results document

- Contributed to college's re-accreditation self-study and wrote Standard 9 (Assessment of Student Learning), in compliance (2017)
- Represented the college in the absence of the Dean and assisted the Dean during Commencement exercises
- Represented the college on all university-wide committees, including the Academic and Enrollment Scheduling Policies Advisory Group, University-Wide Assessment Committee, Faculty Affairs Policy and Practices Advisory Group, Associate Deans for Research Group
- Led development of college—wide international engagement plan; adopted by faculty in 2018
- Launched SPMC major with 20 students in year 1 and increased enrollment to 116 in year two (580 percent increase)

2012-18 **Head, Advertising & Public Relations Sequence, College of Journalism and Mass Communications, University of Nebraska-Lincoln**

- Led largest major in the college; fifth largest major on campus (582 students; 10 full-time faculty; 20 part-time lecturers)
- Increased enrollment in ADPR major by 37 percent from 2012-18 (from 425 to 582)
- Mentored and evaluated 10 full-time faculty
- Hired, mentored, and evaluated 20 part-time lecturers and graduate assistants
- Oversaw sequence's assessment activities and compliance with university and ACEJMC accrediting standards
- Led bi-weekly faculty meetings
- Scheduled classes
- Served as honors program coordinator for ADPR students
- Cultivated relationships with donors and industry professionals
- Participated in recruiting and retention activities
- Developed mentoring program for six pre-tenure ADPR faculty and part-time faculty
- Coordinated and co-led ADPR Media Tour to New York City for 30-60 students, 2013-17
- Developed and hosted ADPR professional curriculum review, 2013
- Revised curriculum to include five areas of emphases: brand management; media, data and analytics; creative; public relations; global and multicultural communication

2008-12 **Graduate Chair, College of Journalism and Mass Communications, University of Nebraska-Lincoln**

- Directed Hitchcock Center for Graduate Study and Professional Journalism Development (100 students); responsible for marketing, recruitment, admissions process, administration, program development, graduate faculty development
- Directed distance education/online programs (30 students)
- Secured recruiting and marketing grants for the graduate program (\$19,000)
- Secured program development grant for new online master's specialization (\$50,000)
- Developed and launched new graduate programs: Media Studies specialization (traditional M.A.); Integrated Media Communications specialization (professional

M.A.); J.D./M.A. joint program; Media specialization in conjunction with Ph.D. in political science

- Reviewed Addis Ababa University's proposed Ph.D. program in Communication & Journalism
- Scheduled graduate classes
- Administered about 20 MCA oral examinations per year

2008-10 **Assessment Director, College of Journalism and Mass Communications, University of Nebraska-Lincoln**

- Directed all undergraduate program and course-level assessment for college
- Administered online senior assessment course for college
- Represented college on UNL assessment committee
- Represented college on UNL achievement-centered general education committee; reviewed approx. 500 course proposals
- Edited and produced College's 2010 ACEJMC Self-Study Report
- Wrote "Standard 9" (Assessment of Learning Outcomes) for 2010 and 2017 ACEJMC Self-Study Reports

PROFESSIONAL INDUSTRY EXPERIENCE

2020-present **President & Board-Certified Coach (BCC), Ultimate Pathfinder, LLC, Lincoln, Nebraska**

- Professional coaching for faculty, academic leaders, and staff in higher education
- Consulting services for businesses and academic units, including 360 assessments for professional development, marketing, cross-cultural communication, and translations

1997-2002 **Athletic Marketing Media Coordinator, University of Nebraska-Lincoln, Athletic Department**

- Managed \$300,000 annual media budget and negotiated media buys
- Wrote, edited, and produced Red N White Newsletter for donors
- Co-wrote, edited, and produced Annual Report and Student-Athlete Handbook
- Produced marketing communications materials for 23 varsity sports and Huskers Authentic (retail store); coordinated special campaigns with advertising agency
- Managed Memorial Stadium, NU Coliseum, and Bob Devaney Sports Center signage
- Coordinated football and basketball game promotions

1995-97 **Athletic Marketing Full-Time Graduate Assistant, University of Nebraska-Lincoln, Athletic Department**

- Wrote, edited, and produced Red N White Newsletter for donors
- Produced marketing communications materials for 23 varsity sports
- Managed hospitality suites for basketball game sponsors
- Ran football game promotions

- 1992 **Sales Promoter, Mach Was Promotions, Hamburg, Germany**
- Supervised promotion teams for Cadbury Schweppes® products
 - Managed customer relations, merchandise, promotional material, and equipment
- 1991 **Sales Promoter, Stein Promotions/BBDO, Hamburg, Germany, 1991**
- Supervised promotion teams for a variety of consumer products
 - Managed merchandise, promotional material, and equipment

PUBLICATIONS

*Student co-author

Book

Hachtmann, F. (2024). *Crisis Response Advertising: Insights and Implications from COVID-19* (1st ed.). Routledge. <https://doi.org/10.4324/9781003316879>

Refereed Journal Articles

Hachtmann, F. (2020). Serena, Inc.: Using Instagram to Build Brand Equity After a Crisis. *Journal of Digital & Social Media Marketing*, 8(2), 116-128.

Hachtmann, F. (2019). Von Star City Sports bis #GBR: Reflektion von Qualität und Leistung der Lokalen Sportberichterstattung im Mittleren Westen Amerikas. *Journal für Sportkommunikation und Mediensport*, 4(1&2), 3-12. <https://doi.org/10.25968/JSkMs.2019.1-2.3-12>

Hachtmann, F. (2016). A Case for Cases: Using Cases Effectively in the College Classroom. *Journal of Digital & Social Media Marketing*, 4(3), 275-278.

*Hipke, M. & **Hachtmann, F.** (2014). Game-Changer: A Case Study of Social Media Strategy, *International Journal of Sport Communication*, 7(4), 616-532. <https://doi.org/10.1123/IJSC.2014-0022>

*Warner, T., *Abel, A., & **Hachtmann, F.** (2014). Empowered and Engaged: Social Media Best Practices for Nonprofits. *Journal of Digital & Social Media Marketing*, 1(4), 391-403.

Hachtmann, F. The Effect of Short-Term, Advertising-Focused Study Abroad Programs on Students' Worldviews, *Journal of Advertising Education*, 16(1), 19-29. <https://doi.org/10.1177/109804821201600105>

- 2011–12 *Journal of Advertising Education* Best Paper Award

- Hachtmann, F.** (2012). The Process of General Education Reform from a Faculty Perspective: A Grounded Theory Approach, *Journal of General Education*, 61(1), 16-38. <https://doi.org/10.1353/jge.2012.0007>
- Hachtmann, F., Mitchell, N., & Shipley, L.** (2009). Adding Bilateral Transparency to Assessing Student Learning in the Advertising Capstone Course. *Journal of Advertising Education*, 13(2), 55-65. <https://doi.org/10.1177/109804820901300209>
- Hachtmann, F.** (2009). Promoting Consumerism in West Germany During the Cold War: An Agency Perspective. *Advertising & Society Review*, 10(2). <https://doi.org/10.1353/asr.0.0025>
- Hachtmann, F., Hayes, K., Masmaliyeva, L., & Perkins, M.** (2007). Embracing Technology: Tools Teachers Can Use to Improve Language Learning. 2007 Report of the Central States Conference on the Teaching of Foreign Language, 1-2.
- Hachtmann, F.** (2006). How to Improve Critical Thinking Skills in the Media Strategy Course by Implementing an Online Peer-Learning Component. *Journal of Advertising Education*, 10(1), 17-26. <https://doi.org/10.1177/109804820601000105>
- Signal, S., & **Hachtmann, F.** (2006). The Peer Review of Teaching Portfolio as Scholarship Assessment in Higher Education: An Advertising Curriculum Example. *The International Journal of Learning: Annual Review*, 12(5), 31-40. <https://doi.org/10.18848/1447-9494/CGP/v12i05/44621>

Book Chapters and Chapter Contributions

- Hachtmann, F.** (under contract). Advertising During COVID-19. Chapter opener in D. Holtzhausen, J. Fullerton, B. K. Lewis, & D. Shipka, *Principles of Strategic Communication* (2nd ed.). Routledge.
- Hachtmann, F.** (2022). Emerging Trends in Computer-Mediated Communication and Social Media in Sport: Theory & Practice. In G. Luttrell, J. Lipschultz, & K. Freberg (Eds.), *The Emerald Handbook of Computer-Mediated Communication and Social Media*. Bingley, United Kingdom: Emerald Publishing Limited. <https://doi.org/10.1108/978-1-80071-597-420221016>
- Hachtmann, F. & *Hipke, M.** (2020). Game-Changer: A Case Study of Social Media Strategy in Big Ten Athletic Departments. In P. Pedersen (Ed.), *Sport Communication Case Studies* (2nd ed.), 571-587. Champaign, IL: Human Kinetics.
- Hachtmann, F.** (2014). International Advertising Pedagogy. In H. Cheng (Ed.), *Handbook of International Advertising Research*, 575-591. Blackwell Publishing.
- Hachtmann, F.** (2007). Course Portfolio for ADVT 460/860: Advertising Media Strategy. Highlighted in P. Savory, A. Goodburn, & A. Burnett (Eds.), *Inquiry into the Classroom: A Practical Guide for the Scholarship of Teaching and Learning*. Boston: Anker Publishing, 2007.

Conference Proceedings

*Bartholomew, A. & **Hachtmann, F.** (2015). Distracted Driving: The Effect of Positively and Negatively Framed Prevention Messages on Drivers Who Text. *Proceedings of the 2015 Western Decision Sciences Institute*.

Hachtmann, F., Mitchell, N., Mitchell, B., & Sasser, S. (2013). International Advertising Education in a Digital World: Achieving Global Competency. *Proceedings of the 2013 Global Conference of the American Academy of Advertising*, 1, 18-23.

*Hermosa, M. & **Hachtmann, F.** (2013). The Process of Social Media Migration Among Young Professionals: A Grounded Theory. *Proceedings of the 2013 Conference of the American Academy of Advertising*, 55, 94-104.

Hachtmann, F. (2008). Generation X Revisited: An Exploratory Cross-Cultural Case Study. *Proceedings of the 2008 Conference of the American Academy of Advertising*, 50, 13-23.

Hachtmann, F. (2006). Generation X and Generation Golf – What Advertisers Need to Know When Targeting German Thirty-Somethings. *Proceedings of the European Studies Conference*, 1.

Hachtmann, F. (2005). Yao Ming as Worldwide Brand Ambassador: A Cultural Guide for Sports Marketers in China. *Proceedings of the 2005 Asia-Pacific Conference of the American Academy of Advertising*, 4.

Encyclopedia Entries

Hachtmann, F. (under contract). Basic Research in Sport Management. In P. Pedersen (Ed.), *Encyclopedia of Sport Management* (2nd). Cheltenham, United Kingdom: Edward Elgar Publishing.

Hachtmann, F. (under contract). Applied Research in Sport Management Research. In P. Pedersen (Ed.), *Encyclopedia of Sport Management* (2nd). Cheltenham, United Kingdom: Edward Elgar Publishing.

Hachtmann, F. (under contract). Crisis Communication in Sport. In P. Pedersen (Ed.), *Encyclopedia of Sport Management* (2nd). Cheltenham, United Kingdom: Edward Elgar Publishing.

Hachtmann, F. (under contract). Grounded Theory in Sport Management Research. In P. Pedersen (Ed.), *Encyclopedia of Sport Management* (2nd). Cheltenham, United Kingdom: Edward Elgar Publishing.

Hachtmann, F. (2021). Crisis Communication in Sport. In P. Pedersen (Ed.), *Encyclopedia of Sport Management*. Cheltenham, United Kingdom: Edward Elgar Publishing.

Hachtmann, F. (2021). Grounded Theory in Sport Management Research. In P. Pedersen (Ed.), *Encyclopedia of Sport Management*. Cheltenham, United Kingdom: Edward Elgar Publishing.

Book Review

Hachtmann, F. (2005). Review of the book “Consumer Behavior and Culture: Consequences for Global Marketing and Advertising.” *Journal of Advertising Education*, 8(2), 49-50.

Manuscripts in Preparation

Hachtmann, F. & Horky, T. (in preparation for submission to the *Journal of Global Sport Management*). Internationalization of a Professional American Sports League: Examining the NFL’s Marketing Strategy and KPIs in Germany.

Hachtmann, F., Petrotta, B., & Stamm, J. (in preparation for submission to *Communication & Sport*). 92,003: BIRGing of Record-Breaking Women’s Sporting Events.

Hachtmann, F. (developing). Diversity, Equity and Inclusion Practices in the Advertising Industry During COVID-19: An Introspection.

Other Publications

Hachtmann, F. (2021). Special Topic Feature: Five Reasons to Participate in the AEF Visiting Professor Program, *American Academy of Advertising Newsletter*, 16(4), 7-8.

Cheng, H., Powers, A., Aikat, D., Boyles, J., Chan-Olmsted, S., **Hachtmann, F.**, Hernandez, T., Herscovitz, H., Jennings, M., Lou, C., Netzley, S., & Schmitz Weiss, A. (2019). Building a Nexus of Career Advice for Association Members: AEJMC Missions to be Enhanced. AEJMC Presidential Task Force on Careers Report.

Bicak, N., Cal, S., Floodman, N., **Hachtmann, F.**, Kemp, S., Roof, V., Stevens, M. Stoltenberg, S., Walker, J., Weissling, T., & Werum, R. (2018). Faculty Survey of Student Engagement: 2017 Results and Conclusions. Executive Vice Chancellor Task Force Report.

Hachtmann, F. (2016). Standard 9: Assessment of Learning Outcomes. In ACEJMC University of Nebraska-Lincoln College of Journalism and Mass Communications Self-Study Report

Hachtmann, F. [Ed.], (2015). Proceedings of the 2015 American Academy of Advertising Global Conference, Auckland, New Zealand

Curto, C., **Hachtmann, F.**, Cain, S., Miller, L., & Sullivan, A. (2012). Increasing Awareness of the Role of Math in Neuroscience Research. Communication plan in support of an NSF CAREER grant application

Hachtmann, F. (2012). Celebrating 100 Years of AEJMC. AEJMC Advertising Division AdNews

- Hachtmann, F.** (2012). Association for Education in Journalism and Mass Communication, Advertising Division Annual Report
- Hachtmann, F.** (2012). Looking Ahead to Celebrate 100 Years of AEJMC. AEJMC Advertising Division AdNews
- Hachtmann, F.** (2011). The Gateway to the Digital World. AEJMC Advertising Division AdNews.
- Hachtmann, F.** (2011). The 2010 Chip Auction: A Success for the Advertising Division. AEJMC Advertising Division AdNews
- Hachtmann, F., & Berens, C.** [Eds.], (2010). ACEJMC University of Nebraska-Lincoln College of Journalism and Mass Communications Self-Study Report
- Hachtmann, F.** (2010). Standard 9: Assessment of Learning Outcomes. In ACEJMC University of Nebraska-Lincoln College of Journalism and Mass Communications Self-Study Report (pp. 204-264)
- Hachtmann, F.** (2010). Marketing the Silver Screen. AEJMC Advertising Division AdNews. Fall 2010.

AWARDS AND HONORS

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| 2023 | University of Nebraska-Lincoln, Certificate of Recognition for Participating in the Inclusive Access Program |
| 2023 | Husker Trailblazer Recognition, University of Nebraska-Lincoln, Nebraska Athletic Department, Inaugural HuskHers Celebration in honor of National Girls and Women in Sports Day and the 50 th Anniversary of Title IX |
| 2022 | AEJMC Accrediting Council Representative, nominee |
| 2021 | AEJMC Advertising Division Distinguished Teaching Award |
| 2021 | AEJMC Peter Lang Scholarsourcing Competition, finalist |
| 2021-25 | William H. Kearns Chair in Journalism |
| 2019 | AEJMC Presidential Certificate of Excellence for Dedicated Service to the Presidential Task Force on Careers |
| 2012-18 | Peter Kiewit Professor of Journalism |
| 2016 | Alumni Master, University of Nebraska-Lincoln, Nebraska Athletic Department honoree |

- 2015-16 Committee on Institutional Cooperation (CIC; now Big 10 Academic Alliance)
Academic Leadership Program (ALP), fellow
- 2015-16 Scripps Howard Academic Leadership Academy, fellow
- 2015 Lilly Conference on Teaching and Learning, Best Poster Award
- 2014, 04 Certificates of Recognition for Contributions to Students, University of Nebraska-
Lincoln Parents Association
- 2013-14 Committee on Institutional Cooperation (CIC; now Big 10 Academic Alliance),
Departmental Executive Officer (DEO), fellow
- 2012, 13 UNL Deans Award for Excellence in Graduate Education, nominee
- 2012 *Journal of Advertising Education*, Best Paper Award
- 2012 AEJMC Krieghbaum Under-40 Award, one of 10 finalists
- 2012 AEJMC Presidential Citation for Outstanding Service and Dedication as an AEJMC
Officer
- 2012 AEJMC Advertising Division, Award of Appreciation
- 2012 Advertising Educational Foundation Visiting Professor Program, fellow
- 2012 UNL Alumni Association Cather Circle (mentoring and networking group for women),
inductee
- 2011 UNL Faculty Leadership in Writing Initiative Leadership Award
- 2007-08 UNL PEARL Assessment Best Practices Award for “Summary of Assessment
Evidence”
- 2006 Phi Beta Delta (honor society for international scholars), inductee
- 2006 Outstanding Faculty Service Award, UNL College of Journalism and Mass
Communications
- 1998 MBA Honor Roll, College of Business Administration
- 1991-95 Full-scholarship student-athlete, University of Nebraska-Lincoln
- 1995 Kappa Tau Alpha (honor society for scholars in journalism and mass communication),
inductee
- 1994-95 Women’s Tennis Team Captain, Nebraska Athletic Department

- 1994-95 Academic All-Big Eight, honorable mention
- 1993-94 Dean's List, UNL College of Journalism and Mass Communications
- 1993, 94 Academic All-Big Eight, first-team

GRANTS & FELLOWSHIPS

- 2021-23 **Nebraska Governance and Technology Center** (Fellow): Funded by the University of Nebraska-Lincoln in support of scholarly exchanges of faculty from diverse disciplines who understand technology challenges in interdisciplinary terms. August 2021-May 2023. \$6,500.
- 2022 **University of Nebraska-Lincoln Faculty Development Program** (Fellow): Funded by the University of Nebraska-Lincoln in support of writing the book, "Crisis Response Advertising: Insights & Implications from COVID-19." August – December 2022.
- 2018-19 **Seacrest Travel Grants** (Faculty Member): Funded by College of Journalism and Mass Communications, University of Nebraska-Lincoln in support of domestic and international travel to multiple conferences to deliver invited keynote, present research, and serve on task force. August 2018-October 2019. \$6,000.
- 2017 **IREX Mandela Washington Fellowship Program** (Co-Principal Investigator): "Mandela Washington Fellowship for Young African Leaders." Funded by the Department of State, Bureau of Educational and Cultural Affairs. I was one of two academic co-directors hosting 25 African scholars for a six-week professional development program at the University of Nebraska-Lincoln. January - August 2017. Feigenbaum, S., UNL Associate Vice Chancellor for Global Affairs, PI. \$149,981.
- 2015 **Career Exploration Grant** (Associate Dean, College of Journalism and Mass Communications): Funded by the University of Nebraska-Lincoln Senior Vice Chancellor for Academic Affairs to develop a college-specific career fair in collaboration with UNL Career Services. \$2,000.
- 2008-12 **Marketing Grants** (Graduate Chair, College of Journalism and Mass Communications): Funded by the University of Nebraska-Lincoln Office of Extended Education & Outreach to promote the College of Journalism and Mass Communications Master's Distance Degree Program. \$14,000.
- 2008-12 **Recruiting Grants** (Graduate Chair, College of Journalism and Mass Communications): Funded by the University of Nebraska-Lincoln Graduate Studies Office to recruit potential students to the College of Journalism and Mass Communications Master's Degree Program. \$5,000.
- 2003-11 **Peer Review of Teaching Project** (Fellow): Funded by the University of Nebraska-Lincoln Academic Affairs Office to support inquiry into teaching and learning in the

form of three course portfolios; serve as team leader for other faculty working on their own advanced portfolios. \$10,000.

- 2010 **Online Worldwide Program Development Grant** (Graduate Chair, College of Journalism and Mass Communications): Funded by the University of Nebraska Online Worldwide to develop interdisciplinary online professional advertising and public relations master's specialization in Integrated Media Communications in collaboration with the University of Nebraska-Kearney. April 2010. \$50,000.
- 2010 **Online Course Development Grants** (Faculty Member): Funded by the University of Nebraska-Lincoln Office of Extended Education & Outreach to convert ADPR 881 Advertising and Public Relations Research and ADPR 438/838 Global Advertising into asynchronous distance course. \$10,000.
- 2009 **Initiative for Teaching and Learning Excellence (ITLE) Grant** (Co-Grantee): Funded by the University of Nebraska-Lincoln Academic Affairs Office to develop interdisciplinary general education study abroad course: ADPR/ARTP 480/880 Japanese Visual Culture in Context. \$13,000.
- 2006 **Maude Hammond Fling Research Fellowship** (Principal Investigator): Funded by the University of Nebraska-Lincoln Research Council to investigate the role of advertising in the reunified German economy through qualitative research with German advertising agencies. \$7,000.
- 2007 **J. Walter Thompson Fellowship** (Principal Investigator): Funded by the John W. Hartman Center for Sales, Advertising, and Marketing History Rare Book, Manuscript, and Special Collections Library, Duke University, North Carolina to explore the J. Walter Thompson Archives in Frankfurt during the Cold War area. \$1,000.
- 2005 **Summer Grant Writing Institute** (Faculty Member): Funded by the University of Nebraska-Lincoln Office of Research to develop competitive grant proposal to secure funding for a structured international advertising program in the College of Journalism and Mass Communications. \$2,000.

INVITED TALKS

Keynote Addresses

- 2019 **Hachtmann, F.** Von Star City Sports bis #GBR: Lokale Sportberichterstattung im Mittleren Westen. Keynote Address at the 2019 Conference of the German Communication Association, Media Sport and Sport Communication Division, Leipzig, Germany
- 2012 **Hachtmann, F.** How We Can Deliver Education Through Social Media: Trends and Strategies. Keynote Address at the University of Nebraska-Lincoln Extension Annual Fall Conference, Grand Island, Nebraska

Invited Academic Presentations

- 2022 **Hachtmann, F.** Sports Media and Communication at the University of Nebraska-Lincoln: Research & Practice. Invited virtual presentation, Forschungscluster “Sport & Media,” Macromedia University of Applied Sciences, Hamburg, Germany, Jan. 20, 2022

Invited Professional Presentations

- 2022 **Hachtmann, F.** Night at the Lied, Athlete of the Year Award, Presenter, Nebraska Athletic Department, Lincoln, Nebraska, April 23, 2022
- 2019 **Hachtmann, F.** Building Sustainable Relationships with Stakeholder Analysis. Invited presentation, Nebraska Extension Issue Leaders Meeting, Lincoln, Nebraska, May 8, 2019
- 2014 **Hachtmann, F.** Letterwinner Induction Ceremony, Alumni Presenter, Nebraska Athletic Department, Lincoln, Nebraska, October 5, 2014
- 2012 **Hachtmann, F.** Content Strategy in Owned, Earned, and Paid Media. Professional presentation as part of HSBC Thought Leadership Lecture Series at JWT, New York
- 2012 **Hachtmann, F.** Millennials in Transition. Advertising Educational Foundation Visiting Professor Program Lunchtime Lecture at JWT, New York
- 2004 **Hachtmann, F.** Marketing on a Shoestring. Presentation at the Nebraska Apparel Store Association (NASA) Meeting, Kearney, Nebraska

CONFERENCE ACTIVITY/PARTICIPATION

Peer-Reviewed Panel Presentations

- 2019 Perlmutter, D., Cheng, H., Powers, A., Crawford, J., **Hachtmann, F.**, & Jennings, M. Invited AEJMC Presidential Task Force on Careers Panel, 2019 Association for Education in Journalism and Mass Communication Convention, Toronto, Canada
- 2017 **Hachtmann, F.**, Alloway, R., & Renaud, J. Exploring Experiential Learning Experiences for Students in Sports Media and Communication. Panel presentation at the International Association for Communication and Sport Summit, Phoenix, Arizona
- 2014 Brown, H., Callahan, C., **Hachtmann, F.**, & Warhover, T. Sports Journalism and Communication/Responding to Student Demand. Invited teaching panel presentation, Walter Cronkite School of Journalism and Mass Communication, Arizona State, Association for Education in Journalism and Mass Communication Convention, Montreal, Canada
- 2013 **Hachtmann, F.**, Mitchell, N., Mitchell, B., & Sasser, S. How Can Advertising-Focused, Short-Term Study Abroad Programs Prepare Students to be Globally Aware in a Digital

World? Panel presented at the American Academy of Advertising Global Conference, Honolulu, Hawaii

- 2011 **Hachtmann, F.** Acing Assessment: How to Measure, Document, and Improve Student Achievement of Learning Outcomes. Panel presented at the Association for Education in Journalism and Mass Communications Convention, Advertising Division and Small Programs Interest Group, St. Louis, Missouri
- 2005 **Hachtmann, F.** Peer Review and Teacher Inquiry: Promoting Scholarship and Leadership. Panel presented at the International Society for the Scholarship of Teaching and Learning Conference, Vancouver, Canada
- 2005 Chambers, J., Appiah, O., Cropp, F., & **Hachtmann, F.** Native Sons: Growing Global Marketers Among Asian and Asian-American Athletes. Panel presented at the American Academy of Advertising Asia Pacific Conference, Hong Kong, China
- 2004 **Hachtmann, F.** & Signal, S. Communicating with Multicultural and Global Audiences Without Creating Stereotypes. Panel presented at the Association for Education in Journalism and Mass Communication Convention, Advertising Division and Civic Journalism Division, Toronto, Canada

Peer-Reviewed Paper Presentations

- 2024 **Hachtmann, F.,** Petrotta, B., & Stamm, J. 92,003: BIRGing of Record-Breaking Women's Sporting Events. Extended abstract invited for presentation at the International Association for Communication and Sport Summit, Burbank, California
- 2023 **Hachtmann, F.,** & Horky, T. Audience Engagement by a Professional Sports League: Examining Social Media Content of the NFL's Game in Germany. Extended abstract presented at the International Association for Media and Communication Research Annual Conference, Lyon, France
- 2023 **Hachtmann, F.** When the World Stood Still: Crisis Response Advertising During the COVID-19 Pandemic. Competitive research paper presented at the American Academy of Advertising Conference, Denver, Colorado
- 2023 **Hachtmann, F.,** & Horky, T. (2023). Internationalization of a Professional American Sports League: Examining the NFL's Marketing Strategy and KPIs in Germany. Extended abstract presented at the International Association for Communication and Sport Summit, Barcelona, Spain
- 2022 Nutting, B., & **Hachtmann, F.** The Impact of Top College Football Teams' Social Media Value on Institutions' Admissions and Persistence Rates. Refereed research presented at the International Association for Communication and Sport Summit, Glassboro, New Jersey

- 2021 **Hachtmann, F.** What Ad Age's A-List Agencies Learned from COVID-19: A Phenomenological Approach. Refereed research paper presented at the 2021 Association for Education in Journalism and Mass Communication Convention (Advertising Division), Virtual Conference
- 2021 Nutting, B., & **Hachtmann, F.** The Influence of Successful Athletic Performance on Institutions' Admissions and Persistence Rates. Refereed research paper presented at the International Association for Communication and Sport Summit, Virtual Conference
- 2019 **Hachtmann, F.** (2019). Using Pinterest to Learn about Visual Vulture. Great Ideas for Teachers (GIFT) poster presented at the 2019 Association for Education in Journalism and Mass Communication Convention, Toronto, Canada
- One of AEJMC's Top 25 entries.
- 2019 *George, M., **Hachtmann, F.**, & Nutting, B. Fighting for Equality: An Examination of Gender in Media Coverage of the UFC. Refereed research paper presented at the 2019 International Association for Sport and Communication Summit, Boise, Idaho.
- 2016 **Hachtmann, F.** Closing the Loop: Developing a Sustainable Long-Term Program Assessment Plan for Professional Accreditation. Poster presented at the 2016 Lilly Conference on Teaching and Learning, Newport Beach, California
- 2015 **Hachtmann, F.** Documenting Learning Across Three Capstone Courses in a Service-Based Learning Environment. Poster presented at the Lilly Conference on Teaching and Learning, Newport Beach, California
- 2015 Lilly Conference on Teaching and Learning Best Poster Award
- 2014 *Bartholomew, A. & **Hachtmann, F.** Connecting Science to Advertising: How John B. Watson Laid the Foundation of Behavioral Targeting. Refereed research paper presented at the Association for Education in Journalism and Mass Communication Convention (Advertising Division), Montréal, Canada.
- 2013 *Hipke, M. & **Hachtmann, F.** The Essence of Social Media Strategy in Big 10 Athletic Departments: A Phenomenological Approach. Paper presented at the Association for Education in Journalism and Mass Communication Convention (Sports Communication Interest Group), Washington, D.C.
- 2012 *Abel, A., *Breneman, T., & **Hachtmann, F.** Nonprofit Organizations & Social Media: Best Practices to Drive Audience Engagement. Paper presented at the 2012 Association for Education in Journalism and Mass Communications Convention (Public Relations Division), Chicago, Illinois
- 2011 **Hachtmann, F.** International Advertising Education: A Research Agenda. Refereed research paper presented at the Association for Education in Journalism and Mass Communication Convention (International Communication Division), St. Louis, Missouri

- 2011 **Hachtmann, F.** The Effect of Short-Term, Advertising-Focused Study Abroad Programs on Students' Worldviews. Paper presented at Admerical American Advertising Federation National Conference, San Diego, California
- 2011 **Hachtmann, F. & *Stumkat, J.** German Values in Advertising Twenty Years After the Fall of the Wall: An Inspection. Refereed research paper presented at the 40th Annual Meeting of the Western Decision Sciences Institute, Portland, Oregon
- 2008 **Hachtmann, F.** When Values Collide: German Identity Expressed in Advertising. Refereed research paper presented at the 33rd European Studies Conference, Omaha, Nebraska
- 2008 **Hachtmann, F.** Generation X Revisited: An Exploratory Cross-Cultural Case Study. Paper presented at the 2008 American Academy of Advertising Convention, San Mateo, California
- 2008 **Hachtmann, F.** (2008). Global Advertising Exposed: How J. Walter Thompson Conquered Western Europe. Paper presented at 37th Annual Meeting of the Western Decision Sciences Institute, San Diego, California
- 2007 **Hachtmann, F., *Jirovsky, K., *Petratis, M., *Ryan, A., *Shotkoski, J., *Sibbel, S., & *Stulken, S.** Making Short-Term Study Abroad Experiences More Meaningful: How Journalism Students Developed a New Worldview Exploring the Current State of German Media. Paper presented at the 32nd European Studies Conference, Omaha, Nebraska
- 2007 **Hachtmann, F. & *Kitagawa, Y.** How Japan's Shinjinrui Define Their Generation: An Exploratory Collective Case Study. Paper presented at the Association for Education in Journalism and Mass Communication Convention (International Communication Division), Washington, D.C.
- 2007 **Hachtmann, F., Mitchell, N., & Shipley, L.** Assessing Student Learning Outcomes in The Advertising Campaigns Course: What Do Students Learn and How Can We Measure It? Paper presented at the Association for Education in Journalism and Mass Communication Convention (Advertising Division), Washington, D.C.
- 2007 **Hachtmann, F.** Promoting Consumerism in Western Germany During The Cold War: An Agency Perspective. Paper presented at the 2007 American Academy of Advertising Convention, Burlington, Vermont
- 2006 **Hachtmann, F., *Ellerbe, D., *Giordano, R., & *Heiser, J.** (2006). Moving from Defense to Offense: A Cultural Exploration of How Germany Positioned Itself as the "Land Of Ideas" During The 2006 FIFA World Cup. Paper presented at the 31st European Studies Conference, Omaha, Nebraska
- 2006 **Hachtmann, F.** How German Gen Xers Define Their Generation: An Exploratory Collective Case Study. Paper presented at the Association for Education in Journalism and Mass Communication Convention (International Communication Division), San Francisco, California

- 2006 **Hachtmann, F.** How to Improve Critical Thinking Skills in The Media Strategy Course Using Online Peer Collaborative Learning: A Mixed Methods Approach. Paper presented at the Association for Education in Journalism and Mass Communication Convention, San Francisco, California
- 2006 **Hachtmann, F.** How Racial Representation and Role Depiction in Magazine Advertisements Have Changed in a Decade: A Content Analysis. Paper presented at the International Communication Association Conference, Dresden, Germany.
- 2005 **Hachtmann, F.** Generation X and Generation Golf – What Advertisers Need to Know When Targeting German Thirty-Somethings. Paper presented at the European Studies Conference, Omaha, Nebraska
- 2005 **Hachtmann, F. & Signal, S.** The Great Divide? From Multiculturalism to Globalization in Advertising. Paper presented at the Association for Education in Journalism and Mass Communication Convention (Advertising Division), San Antonio, Texas
- 2005 **Hachtmann, F. & Signal, S.** The Peer Review of Teaching Portfolio as Scholarship Assessment in Higher Education. Paper presented virtually at the International Learning Conference, Granada, Spain
- 2004 **Hachtmann, F.** Gender Differences and Similarities Between German and American Students Using Social Values Reflected in Magazine Advertisements. Paper presented at the European Studies Conference, Omaha, Nebraska
- 2004 **Hachtmann, F. & *Tidball, G.** Racial Representation and Role Depiction in Magazine Advertisements: A Content Analysis. Paper presented at the Association for Education in Journalism and Mass Communication Convention (Minorities and Communication Division), Toronto, Canada
- 2003 **Hachtmann, F.** German and American Students' Perceptions of Social Values as Depicted in Magazine Advertisements: A Copy Testing Approach. Paper presented at the Association for Education in Journalism and Mass Communication Convention (Advertising Division), Kansas City, Missouri

Workshop Facilitator

- 2012 **Hachtmann, F.** The Effect of Short-Term Study Abroad Programs. Invited presentation to the AEJMC International Communication Division Teaching Workshop at the 2012 Association for Education in Journalism and Mass Communication Convention, Chicago, Illinois
- 2009 **Hachtmann, F.** Jing Rings True: Free Software to Make Your Life Easier and Your Students' Lives Better. Invited presentation to the AEJMC Advertising Division Teaching Workshop at the 2009 Association for Education in Journalism and Mass Communication Convention, Boston, Massachusetts

- 2005 **Hachtmann, F.** Using the Peer Review of Teaching Fellowship to Develop a Course Portfolio. Invited presentation to the AEJMC Advertising Division Teaching Workshop at the 2005 Association for Education in Journalism and Mass Communication Convention, San Antonio, Texas

Research Discussant/Moderator

- 2018 AEJMC Convention, Advertising Division, Washington, D.C. Discussant, refereed paper research session
- 2014 AEJMC Convention, Advertising Division, Montréal, Canada. Discussant, refereed paper research session, “Separating Perception from Reality in a Green, Organic, Energy-Efficient Recyclable World”
- 2013 AEJMC Convention, Advertising Division, Washington, D.C., Moderator, refereed paper research session, “Playing with Food”
- 2012 AEJMC Convention, Advertising Division, Chicago, Ill., moderator of refereed paper research session, “Healthier Living Through Advertising”
- 2011 AEJMC Convention, Advertising Division and Small Programs Interest Group, St. Louis, Mo., moderator of teaching panel, “Acing Assessment: How to Measure, Document, and Improve Student Achievement of Learning Outcomes”
- 2010 AEJMC Convention, Advertising Division, Denver, Colo., discussant of poster session
- 2009 AEJMC Convention, International Communication Division, Boston, Mass., discussant of poster session
- 2008 AEJMC Convention, Advertising Division, Chicago, Ill., moderator of refereed paper research session, “Research on Advertising Teaching”
- 2007 Thirty-Second European Studies Conference, Omaha, Neb., discussant of paper research session, “German Twentieth Century Fiction and Influences”
- 2007 AEJMC Convention, Advertising Division, Washington, D.C., discussant of refereed paper research session, “Cross-Cultural and International Advertising”
- 2007 AEJMC Convention, Advertising Division, San Francisco, Calif., moderator of refereed paper research session, “Race and Regulation in Advertising”

CAMPUS TALKS

- 2023 **Hachtmann, F.** When the World Stood Still: Brand Communication During COVID-19. Invited panel, B1G Journalism Deans and Directors Meeting, University of Nebraska-Lincoln, September 12, 2023
- 2023 **Hachtmann, F.** Crisis Response Advertising. Invited panel, Chancellor's Council of Alumni Ambassadors, University of Nebraska-Lincoln, April 14, 2023
- 2023 **Hachtmann, F.** Crisis Response Advertising Flash Talk. Invited panel, Amplify Conference, University of Nebraska-Lincoln, February 23, 2023
- 2023 **Hachtmann, F.** Global Perspectives of International Student-Athletes. Invited panel, Eighth Annual Diversity, Equity & Inclusion Summit, Nebraska Athletic Department, February 5 & 6, 2023
- 2021 **Hachtmann, F.** What Ad Age's A-List Agencies Learned from COVID-19. Invited presentation, Knowledge on Tap Series, University of Nebraska-Lincoln College of Journalism and Mass Communications Alumni and Graduate Students, May 27, 2021
- 2020 Elliott, M., Fagan, H., Foster, C., **Hachtmann, F.**, Jones, V., Martin, R., & Yellow Robe, C. Ways Women Lead. Invited panelist as part of Women's History Month, University of Nebraska Women's Center and Multicultural and Diversity Education (MADE) Committee, Lincoln, Nebraska, March 8, 2020
- 2019 *George, M., **Hachtmann, F.**, & Nutting, B. Is It Still a Man's World? Gender Portrayals in Media Coverage of the UFC. Research Brown Bag Presentation, College of Journalism and Mass Communications, University of Nebraska-Lincoln
- 2018 **Hachtmann, F.** Truth, Accuracy and Fairness: The Impact of Media on Society. Invited presentation to Fulbright English for Graduate Studies Program fellows, Jackie Gaughan Multicultural Center, Lincoln, Nebraska
- 2018 **Hachtmann, F.** Nebraska Athletic Department Summer Bridge Program. Panel presentation to incoming freshman student-athletes about transitioning from high school to college, Memorial Stadium Student Life Complex, Lincoln, Nebraska
- 2016 **Hachtmann, F.** Nebraska Athletic Department Summer Bridge Program. Panel presentation to incoming freshman student-athletes about transitioning from high school to college, Memorial Stadium Student Life Complex, Lincoln, Nebraska
- 2015 **Hachtmann, F.**, Marron, M., Wagler, A., Waite, M., & Yan, C., & (2015). College of Journalism and Mass Communications: Leading Media Education and Research for the Digital Age. Presentation to the leadership of expHand, a Twenty-First Century Media Company, Nebraska Innovation Campus.

- 2015 **Hachtmann, F.** Peer Review of Teaching Project: Gifts & Best Practices. Presentation to UNL faculty and administrators as part of the Peer Review of Teaching Twenty-Year Anniversary Celebration, Lincoln, Nebraska
- 2015 **Hachtmann, F.** Start here, go anywhere. From Nebraska to Madison Avenue. Invited presentation to DECA advisers, DECA Fall Leadership Conference, LaVista, Nebraska
- 2014 **Hachtmann, F.** Advertising & Public Relations Update. Presentation to the UNL College of Journalism and Mass Communications Professional Advisory Board, Lincoln, Nebraska
- 2014 **Hachtmann, F.** Start here, go anywhere. From Nebraska to Madison Avenue. Invited presentation to DECA advisers, DECA Fall Leadership Conference, LaVista, Nebraska.
- 2014 **Hachtmann, F.** Leaders in Transition: Student-Athletes in the Real World. Invited letterwinner alumni panel presentation, Inner Circle Leadership Group, Nebraska Athletic Department, Lincoln, Nebraska
- 2014 **Hachtmann, F.** Documenting Integrative Learning in a Service-Based Learning Environment. Invited poster presentation at the University of Nebraska-Lincoln Research Fair, Lincoln, Nebraska
- 2014 **Hachtmann, F.** Preparing Students for Short-Term Study Abroad Experiences with Online Prep-Seminars. Presentation to the UNL Education Abroad Faculty Leaders Abroad Networking Group
- 2013 **Hachtmann, F.** Getting Pinterested: Assessing Student Learning Outcomes with Social Media. Panel presented at the 2013 University of Nebraska Online Worldwide Symposium: Innovation in Pedagogy and Teaching, Lincoln, Nebraska
- 2013 **Hachtmann, F.** From Andersen Hall to Madison Avenue. Presentation to the UNL College of Journalism and Mass Communications Professional Advisory Board, Lincoln, Nebraska
- 2012 **Hachtmann, F.** Using Screencasting as a Tool for Teaching and Learning. Invited video presentation for Wednesday Blend, an e-newsletter published by the UNL Office of Online and Distance Education
- 2011 **Hachtmann, F.** Online Teaching: Lessons Learned. Invited panel presentation at the University of Nebraska-Lincoln Summer Institute for Online Learning, Lincoln, Nebraska
- 2011 **Hachtmann, F.** Streamlining Course Management and Instructor-Student Interactions with a Combination of Tablet and Cloud Services. Invited panel presentation at the University of Nebraska-Lincoln Distance Education Faculty Demonstration and Luncheon, Lincoln, Nebraska
- 2011 **Hachtmann, F.** Using PEARL as a Tool for Re-Accreditation in Journalism and Mass Communications. Invited poster presentation at the University of Nebraska-Lincoln Senior Vice Chancellor for Academic Affairs "Enhancing Teaching and Learning: A Look Back and Forward" Symposium, Lincoln, Nebraska

- 2011 **Hachtmann, F.** When Words Collide: Instructors' Writing Expectations and Students' Writing Experiences. Invited poster presentation at the University of Nebraska-Lincoln Senior Vice Chancellor for Academic Affairs "Enhancing Teaching and Learning: A Look Back and Forward" Symposium, Lincoln, Nebraska
- 2009 **Hachtmann, F.** Developing and Submitting a Winning Marketing Communications Proposal. Invited presentation to the UNL National Agrimarketing Association (NAMA), Lincoln, Nebraska
- 2006 **Hachtmann, F.** Careers in Journalism and Advertising. Invited presentation to the Nebraska Athletic Department for "Athletes-Helping-Athletes Networking Night," Lincoln, Nebraska
- 2006 **Hachtmann, F.** In Support of Teaching: The Peer Review of Teaching Project. Invited by Chancellor Perlman to represent UNL's Peer Review of Teaching Project at meeting with North Central Association's Higher Learning Commission accreditation team, Lincoln, Nebraska
- 2006 **Hachtmann, F.** Developing and Submitting a Winning Marketing Communications Proposal. Invited presentation to the UNL National Agrimarketing Association (NAMA), Lincoln, Nebraska
- 2004 **Hachtmann, F.** Global and Multicultural Stereotypes in Student Work: Challenges Mass Media Educators Face in Higher Education. Presentation at the Fourth Annual Nebraska International Multicultural Exchange Conference, Lincoln, Nebraska
- 2004 **Hachtmann, F.** Developing and Submitting a Winning Marketing Communications Proposal. Invited presentation to the UNL National Agrimarketing Association (NAMA), Lincoln, Nebraska
- 2003 **Hachtmann, F.** Strategic Communication Planning. Presentation as part of "First Tuesday" series of advertising-related distance seminars to employees of the Grand Island Independent, Lincoln, Nebraska
- 2003 **Hachtmann, F.** Research on a Shoestring. Presentation as part of "First Tuesday" series of advertising-related distance seminars to employees of the Grand Island Independent, Lincoln, Nebraska
- 2003 **Hachtmann, F.** Teaching Synchronous Distance Courses: Best Practices. Invited presentation to the University of Nebraska-Lincoln Summer Institute for Online Learning, Lincoln, Nebraska
- 2002 **Hachtmann, F.** Curriculum of the College of Journalism and Mass Communications. Invited presentation at the University of Nebraska-Lincoln International High School Reception, Lincoln, Nebraska

MEDIA CONTRIBUTIONS

- 2023 Research mentioned in article. Sherman, M. (Oct. 19, 2023). Nebraska volleyball's "rock star-like" season continues with No. 1 vs. No. 2 match. *The Athletic*. Retrieved October 19, 2023, from <https://theathletic.com/4974994/2023/10/19/nebraska-wisconsin-volleyball-big-ten/>
- 2019 Campaigns course featured on 10/11 News for student's work in a campaign for U.S. Army Special Operations Command. (<http://bit.ly/2smgbiQ>)
- 2018 Interview with Chancellor Green and Greg Sharpe about Sports Media and Communication Program, Sports Nightly, April 18, 2018. (<https://mediahub.unl.edu/media/9364>)
- 2012 Featured in promotional video. UNL Online for On-Campus Students, University of Nebraska-Lincoln YouTube Channel (July 2012), participant in promotional video. (<http://bit.ly/WYQ6cT>)
- 2012 Video presentation. Using Screencasting to Increase Interactivity in Online Courses, Wednesday Blend, University of Nebraska-Lincoln Office of Online and Distance Education E-Newsletter (July, 2012)
- 2012 Presentation featured on aef.com, Visiting Professor Lunchtime Lectures website. Millennials in Transition, JWT/New York, Advertising Educational Foundation (June, 2012).

TEACHING EXPERIENCE

Undergraduate Course Repertoire

Special Topics: Crisis Response Advertising

- Developed and taught asynchronous three-credit hour accelerated online course for senior- and graduate-level students in ADPR and ADPR-adjacent majors
- 28 students/course

Branding Yourself in Today's Market

- Developed and taught asynchronous one-credit hour online pop-up course for two- and three-week delivery to students from all majors on campus
- Part of Nebraska's NILBRASKA (Name, Image, Likeness) program collaboration with the College of Business
- 25 student/course

Advertising and Public Relations Campaigns (in-person; 25 students/semester)

- ADPR capstone course
- Course assessment leader; target course for UNL Achievement Centered Education Outcome #10 (scholarly product) Impact Group

- Students won Gold ADDY® Award, Silver ADDY® Awards, ADDY® Special Judges Citation, American Marketing Association Prism and Merit Awards, PRSA Anvil Awards of Excellence, PRSA Anvil Award of Merit, and PRSA Anvil Best of Show Award for semester projects
- Peer Review of Teaching benchmark and inquiry course portfolios
- Featured on 10/11 News for student's work in a campaign for U.S. Army Special Operations Command. Accessible here: <http://bit.ly/2smgbiQ>
- 25 students/course

Introduction to Advertising and Public Relations

- Taught as a large survey course; required course in the ADPR major; popular with non-majors from across campus, especially business students
- Partnered with Advertising Educational Foundation to bring in speakers from Goodby, Silverstein and Partners (San Francisco) and VMLY&R (Chicago)
- Includes interactive discussions using TopHat, Yellowdig and group work
- Features large-scale group poster session of final projects
- Converted face-to-face into asynchronous, compressed three-week distance course
- Optimized course for hyflex teaching environment in response to COVID-19, including both in-person and online synchronous and asynchronous components
- 250 students/course

Global Advertising

- Converted face-to-face into asynchronous distance course; grant-funded
- Achievement Centered Education certified (global awareness)
- Pedagogy recognized as one of AEJMC's 25 "Great Ideas for Teachers" (2019)
- Target course for SLOAN Consortium Online Teaching Certificate (2013)
- 25 students/course

FOX Sports University

- Cultivated relationship with FOX Sports University to give students a real-life sports marketing experience
- Coached students to develop and pitch integrated marketing communication campaigns to promote FOX Sports Live on FS1; Fox Sports Big 10 College Football media rights acquisition; Big Ten Network Tailgate Show; Thursday Night Football on Fox Deportes; BTN Military Appreciation; Developing Brand Partnerships for FOX Sports 2022 FIFA Worldcup/Qatar Media Rights
- Students won multiple American Marketing Association Prism and Merit Awards for semester projects
- Three students invited by FOX Sports to attend National Sports Media Association 60th Award Ceremony in Winston-Salem, North Carolina

Sports Media and Communication Capstone

- Developed and taught course as part of the Sports Media and Communication undergraduate major
- Achievement Centered Education certified (scholarly product)

- Partnering with RCD Espanyol de Barcelona to develop North American audience
- 20 students/course

Strategic Writing

- Achievement Centered Education certified (writing)
- Collaborated with other faculty to streamline the course across multiple sections
- Course leader (2019)
- 20 students/course

Advertising and Public Relations Internship Course

- Developed and taught course in which students can earn credit for their internship
- 5-10 students/course

JOMC 98 Senior Assessment

- Developed and taught senior assessment course, including senior exit survey and cohort-based pre-and post-test multiple-choice exam measuring the outcome of 12 learning outcomes
- 100 students/course

ADPR 460 Media Strategy

- Course assessment leader (2002-12)
- Peer Review of Teaching benchmark and inquiry course portfolios
- Students won Gold ADDY® Award for semester project
- 20 students/course

ADVT 283 Promotional Writing

- Taught advertising copywriting skills course to sophomore-level students
- 20 students/course

JGEN 123 The Media Today

- Developed and co-taught seminar to journalism learning community students

Graduate Course Repertoire

ADPR 930 Integrated Media Communications Capstone Seminar

- Developed and taught asynchronous distance course; grant-funded
- Developed rubric for evaluation and assessment by graduate faculty committee

ADPR 881 Advertising & Public Relations Research

- Converted face-to-face into asynchronous distance course; grant-funded
- Students have presented semester research papers at AEJMC conferences and published refereed journal articles as a result

ADPR 891 Special Topics: Advanced Research

- Students work on independent research projects beyond the requirements in ADPR 881

Study Abroad and Domestic Study Programs

New York City Fall Media Tour (non-credit)

- Connected students with professionals and alumni in the largest market in the United States
- Set up and facilitated student/professional presentations and discussions at J. Walter Thompson, Deutsch, Inc., Digitas LBi, CNN, Time, Inc., Cake/Havas Worldwide, LaForce, Fast Company, Weber Shandwick, Edelman, The New York Times

Japanese Visual Culture in Context

- Interdisciplinary short-term study abroad course in Japan; funded by ITLE grant
- ACE-certified (global awareness; communication)
- Includes visits at W+K, JWT, Dentsu, Daiko, and McCann Erickson (Tokyo); House of Hosoo and Asahiyaki (Kyoto)

Japanese Visual Culture Online Prep Seminar

- Eight-week online mini course to prepare students for study abroad experience

Special Topics: International Media: Germany

- Short-term study abroad course in Germany
- Peer Review of Teaching inquiry course portfolio
- Includes visits at Publicis, McCann Erickson, Scholz & Friends, Mackat Werbeagentur, Volkswagen Autostadt, Die Welt, Zweites Deutsches Fernsehen (ZDF), Radio Berlin-Brandenburg (RBB), and the German Journalism School

Special Topics: Germany Depth Report

- Co-developed and co-taught wo-semester course with a two-week stay in Germany
- Renovating the Republic (50-page magazine)
- “Breaking Down Barriers” (documentary film; winner of the 2006 Robert F. Kennedy Journalism Award)

Guest Speaking

2023	How Communication Research Informs Advertising Practice During Complex Crises. Invited guest lecture, JGEN 200 Technical Communication, University of Nebraska-Lincoln, October 10, 2023
2022	Fragen & Antworten, Invited guest lecture, German 302, University of Nebraska-Lincoln, April 2022
2019	Studying Sports Media and Communication. Invited guest lecturer in PRSSA Members Meeting, University of Nebraska-Lincoln, March 3, 2019

- 2019 Careers in Advertising and Public Relations. Invited guest lecturer in JOMC 100 Freshman Seminar, University of Nebraska-Lincoln, January 31, 2019
- 2014, 15 Studying Advertising and Public Relations. Invited guest lecturer in Textiles, Merchandising and Fashion Design (TMFD) Orientation Seminar, University of Nebraska-Lincoln, November 13, 2014
- 2012 Media Research. Invited guest lecturer in JOUR 101 Introduction to Journalism and Mass Communications), University of Nebraska-Lincoln, November 11, 2012
- 2010 Stereotypes in Advertising. Invited guest lecturer in JOUR 101 Introduction to Journalism and Mass Communications), University of Nebraska-Lincoln, June 30, 2010

Program and Curriculum Development

2021-23 NILBRASKA Curriculum

- Collaborated with the College of Business and Nebraska Athletics to develop pop-up curriculum around Name, Image, Likeness concept for student-athletes and student entrepreneurs
- Developed and delivered “Branding Yourself in Today’s Market” once-credit hour online course to a total of 95 students

2016-18 Sports Media and Communication Degree Program, 2016-18

- Oversaw development of new undergraduate major in the College of Journalism and Mass Communications leading to a Bachelor of Journalism degree
- Guided approval path including presentations leading up to votes at the college curriculum committee, the UNL Academic Planning Committee, University of Nebraska President’s approval, the Board of Regents, and the Nebraska Coordinating Commission for Postsecondary Education
- Major was launched in fall of 2018 with 116 majors

2009-10 Integrated Media Communications Graduate Specialization, 2009-10

- Oversaw development of new interdisciplinary online graduate program in the College of Journalism and Mass Communications and UNK’s College of Business and Technology and UNL’s College of Arts & Sciences leading to a Master of Arts in Journalism and Mass Communications
- Grant-funded by Nebraska Online Worldwide (\$50,000)

Graduate Student Advising

Doctoral Dissertation Committees Served

- 2019 Valerie Jones, Educational Studies, University of Nebraska-Lincoln
- 2015 Adam Wagler, Educational Studies, University of Nebraska-Lincoln

Master's Thesis Committees Chaired

- 2009 Julia Stumkat, Journalism and Mass Communications, University of Nebraska-Lincoln

Master's Thesis Committees Served

- 2015 Sara Nash, Journalism and Mass Communications, University of Nebraska-Lincoln
- 2014 Monique Farmer, Journalism and Mass Communications, University of Nebraska-Lincoln
- 2012 Charles Craine, Journalism and Mass Communications, University of Nebraska-Lincoln
- 2012 Kevin Abourezk, Journalism and Mass Communications, University of Nebraska-Lincoln
- 2010 Bruce Mitchell, Educational Studies, University of Nebraska-Lincoln
- 2009 Amy Cerny, Journalism and Mass Communications, University of Nebraska-Lincoln
- 2009 Christy Magnani, Journalism and Mass Communications, University of Nebraska-Lincoln
- 2009 Saroka, Catherine, Architecture, University of Nebraska-Lincoln

Master's Professional Project Committees Chaired

- 2024 Abbey Haymond, Journalism and Mass Communications, University of Nebraska-Lincoln
- 2022 Margaret Nongo-Okajokwu, Journalism and Mass Communications, University of Nebraska-Lincoln
- 2018 Jessica "Molly" George, Journalism and Mass Communications, University of Nebraska-Lincoln
- 2016 Emily Giller, Journalism and Mass Communications, University of Nebraska-Lincoln
- 2014 Bonnie Ryan, Journalism and Mass Communications, University of Nebraska-Lincoln
- 2014 Rebekah Giordano, Journalism and Mass Communications, University of Nebraska-Lincoln
- 2013 Abby Bartholomew, Journalism and Mass Communications, University of Nebraska-Lincoln
- 2009 Sharon Stephan, Journalism and Mass Communications, University of Nebraska-Lincoln
- 2008 Kristin Jacob, Journalism and Mass Communications, University of Nebraska-Lincoln
- 2007 Djuka Selendic, Journalism and Mass Communications, University of Nebraska-Lincoln
- 2006 Weiqin Zhao, Journalism and Mass Communications, University of Nebraska-Lincoln
- 2005 Christy Houghton, Journalism and Mass Communications, University of Nebraska-Lincoln
- 2004 Shannon Sherman, Journalism and Mass Communications, University of Nebraska-Lincoln

Master's Professional Project Committees Served

- 2024 Isabella Benson, Journalism and Mass Communications, University of Nebraska-Lincoln
- 2020 Michael Morris, Journalism and Mass Communications, University of Nebraska-Lincoln
- 2015 Monica Blaser, Journalism and Mass Communications, University of Nebraska-Lincoln
- 2014 Lauren Harrison, Journalism and Mass Communications, University of Nebraska-Lincoln
- 2013 Alexis Abel, Journalism and Mass Communications, University of Nebraska-Lincoln
- 2006 Tracy Pracheil, Journalism and Mass Communications, University of Nebraska-Lincoln
- 2005 Tricia Akerlund, Journalism and Mass Communications, University of Nebraska-Lincoln
- 2004 Lisa Trimble, Journalism and Mass Communications, University of Nebraska-Lincoln
- 2003 Resat Karacan, Journalism and Mass Communications, University of Nebraska-Lincoln

Undergraduate Student Advising

Honors Thesis Committees Chaired

- 2024 Drew Baldrige, Advertising and Public Relations, University of Nebraska-Lincoln
- 2022 Mathew Jackson, Sports Media and Communication, University of Nebraska-Lincoln
- 2021 Stefanie Vanderbeek, Advertising and Public Relations, University of Nebraska-Lincoln
- 2012 Makayla Hipke, Advertising and Public Relations, University of Nebraska-Lincoln

Honors Thesis Committees Served

- 2009 Nicole Manske, News-Editorial, University of Nebraska-Lincoln
- 2008 Kirk Fellhoelter, Advertising, University of Nebraska-Lincoln
- 2008 Jill Havekost, Advertising, University of Nebraska-Lincoln
- 2007 Riley Roberts, Advertising, University of Nebraska-Lincoln
- 2007 Kelli Kremlacek, Advertising, University of Nebraska-Lincoln
- 2004 Kate Cadwallader, Advertising, University of Nebraska-Lincoln
- 2004 Monica Johnson, Advertising, University of Nebraska-Lincoln
- 2004 Renee Novak, Advertising, University of Nebraska-Lincoln

Undergraduate Creative Activities and Research Experiences (UCARE)

- 2011-12 Makayla Hipke, Social Media in Collegiate Athletics
- 2005-07 Yoko Kitagawa, How Members of Generation X Define Themselves

First-Year Research Experience (FYRE)

- 2019-20 Sadie Lamplot, Gendered Language in Sports Communication
- 2019-20 John Lininger, Gendered Language in Sports Communication

Mentoring & Coaching

- 2022 Mandela Washington Fellowship Focus Project Coach for Taku Mutezo, Zimbabwe
- 2020 N-Vest Mentor, Nebraska Athletics. Mentored underrepresented student-athletes
- 2012-18 Advertising and Public Relations Sequence, University of Nebraska. Mentored pre-tenure faculty teaching in ADPR program: Dr. Bryan Wang, assistant professor; Dr. Dane Kiambi, assistant professor; Dr. Adam Wagler, assistant professor; Valerie Jones, assistant professor; Dr. Mike Hanus, assistant professor, Dr. Brandon Nutting, assistant professor
- 2012-18 Advertising and Public Relations Sequence, University of Nebraska. Mentored part-time lecturers in ADPR program
- 2011-15 Alumni Association Cather Circle, Mentor
- 2014 Nebraska Athletic Department, Inner Circle, Letterwinner Mentor
- 2013 AEJMC Conference Mentor, Commission on the Status of Women. Mentored graduate students Amanda Kennedy (University of Maryland) and Brittany Murphy (University of Tennessee)

2013 Leadership Resources, Lincoln, Neb. Mentored Dr. Karen Cannon, assistant professor, IANR

SERVICE TO THE PROFESSION

Offices Held

International Association for Communication and Sport (IACS)

2023-26 Board of Directors, member

Association for Education in Journalism and Mass Communication (AEJMC)

2010-12 Council of Divisions, Advertising Division
2011-12 Advertising Division, Head
2010-11 Advertising Division, Vice-Head/Programming Chair
2010-11 International Communication Division, Teaching Chair
2009-10 Advertising Division, Special Topics Chair
2008-09 Advertising Division, PF&R Chair
2007-09 International Communication Division, Liaison to Divisions
2007-08 Advertising Division, Research Chair
2006-07 Advertising Division, Student Paper Chair

American Academy of Advertising (AAA)

2023-24 Communication Committee
2015 Global Conference, Research Chair
2009-10 Membership Committee, Co-Chair
2008-09 Membership Committee, Chair
2004-07 International Advertising Education Committee

Conference Planner

2017 Mandela Washington Fellowship Professional Development Seminar, University of Nebraska-Lincoln
2015 Research Chair, American Academy of Advertising Global Conference, Auckland, New Zealand
2012 Advertising Division Program Planner, Association for Education in Journalism and Mass Communication Annual Convention, Chicago, Illinois
2011 Advertising Division Program Planner, Association for Education in Journalism and Mass Communication Annual Convention Annual Convention, St. Louis, Missouri
2008 Fiftieth Anniversary Celebration Planner, American Academy of Advertising Annual Conference & Fiftieth Anniversary Celebration, San Mateo, Calif.

Reviewer

Editorial Review Boards

2020-present *Journalism and Mass Communication Educator*

2011-present *Journal of Advertising Education*
 2014-present *Journal of Digital and Social Media Marketing*
 2017-present *International Journal of Sport Communication*
 2008-10 *Asian Journal of Communication*
 2005-07 *Southwestern Mass Communication Journal*

Ad-Hoc Reviewer

2023 *International Journal of Sport Marketing and Management*
 2018-present *Communication & Sport*
 2014-17 *International Journal of Sport Communication*
 2014-17 *Asian Journal of Communication*

Textbook Reviewer

2021 Routledge (Taylor & Francis Group), *Social Issues in Sport Communication: You Make the Call*
 2020 Routledge (Taylor & Francis Group), *Principles of Strategic Communication*
 2019 Routledge (Taylor & Francis Group), *Strategic Writing*
 2015 Rowman & Littlefield Publishers, *Marketing*
 2012 Wiley Blackwell, *Research for Advertising and Public Relations: A Case Study Approach*
 2012 Wiley Blackwell, *Global Advertising Storytelling: How to Master the Universal Message*
 2008 SAGE Publications, *Global Marketing and Advertising: Understanding Cultural Paradoxes*, 2nd ed.
 2008 SAGE Publications, *Public Relations Today – Globalism and Cyberspace*

Competitive Paper Reviewer

2006-present American Academy of Advertising: Annual, Asia-Pacific, and Global Conferences
 2004-present Association for Education in Journalism and Mass Communication: Annual Conventions (multiple divisions, interest groups, and commissions)
 2017, 19, 23 International Association for Communication and Sport
 2007 World Journalism Education Congress, Singapore
 2004 Western Decision Sciences Institute: Annual Convention
 2003 Southwest Council for Education in Journalism and Mass Communication

Fellowship, Scholarship, Portfolio & Proposal Reviews

2023 Research Council, Visiting Scholar, Distinguished Lecturer, and Symposia Awards, University of Nebraska-Lincoln
 2021-present Big Ten Postgraduate Scholarship Committee, Nebraska Athletics
 2015 IANR Hatch Project Review for Dr. Matkin and Dr. Cannon, University of Nebraska-Lincoln
 2013-15 Research Council, Internal Seed Grant Competition, University of Nebraska-Lincoln
 2008-16 Christian Leding Fellowship for Study Abroad, University of Nebraska-Lincoln
 2008-12 Hitchcock Graduate Fellowship, UNL College of Journalism and Mass Communications
 2008-09 Achievement-Centered Education (ACE), Certification of Courses, University of Nebraska-Lincoln

Other

Judging

2014	DECA Nebraska Junior Invite
2006, 13	Penn State Newspaper Excellence Competition – Advertising Excellence
2007	Nebraska High School Press Association Advertising Competition
2003	Kansas Professional Communicators=

Search Committee

2022	Editor, <i>Journal of Advertising Education</i>
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SERVICE TO THE UNIVERSITY

Elected Committees

2019-22	Academic Planning Committee (APC)
2021-22	Academic Planning Committee (APC), Chair
2020-21	Academic Planning Committee (APC), Vice Chair & Chair-Elect
2003–09	Faculty Senate
2006–09	Faculty Senate Executive Committee

Appointed Committees

2024	University of Nebraska System International Advisory Committee
2023-26	Endowed Professorship Committee
2023-26	Research Council
2023	Business & Finance Branding Refresh Committee
2018-present	E.N. Thompson Forum Program Committee
2021-present	Big Ten Postgraduate Scholarship Committee
2021-22	Promotion & Tenure Committee, Department of Agricultural Leadership, Education, and Communication
2019-21	Associate Vice Chancellor for Global Affairs Steering Committee, American Council on Education's Internationalization Laboratory
2018-19	Executive Vice Chancellor Task Force on Professional Conduct
2008–18	Christian Lieding Scholarship Committee
2015-18	University-Wide Assessment Committee (UWAC)
2015-18	Academic Solutions Council (ASC)
2016-18	Associate Deans for Research Committee
2016-18	Faculty Affairs Liaison Committee
2017-18	Executive Vice Chancellor Task Force on Instructor Onboarding Resources
2017-18	Education Abroad Advisory Committee
2003–17	Fulbright Student Fellowship Review Committee
2010-17	Commencement Stage Party (in the absence of the Dean)
2017	Integrated Planning and Advising Systems (IPAS) Sub-Committee
2016	Advanced Scholars Task Force
2016	Tk20 Task Force, University-Wide Assessment Committee
2014-15	Enrollment Management Council

2013–15	Research Council
2015	Achievement-Centered Education (ACE) Five-Year Review, ACE #10 Committee, Chair
2015	Academic and Enrollment Scheduling & Policies Advisory Group
2013–14	ACE 10 Impact Project
2014	Higher Learning Commission (HLC) Reaffirmation of Accreditation work group (Teaching and Learning: Evaluation and Improvement)
2011–12	Hybrid/Blended Online/Distance Advisory Committee
2003–11	Study Abroad Advisory Council, member, Chair (2008)
2005–11	Peer Review of Teaching Project (PRTP), team leader
2006–11	Faculty Leadership for Writing Initiative (FLWI) Steering Committee
2008–10	University-Wide Assessment Committee (UWAC)
2008–10	Program Excellence through Assessment, Research and Learning (PEARL) Steering Committee
2009–10	Search Committee, Dean, College of Journalism and Mass Communications
2007–09	Achievement-Centered Education (ACE) Committee
2004–07	Academic Standards Committee
2003–05	Program of Excellence (POE): Visual Literacy Steering Committee
2002–05	Distance Education Advisory Committee
2002–05	Nebraska Athletic Department N-Club Board of Directors, Women's Tennis Representative

Recognized Student Organization Advising

2008–11	European Students Unite (ESU), Adviser
2004–07	New Student Enrollment (NSE), Adviser
2002–05	College of Journalism and Mass Communications Student Advisory Board, Adviser

SERVICE TO THE COLLEGE

Standing Committees

2023–24	Executive Committee
2023–24	Advertising and Public Relations, chair
2023–24	Graduate Program Committee
2022–23	Strategic Planning Committee
2021–22	Advertising and Public Relations, chair
2020–22	Executive Committee
2019–20	Graduate Policies & Procedures Committee
2004–18	Executive Committee
2012–18	Dean's Advisory Committee
2015–16	Promotion & Tenure Committee
2008–13	Promotion & Tenure Committee (chair, 2012–13)
2004–12	Graduate Policies & Procedures Committee (chair 2008–12)
2008–10	Dean's Advisory Committee

Ad Hoc Committees

Since 2021 Promoted & Tenured Faculty Group (Chair, 2023-24)
2020-21 Strategic Planning Task Force: Student Experiences and Experiential Learning, Co-Chair
2020-21 Strategic Planning Leadership Team
2015-19 Scholarship Committee
2015-17 ACEJMC Accreditation Self-Study Committee
2012-14 International Engagement Committee
2012-14 Recruiting & Retention Committee
2008-12 Online/Distance Teaching Committee, Chair
2010-11 International Education Benchmarking Committee, Co-Chair
2011 Strategic Goals Committee
2008-10 Assessment Committee, Chair
2009-10 ACEJMC Accreditation Self-Study Committee, Chair
2006-08 Undergraduate Policies & Procedures Committee
2006-08 Substitutions Committee
2002-03 Gallup Impact Plan Committee, Chair

Curriculum & Assessment Work

2021-22 ACE 10 Recertification, contributor
2016-19 Financial Communication Graduate Certificate, curriculum development
2014-17 Sports Media and Communication Program, curriculum development, Chair
2013-15 ADPR 489 Advertising & Public Relations Campaigns, Course Leader
2014-15 Media Academy Summer Workshop, developing committee
2015 College Biennial Assessment, Chair
2013-14 Sports Communication emphasis, developing/organizing committee
2014 ADPR ACE 8 & 10 Program Assessment, Chair
2014 ACE Recertification, Chair
2008-13 ADPR 360 Media Strategy, Course Leader
2013 ADPR Professional Curriculum Review Panel, Coordinator/Host
2006-07 JOUR 102 The Art of Writing Assessment Committee
2006-07 Program Excellence through Assessment, Research and Learning (PEARL), Program Leader
2005-06 JOUR 103 Visual & Aural Literacy Assessment Committee
2002-15 Visual Literacy Curriculum Committee, Chair

Search Committees

2023 Assistant/Associate Professor in Sports Promotion (tenure-track), Chair
2021-22 Associate Dean for Research and Faculty Affairs, Chair
2021 Assistant Professor of Practice in Advertising and Public Relations, Chair
2020-21 Assistant Professor in Sports Promotion (tenure-track), Chair

2016-17 Assistant Professor of Practice in Advertising and Public Relations, Chair
 2016-17 Assistant Professor in Sports Promotion (tenure-track), Chair
 2016 Career Development Specialist, Hiring Authority
 2015 Assistant Professor in Advertising and Public Relations (tenure-track), Chair
 2015 Recruiting Coordinator, Hiring Authority
 2015 Academic Adviser, Hiring Authority
 2014 Assistant/Associate Professor of Practice in Advertising and Public Relations, Chair
 2013 Assistant Professor in Advertising (tenure-track), Chair
 2012 Assistant Professor in Public Relations (tenure-track), Chair
 2007-08 Assistant Professor in Advertising (tenure-track), Chair
 2006-07 Assistant Professor in Visual Literacy (tenure-track), Chair
 2003-04 Assistant Professor in Advertising (tenure-track)
 2003-04 Assistant Professor in News-Editorial (tenure-track)
 2003-04 Lecturer in Multimedia Production, Chair
 2003-04 Lecturer in Technical and Business Writing
 2003-04 Assistant Professor in Advertising (tenure-track)

Other

2015-18 Undergraduate Bulletin, editor and CREQ watcher
 2015-18 New Student Enrollment, Dean's Talk to parents
 2014-17 CoJMC Teaching and Research Colloquium, developer
 2004-07 Institutional Review Board, unit reviewer
 2002-04 Internship and Job Coordinator, advertising sequence

VOLUNTEER WORK

Recruiting & Retention

2023, 16 Global Advertising, CoJMC A La Carte Workshop, Papillion-LaVista High School, LaVista, Nebraska
 2017-23 Career Talk: Advertising and Public Relations, Nebraska High School Press Association Fall Convention, University of Nebraska-Lincoln
 2021 Virtual CoJMC Connection Event for Nebraska high school seniors
 2014-18 DECA Fall Leadership Conference, ADPR recruiting event for high school junior and seniors; presentation to advisers, LaVista, Neb.
 2013-14 Omaha World-Herald Recruiting Event, CoJMC recruiting event for high school juniors and seniors at Omaha World-Herald, Omaha, Neb.
 2014 DECA Nebraska Junior Invite Judge, Omaha Burke High School, Omaha, Neb.

2013 Big Red Roadshow, University of Nebraska recruiting event in Omaha targeting high school juniors and seniors), Omaha, Neb.

Local Community

Since 2011 Woods Tennis Center Annual Turkey Tourney Pro-Am Pro Player (fundraiser for citywide junior programs and scholarship opportunities for low-income families)

Since 2022 Omaha Kendo & Iaido Kyokai, Treasurer

2014-15 Cornhusker State Games, Scorekeeper, Martial Arts Competition