

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

MA 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

Areas of Specialization

Advertising, Economy & Society
Crisis Response Advertising
International Communication

Scholarship of Teaching and Learning
Athletics and Higher Education
Social Media in Sport Communication

Recent Highlights

2023 Author, *Crisis Response Advertising: Insights and Implications from COVID-19* (Routledge)

2023-26 International Association of Communication and Sport, Board of Directors

2023-24 American Academy of Advertising, Communication Committee

2023 Panelist, Global Perspectives of International Student-Athletes. Eighth Annual Diversity, Equity & Inclusion Summit, Nebraska Athletic Department

2021-22 UNL Academic Planning Committee, Chair

Faculty & Administrative Appointments

University of Nebraska-Lincoln

Since 2021	William H. Kearns Chair in Journalism
Since 2014	Professor with tenure, College of Journalism and Mass Communications
2015-18	Associate Dean, College of Journalism and Mass Communications
2012-18	Head, Advertising & Public Relations Sequence, College of Journalism and Mass Communications
2012-18	Peter Kiewit Professor, College of Journalism and Mass Communications
2008-14	Associate Professor with tenure, College of Journalism and Mass Communications
2008-12	Graduate Chair, College of Journalism and Mass Communications
2002-08	Assistant Professor, tenure-track, Department of Advertising
2002	Part-time Lecturer, Department of Advertising

Certifications

2022	Group 2 Social/Behavioral Research Investigators and Key Personnel, CITI Program (certified since 2004)
2020	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

Academic Leadership Experience

Chair, Academic Planning Committee (APC) – elected position

University of Nebraska-Lincoln, 2021-22

- Called and presided over bi-weekly meetings
- Set meeting agenda
- Charged standing and ad hoc committees and appointing chairs of such committees
- Directed inquiries to the committee
- Notified appropriate persons of recommendations as needed
- Presented annual report to the Faculty Senate

Vice Chair and Member, Academic Planning Committee (APC) – elected position

University of Nebraska-Lincoln, 2019-22

- Academic Program Reviews:
 - Dept. of Teaching, Learning and Teacher Education, APC Monitor
 - Dept. of Statistics, APC Monitor

- Coordination of public hearings regarding unprecedented \$16 million budget reduction process
- Long-range planning sub-committee, chair

Associate Dean, College of Journalism and Mass Communications

University of Nebraska-Lincoln, 2015-18 (permanent); Spring/Summer 2015 (interim)

- 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)

Head, Advertising & Public Relations Sequence, College of Journalism and Mass Communications

University of Nebraska-Lincoln, 2012-18

- 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

Acting Dean, College of Journalism and Mass Communications

University of Nebraska-Lincoln, July 2012

- Led the college in the absence of the Dean

Graduate Chair, College of Journalism and Mass Communications

University of Nebraska-Lincoln, 2008-12

- 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
- Serve as committee member and/or chair on numerous thesis and professional project committees
- Scheduling of graduate classes
- Administered about 20 MCA oral examinations per year

Assessment Director, College of Journalism and Mass Communications

University of Nebraska-Lincoln, 2008-10, 2015-18

- 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

President & Board-Certified Coach (BCC)

Ultimate Pathfinder, LLC, Lincoln, Nebraska, 2020-present

- 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

Athletic Marketing Media Coordinator

University of Nebraska-Lincoln, Athletic Department, 1997-2002

- 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

Athletic Marketing Full-Time Graduate Assistant

University of Nebraska-Lincoln, Athletic Department, 1995-97

- 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

Sales Promoter

Mach Was Promotions, Hamburg, Germany, 1992

- Supervised promotion teams for Cadbury Schweppes® products
- Managed customer relations, merchandise, promotional material, and equipment

Sales Promoter

Stein Promotions/BBDO, Hamburg, Germany, 1991

- Supervised promotion teams for a variety of consumer products
- Managed merchandise, promotional material, and equipment

Scholarly Activities

*Student co-author

BOOK

Hachtmann, F. (2023). *Crisis Response Advertising: Insights and Implications from COVID-19* (1st ed.). Routledge. <https://doi.org/10.4324/9781003316879>

REFEREED JOURNAL ARTICLES & PROCEEDINGS

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.

*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*.

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

- Also published in P. Pedersen (Ed.), *Sport Communication Case Studies*, eBook, 571-587.
- First presented as a paper at the 2013 Association for Education in Journalism and Mass Communication Convention (Sports Communication Interest Group), Washington, D.C. Acceptance rate: 42.8%

*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.

- First presented as a paper at the 2012 Association for Education in Journalism and Mass Communications Convention (Public Relations Division), Chicago, Ill. Acceptance rate: 49%

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

- 2011-12 Journal of Advertising Education Best Paper Award
- First presented as a paper at the 2011 Admerica! American Advertising Federation National Conference, San Diego, Calif.

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. doi: 10.1353/jge.2012.0007

- Based on doctoral dissertation in educational studies

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. doi: 10.1177/109804820901300209

- First presented as a paper at the 2007 Association for Education in Journalism and Mass Communication Convention (Advertising Division), Washington, D.C. Acceptance rate: 46%.

Hachtmann, F. (2009). Promoting Consumerism in West Germany During the Cold War: An Agency Perspective. *Advertising & Society Review*, 10(2). doi: 10.1353/asr.0.0025

- First presented as a paper at the 2007 American Academy of Advertising Convention, Burlington, Vt. Acceptance rate: 51%

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., 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. doi: 10.1177/109804820601000105

- First presented as a paper at the 2006 Association for Education in Journalism and Mass Communication Convention, San Francisco, Calif. Acceptance rate: 49%

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

Hachtmann, F., & Signal, S. (2006). The Peer Review of Teaching Portfolio as Scholarship Assessment in Higher Education: An Advertising Curriculum Example, *International Journal of Learning*, 12(5).

- First presented as a virtual paper at the International Learning Conference, Granada, Spain.

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.

BOOK CHAPTERS, CHAPTER CONTRIBUTIONS & ENCYCLOPEDIA ENTRIES

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. (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.

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.

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.

REFEREED CONFERENCE PAPERS (NOT ALREADY LISTED ABOVE)

Hachtmann, F., & Horky, T. (2023). Audience Engagement by a Professional Sports League: Examining Social Media Content of the NFL's Game in Germany. Extended abstract accepted for presentation at the 2023 International Association for Media and Communication Research Annual Conference, Lyon, France.

Hachtmann, F. (2023). When the World Stood Still: Crisis Response Advertising During the COVID-19 Pandemic. Competitive research paper presented at the 2023 American Academy of Advertising Conference, Denver, Colorado.

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 2023 International Association for Communication and Sport Summit, Barcelona, Spain.

Nutting, B., & **Hachtmann, F.** (2022). The Impact of Top College Football Teams' Social Media Value on Institutions' Admissions and Persistence Rates. Refereed research presented at the 2022 International Association for Communication and Sport Summit, Glassboro, New Jersey.

Hachtmann, F. (2021). 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.

Nutting, B., & **Hachtmann, F.** (2021). The Influence of Successful Athletic Performance on Institutions' Admissions and Persistence Rates. Refereed research paper presented at the 2021 International Association for Communication and Sport Summit (Virtual Conference).

- *George, M., **Hachtmann, F.**, & Nutting, B. (2019). 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.
- *Bartholomew, A. & **Hachtmann, F.** (2014). Connecting Science to Advertising: How John B. Watson Laid the Foundation of Behavioral Targeting. Refereed research paper presented at the 2014 Association for Education in Journalism and Mass Communication Convention (Advertising Division), Montréal, Canada. Acceptance rate: 50%.
- Hachtmann, F.** (2011). International Advertising Education: A Research Agenda. Refereed research paper presented at the 2011 Association for Education in Journalism and Mass Communication Convention (International Communication Division), St. Louis, Mo.
- Hachtmann, F.** & *Stumkat, J. (2011). 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, Ore.
- Hachtmann, F.** (2008). When Values Collide: German Identity Expressed in Advertising. Refereed research paper presented at the 33rd European Studies Conference, Omaha, Neb.
- Hachtmann, F.** (2008). Generation X Revisited: An Exploratory Cross-Cultural Case Study. Paper presented at the 2008 American Academy of Advertising Convention, San Mateo, Calif. Acceptance rate: 52%.
- 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, Calif.
- Hachtmann, F.**, *Jirovsky, K., *Petratis, M., *Ryan, A., *Shotkoski, J., *Sibbel, S., & *Stulken, S. (2007). 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, Neb.
- Hachtmann, F.** & *Kitagawa, Y. (2007). How Japan's Shinjinrui Define Their Generation: An Exploratory Collective Case Study. Paper presented at the 2007 Association for Education in Journalism and Mass Communication Convention (International Communication Division), Washington, D.C. Acceptance rate: 42%.
- Hachtmann, F.**, *Ellerbee, 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, Neb.

Hachtmann, F. (2006). How German Gen Xers Define Their Generation: An Exploratory Collective Case Study. Paper presented at the 2006 Association for Education in Journalism and Mass Communication Convention (International Communication Division), San Francisco, Calif. Acceptance rate: 39.8%

Hachtmann, F. (2006). How Racial Representation and Role Depiction in Magazine Advertisements Have Changed in a Decade: A Content Analysis. Paper presented at the 2006 International Communication Association Conference, Dresden, Germany. Acceptance rate: 53%

Hachtmann, F. (2005). Generation X and Generation Golf – What Advertisers Need to Know When Targeting German Thirty-Somethings. Paper presented at the European Studies Conference, Omaha, Neb.

Hachtmann, F. & Signal, S. (2005). The Great Divide? From Multiculturalism to Globalization in Advertising. Paper presented at the 2005 Association for Education in Journalism and Mass Communication Convention (Advertising Division), San Antonio, Texas. Acceptance rate: 48%

Hachtmann, F. (2004). Gender Differences and Similarities Between German and American Students Using Social Values Reflected in Magazine Advertisements. Paper presented at the European Studies Conference, Omaha, Neb.

Hachtmann, F. & *Tidball, G. (2004). Racial Representation and Role Depiction in Magazine Advertisements: A Content Analysis. Paper presented at the 2004 Association for Education in Journalism and Mass Communication Convention (Minorities and Communication Division), Toronto, Canada. Acceptance rate: 48.4%

Hachtmann, F. (2003). German and American Students' Perceptions of Social Values as Depicted in Magazine Advertisements: A Copy Testing Approach. Paper presented at the 2003 Association for Education in Journalism and Mass Communication Convention (Advertising Division), Kansas City, Mo.

REFEREED PANELS & PRESENTATIONS

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. Acceptance rate: 29%. One of AEJMC's Top 25 entries.

Hachtmann, F., Alloway, R., & Renaud, J. (2017). Exploring Experiential Learning Experiences for Students in Sports Media and Communication. Panel presentation at the 2017 Summit on Communication and Sport, Phoenix, Arizona.

Hachtmann, F. (2016). 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, Calif.

Hachtmann, F. (2015). Documenting Learning Across Three Capstone Courses in a Service-Based Learning Environment. Poster presented at the 2015 Lilly Conference on Teaching and Learning, Newport Beach, Calif.

- 2015 Lilly Conference on Teaching and Learning Best Poster Award

Hachtmann, F., Mitchell, N., Mitchell, B., & Sasser, S. (2013). How Can Advertising-Focused, Short-Term Study Abroad Programs Prepare Students to be Globally Aware in a Digital World? Panel presented at the 2013 American Academy of Advertising Global Conference, Honolulu, Hawaii.

Hachtmann, F. (2011). Acing Assessment: How to Measure, Document, and Improve Student Achievement of Learning Outcomes. Panel presented at the 2011 Association for Education in Journalism and Mass Communications Convention, Advertising Division and Small Programs Interest Group, St. Louis, Mo.

Hachtmann, F. (2005). Peer Review and Teacher Inquiry: Promoting Scholarship and Leadership. Panel presented at the 2005 International Society for the Scholarship of Teaching and Learning Conference, Vancouver, Canada.

Chambers, J., Appiah, O., Cropp, F., & **Hachtmann, F.** (2005). Native Sons: Growing Global Marketers Among Asian and Asian-American Athletes. Panel presented at the 2005 American Academy of Advertising Asia Pacific Conference, Hong Kong, China.

Hachtmann, F. & Signal, S. (2004). Communicating with Multicultural and Global Audiences Without Creating Stereotypes. Panel presented at the 2004 Association for Education in Journalism and Mass Communication Convention, Advertising Division and Civic Journalism Division, Toronto, Canada.

SCHOLARLY WORK IN PROGRESS

Hachtmann, F. & Horky, T. (in preparation for submission to the *International Journal of Sport Communication*). Audience Engagement by a Professional Sports League: Examining Social Media Content of NFL's Game in Germany.

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

NON-REFEREED PUBLICATIONS & REPORTS

Hachtmann, F. (December, 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. (July, 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. Winter 2011.

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.

INVITED KEYNOTE ADDRESSES, PROFESSIONAL PRESENTATIONS, PANELS & TALKS

Hachtmann, F. (2023). Crisis Response Advertising. Invited panel, Chancellor's Council of Alumni Ambassadors, University of Nebraska-Lincoln, April 14, 2023.

Hachtmann, F. (2023). Global Perspectives of International Student-Athletes. Invited panel, Eighth Annual Diversity, Equity & Inclusion Summit, Nebraska Athletic Department, February 5 & 6, 2023.

Hachtmann, F. (2022). 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.

Hachtmann, F. (2021). 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.

Elliott, M., Fagan, H., Foster, C., **Hachtmann, F.**, Jones, V., Martin, R., & Yellow Robe, C. (2020). 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.

Hachtmann, F. (2019). Von Star City Sports bis #GBR: Lokale Sportberichterstattung im Mittleren Westen. Invited Keynote Address at the 2019 Conference of the German Communication Association, Media Sport and Sport Communication Division, Leipzig, Germany.

Perlmutter, D., Cheng., H., Powers, A., Crawford, J., **Hachtmann, F.**, & Jennings, M. (2019). Invited AEJMC Presidential Task Force on Careers Panel, 2019 Association for Education in Journalism and Mass Communication Convention, Toronto, Canada.

Hachtmann, F. (2019). Building Sustainable Relationships with Stakeholder Analysis. Invited presentation to Nebraska Extension Issue Leaders, May 8, 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.

Hachtmann, F. (2018). 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.

Hachtmann, F. (2018, 2016). 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.

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.

Hachtmann, F. (2015). 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.

Hachtmann, F. (2014). Advertising & Public Relations Update. Presentation to the UNL College of Journalism and Mass Communications Professional Advisory Board, Lincoln, Neb.

Hachtmann, F. (2014, 2015). Start here, go anywhere. From Nebraska to Madison Avenue. Invited presentation to DECA advisers, DECA Fall Leadership Conference, LaVista, Neb.

Hachtmann, F. (2014). Leaders in Transition: Student-Athletes in the Real World. Invited letterwinner alumni panel presentation, Inner Circle Leadership Group, Nebraska Athletic Department, Lincoln, Neb.

Brown, H., Callahan, C., **Hachtmann, F.**, & Warhover, T. (2014). Sports Journalism and Communication/Responding to Student Demand. Invited teaching panel presentation, Walter Cronkite School of Journalism and Mass Communication, Arizona State, 2014 Association for Education in Journalism and Mass Communication Convention, Montreal, Canada.

- Hachtmann, F.** (2014). Documenting Integrative Learning in a Service-Based Learning Environment. Invited poster presentation at the University of Nebraska-Lincoln Research Fair, Lincoln, Neb.
- Hachtmann, F.** (2014). Preparing Students for Short-Term Study Abroad Experiences with Online Prep-Seminars. Presentation to the UNL Education Abroad Faculty Leaders Abroad Networking Group.
- Hachtmann, F.** (2013) 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, Neb.
- Hachtmann, F.** (2013). From Andersen Hall to Madison Avenue. Presentation to the UNL College of Journalism and Mass Communications Professional Advisory Board, Lincoln, Neb.
- Hachtmann, F.** (2013). SLOAN-C Certificate Program. Final presentation to Dr. Kaye Shelton, Dean of Online Education, Dallas Baptist University, Blackboard Collaborate.
- Hachtmann, F.** (2012). 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, Neb.
- Hachtmann, F.** (2012). 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, Ill.
- Hachtmann, F.** (2012). 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.
- Hachtmann, F.** (2012). Content Strategy in Owned, Earned, and Paid Media. Professional presentation as part of HSBC Thought Leadership Lecture Series at JWT, New York.
- Hachtmann, F.** (2012). Millennials in Transition. Advertising Educational Foundation Visiting Professor Program Lunchtime Lecture at JWT, New York.
- Hachtmann, F.** (2011). Online Teaching: Lessons Learned. Invited panel presentation at the University of Nebraska-Lincoln Summer Institute for Online Learning, Lincoln, Neb.
- Hachtmann, F.** (2011). 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, Neb.

- Hachtmann, F.** (2011). 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, Neb.
- Hachtmann, F.** (2011). 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, Neb.
- Hachtmann, F.** (2009). 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, Mass.
- Hachtmann, F.** (2009). Developing and Submitting a Winning Marketing Communications Proposal. Invited presentation to the UNL National Agrimarketing Association (NAMA), Lincoln, Neb.
- Hachtmann, F.** (2006). Careers in Journalism and Advertising. Invited presentation to the Nebraska Athletic Department for "Athletes-Helping-Athletes Networking Night," Lincoln, Neb.
- Hachtmann, F.** (2006). 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.
- Hachtmann, F.** (2006). Developing and Submitting a Winning Marketing Communications Proposal. Invited presentation to the UNL National Agrimarketing Association (NAMA), Lincoln, Neb.
- Hachtmann, F.** (2005). 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.
- Hachtmann, F.** (2004). 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, Neb.
- Hachtmann, F.** (2004). Marketing on a Shoestring. Presentation at the Nebraska Apparel Store Association (NASA) Meeting, Kearney, Neb.

Hachtmann, F. (2004). Developing and Submitting a Winning Marketing Communications Proposal. Invited presentation to the UNL National Agrimarketing Association (NAMA), Lincoln, Neb.

Hachtmann, F. (2003). Strategic Communication Planning. Presentation as part of "First Tuesday" series of advertising-related distance seminars to employees of the Grand Island Independent, Lincoln, Neb.

Hachtmann, F. (2003). Research on a Shoestring. Presentation as part of "First Tuesday" series of advertising-related distance seminars to employees of the Grand Island Independent, Lincoln, Neb.

Hachtmann, F. (2003). Teaching Synchronous Distance Courses: Best Practices. Invited presentation to the University of Nebraska-Lincoln Summer Institute for Online Learning, Lincoln, Neb.

Hachtmann, F. (2002). Curriculum of the College of Journalism and Mass Communications. Invited presentation at the University of Nebraska-Lincoln International High School Reception, Lincoln, Neb.

MEDIA CONTRIBUTIONS

Hachtmann, F. (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>)

Hachtmann, F. (October, 2012). UNL Online Journalism Master's Degree, University of Nebraska-Lincoln YouTube Channel, participant in promotional video.

Hachtmann, F. (October, 2012). UNL Online for On-Campus Students, University of Nebraska-Lincoln YouTube Channel (July 2012), participant in promotional video.
(<http://bit.ly/WYQ6cT>)

Hachtmann, F. (July, 2012). Using Screencasting to Increase Interactivity in Online Courses, Wednesday Blend, University of Nebraska-Lincoln Office of Online and Distance Education E-Newsletter, video presentation.

Hachtmann, F. (June, 2012). Millennials in Transition, JWT/New York, Advertising Educational Foundation, presentation featured on aef.com Visiting Professor Lunchtime Lectures website.

GRANTS & FELLOWSHIPS

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." Fall 2022.

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. 2021-23. \$6,500.

Seacrest Travel Grant (Faculty Member): Funded by College of Journalism and Mass Communications, University of Nebraska-Lincoln, to deliver invited keynote at the German Communication Association Convention, Sport Media and Communication Group in Leipzig, Germany. September/October 2019. \$1,500.

Seacrest Travel Grant (Faculty Member): Funded by College of Journalism and Mass Communications, University of Nebraska-Lincoln, to participate in AEJMC Presidential Task Force on Careers presentation and Great Ideas for Teachers (GIFT) competition, Association for Education in Journalism and Mass Communication Conference, Toronto, Canada. August 2019. \$1,500.

Seacrest Travel Grant (Faculty Member): Funded by College of Journalism and Mass Communications, University of Nebraska-Lincoln, to present research paper at the International Association for Sport and Communication Summit in Boise, Idaho. April 2019. \$1,500.

Seacrest Travel Grant (Faculty Member): Funded by College of Journalism and Mass Communications, University of Nebraska-Lincoln, to participate in AEJMC Presidential Task Force on Careers meeting, Association for Education in Journalism and Mass Communication Conference in Washington, D.C. August 2018. \$1,500.

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. \$149,981. S. Feigenbaum, UNL Associate Vice Chancellor for Global Affairs, PI.

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. June 2015: \$2,000.

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. 2008-12: \$14,000.

Marketing and 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. 2008-12: \$5,000.

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 course portfolios and service as team leader for other faculty working on their own advanced portfolios. 2003-11. \$10,000

- Benchmark and inquiry course portfolios for ADVT 460 Media Strategy
- Benchmark and inquiry course portfolios for ADVT 489 Advertising & Public Relations Campaigns
- Benchmark course portfolio for JOUR 498 International Media: Germany

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.

Online Course Development Grant (Faculty Member): Funded by the University of Nebraska-Lincoln Office of Extended Education & Outreach to convert ADPR 881 Advertising and Public Relations Research into asynchronous distance course. 2010. \$5,000.

Online Course Development Grant (Faculty Member): Funded by the University of Nebraska-Lincoln Office of Extended Education & Outreach to convert ADPR 438/838 Global Advertising into asynchronous distance course. 2010. \$5,000.

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. 2009. \$13,000.

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. 2006. \$7,000.

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. June 2007. \$1,000.

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. 2005. \$2,000.

AWARDS & HONORS

2023	University of Nebraska-Lincoln Certificate of Recognition for Participating in the Inclusive Access Program
2022	University of Nebraska-Lincoln Faculty Development Fellowship (Fall 2022)
2022	AEJMC Accrediting Council Representative, nominee
2021-23	Nebraska Technology and Governance Center, fellow
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, 2004	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, 2013	UNL Deans Award for Excellence in Graduate Education, nominee
2012	Journal of Advertising Education, Best Paper Award
2012	AEJMC Kriegbaum 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, 1994	Academic All-Big Eight, first-team

Teaching

UNDERGRADUATE COURSES

ADPR 491/891 Special Topics: Crisis Response Advertising

- Developed asynchronous three-credit hour accelerated online course for senior- and graduate-level students in the ADPR and ADPR-adjacent majors
- Incorporated interactive discussions using Yellowdig

JOMC 492/892 Branding Yourself in Today's Market, 2021-23

- 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

ADPR 151 Introduction to Advertising and Public Relations, 2019-present

- Taught as a large survey course; 250 students; 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)
- Incorporated interactive discussions using TopHat, Yellowdig and group work
- Facilitated 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

ADPR 438/838 Global Advertising, 2002-present

- Converted face-to-face into asynchronous distance course; grant-funded
- ACE-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)

ADPR 491/891 FOX Sports University and SPMC 450 Capstone, 2016-2021

- Cultivated relationship with FOX Sports University to give students a real-life sports marketing experience in the classroom
- Coached students to develop and pitch integrated marketing communication campaigns to promote FOX Sports Live on FS1; Fox Sports new media rights acquisition of Big 10 College Football; 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

ADPR 489/889 Advertising & Public Relations Campaigns, 2003-2007, 2013-15, 2019-present

- Course assessment leader; target course for UNL ACE 10 Impact Group
- ADPR capstone course
- 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>

ADPR 221 Strategic Writing, 2018-19

- ACE-certified (writing)
- Collaborated with other faculty to streamline the course across multiple sections
- Course leader (2019)

ADPR 495 Internship, 2016-2018

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

JOMC 98 Senior Assessment, 2008-2010, 2015-2018

- 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

ADPR 460 Media Strategy, 2002-2012

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

ADVT 283 Promotional Writing, 2002-2003

- Taught copywriting skills course to sophomore-level students

JGEN 123 The Media Today, 2002

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

GRADUATE-ONLY COURSES

ADPR 930 Integrated Media Communications Capstone Seminar, 2013–2015

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

ADPR 881 Advertising & Public Relations Research, 2004–2015

- 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, 2012

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

FACULTY-LED STUDY ABROAD AND DOMESTIC PROGRAMS

New York City Fall Media Tour (non-credit), 2013-2017

- 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

ADPR/ARTP 480/880 Japanese Visual Culture in Context, 2010, 2012, 2014

- 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)

ADPR/ARTP 491 Special Topics: Japanese Visual Culture Online Prep Seminar, 2012, 2014

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

JOUR 491/891 Special Topics: International Media: Germany, 2006–2009

- 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

NEWS 491/891 Special Topics: Germany Depth Report, 2006-2007

- 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

- Fragen & Antworten, German 302, Dr. Christina Brantner, April 2022

CURRICULUM DEVELOPMENT, PROGRAM LEVEL

NILBRASKA Curriculum, 2021-23

- 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 45 students

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

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)

Professional Service & Outreach

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 planning, Association for Education in Journalism and Mass Communication Annual Convention, Chicago, Illinois
- 2011 Advertising Division program planning, Association for Education in Journalism and Mass Communication Annual Convention Annual Convention, St. Louis, Missouri
- 2008 Fiftieth Anniversary Celebration planning, American Academy of Advertising Annual Conference & Fiftieth Anniversary Celebration, San Mateo, Calif.

OFFICES HELD

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
- 2008-09 International Communication Division, liaison to divisions
- 2007-08 Advertising Division, research chair
- 2007-08 International Communication Division, liaison to divisions
- 2006-07 Advertising Division, student paper chair

American Academy of Advertising (AAA)

- 2023 Communication Committee, member
- 2015 Global Conference, research chair
- 2009-10 Membership Committee, co-chair
- 2008-09 Membership Committee, chair
- 2004-07 International Advertising Education Committee, member

REVIEWER

Editorial Review Boards

- Since 2020 *Journalism and Mass Communication Educator*
- Since 2011 *Journal of Advertising Education*
- Since 2014 *Journal of Digital and Social Media Marketing*
- Since 2017 *International Journal of Sport Communication*
- 2008-10 *Asian Journal of Communication*
- 2005-07 *Southwestern Mass Communication Journal*

Journal Article Ad-Hoc Reviewer

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

Textbook Proposal Reviews

- 2021 Routledge (Taylor & Francis Group), *Social Issues in Sport Communication: You Make the Call* by Rentner & Burns
- 2020 Routledge (Taylor & Francis Group), *Principles of Strategic Communication* by Holtzhausen, Fullerton, Lewis, & Shipka
- 2019 Routledge (Taylor & Francis Group), *Strategic Writing* by Marsh, Guth, & Short
- 2015 Rowman & Littlefield Publishers, Inc., *Marketing* by Edd Applegate
- 2012 Wiley Blackwell, *Research for Advertising and Public Relations: A Case Study Approach* by Colleen Connolly-Ahern
- 2012 Wiley Blackwell, *Global Advertising Storytelling: How to Master the Universal Message*
- 2008 SAGE Publications, *Global Marketing and Advertising: Understanding Cultural Paradoxes*, 2nd ed. by Marieke DeMooij
- 2008 SAGE Publications, *Public Relations Today - Globalism and Cyberspace* by Heath & Coombs

Competitive Paper Reviews

- Since 2006 American Academy of Advertising: Annual, Asia-Pacific, and Global Conferences
- Since 2004 Association for Education in Journalism and Mass Communication: Annual Conventions (multiple divisions, interest groups, and commissions)
- 2017, 2019 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

Moderator/Discussant, National Conventions

- 2018 AEJMC Convention, Advertising Division, Washington, D.C., discussant of refereed paper research session
- 2014 AEJMC Convention, Advertising Division, Montréal, Canada, discussant of 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 of 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"

Fellowship, Scholarship, Portfolio & Proposal Reviews

- Since 2021 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 Lieding 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

Judging

- 2014 DECA Nebraska Junior Invite
- 2006, 2013 Penn State Newspaper Excellence Competition – Advertising Excellence
- 2007 Nebraska High School Press Association Advertising Competition
- 2003 Kansas Professional Communicators

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
- 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

Other

2022 Search Committee, Editor, Journal of Advertising Education

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

2023-26 Research Council
2023 Business & Finance Branding Refresh Committee
2021-22 Agricultural Leadership, Education and Communication (ALEC) Promotion & Tenure Committee
Since 2018 E.N. Thompson Forum Program Committee
Since 2021 Big Ten Postgraduate Scholarship Committee, University of Nebraska-Lincoln
2021-22 Promotion & Tenure Committee, Agricultural Leadership, Education, and Communication
2019-21 Associate Vice Chancellor for Global Affairs Steering Committee, American Council on Education's Internationalization Laboratory; co-developed Forward Together: A Global Strategy
2018-19 Executive Vice Chancellor Task Force: 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: Instructor Onboarding Resources
2017-18 Education Abroad Advisory Committee
2018 Instructor Onboarding Resource Sub-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

Other

Since 2002 Graduate Faculty, member

2022 Nebraska Athletic Department, Night at the Lied, Athlete of the Year Award presenter

2011-15 Alumni Association Cather Circle, mentor

2014 Nebraska Athletic Department, Letterwinner Induction Ceremony, alumni presenter

2014 Nebraska Athletic Department, Inner Circle, letterwinner mentor

2008-11 European Students Unite (ESU), faculty adviser

2004-07 New Student Enrollment (NSE), adviser

2002-05 Nebraska Athletic Department N-Club Board of Directors, women's tennis representative

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
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	Tenure-track faculty search in sports media and communication, chair
2021-22	Associate Dean for Research and Faculty Affairs, chair
2021	Professor of Practice search in advertising and public relations, chair
2020-21	Tenure-track faculty search in sports media and communication
2016-17	Professor of Practice search in advertising and public relations, chair
2016-17	Tenure-track faculty search in sports communication, chair
2016	Career Development Specialist, hiring authority
2015	Tenure-track faculty search in advertising and public relations, chair

2015 Recruiting Coordinator, hiring authority
 2015 Academic Adviser, hiring authority
 2014 Assistant/associate professor of practice faculty search in ADPR, chair
 2013 Tenure-track faculty search in advertising, chair
 2012 Tenure-track faculty search in public relations, chair
 2007-08 Tenure-track faculty search in advertising, chair
 2006-07 Tenure-track faculty search in visual literacy, chair
 2003-04 Tenure-track faculty search in advertising
 2003-04 Tenure-track faculty search in news-editorial
 2003-04 Non-tenure track faculty search in multimedia production, chair
 2003-04 Non-tenure track faculty search in technical and business writing
 2003-04 Tenure-track faculty search in advertising

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
 2002-05 Student Advisory Board, faculty adviser
 2002-04 Internship and Job Coordinator, advertising sequence

GRADUATE STUDENT ADVISING

Doctoral Dissertation Committees

Since 2018 Kelli Britten, Ph.D. student, leadership studies, dissertation committee
 2019 Valerie Jones, Ph.D. student, educational studies, dissertation committee, reader
 2015 Adam Wagler, Ph.D. student, educational studies, dissertation committee, reader

Master’s Thesis Committees

2015 Sara Nash, M.A. student
 2014 Monique Farmer, M.A. student
 2012 Charles Craine, M.A. student
 2012 Kevin Abourezk, M.A. student
 2010 Bruce Mitchell, M.A. student, educational studies
 2009 Julia Stumkat, M.A. student, chair
 2009 Amy Cerny, M.A. student
 2009 Christy Magnani, M.A. student
 2009 Saroka, Catherine, M.S. student, architecture

Master’s Professional Project Committees

2023 Abbey Haymond, M.A. student, chair
 2022 Margaret Nongo-Okojokwu, M.A. student, chair
 2020 Michael Morris, M.A. student

2018	Jessica "Molly" George, M.A. student, chair
2016	Emily Giller, M.A. student, chair
2015	Monica Blaser, M.A. student
2014	Bonnie Ryan, M.A. student, chair
2014	Rebekah Giordano, M.A. student, chair
2014	Lauren Harrison, M.A. student
2013	Abby Bartholomew, M.A. student, chair
2013	Alexis Abel, M.A. student
2009	Sharon Stephan, M.A. student, chair
2008	Kristin Jacob, M.A. student, chair
2007	Djuka Selendic, M.A. student, chair
2006	Weiqin Zhao, M.A. student, chair
2006	Tracy Pracheil, M.A. student
2005	Tricia Akerlund Harris, M.A. student
2005	Christy Haughton, M.A. student, chair
2004	Shannon Sherman, M.A. student, chair
2004	Lisa Trimble, M.A. student
2003	Resat Karacan, M.A. student

UNDERGRADUATE STUDENT ADVISING

Honors Thesis Committees

2023-24	Drew Baldrige, advertising and public relations, chair
2021-22	Mathew Jackson, sports media and communication, chair
2020-21	Stefanie Vanderbeek, advertising and public relations student, chair
2011-12	Makayla Hipke, advertising and public relations student, chair
2008-09	Nicole Manske, news-editorial student
2007-08	Kirk Fellhoelter, advertising student
2007-08	Jill Havekost, advertising student
2006-07	Riley Roberts, advertising student
2006-07	Kelli Kremlacek, advertising student
2003-04	Kate Cadwallader, advertising student
2003-04	Monica Johnson, advertising student
2003-04	Renee Novak, advertising student

Undergraduate Creative Activities and Research Experiences (UCARE)

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

First-Year Research Experience (FYRE)

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

Undergraduate Student Presentations, Publications, & Scholarships

- 2012 Perez, Alex: American Advertising Federation (AAF) Most Promising Minority Student, honor roll
- 2011 Sulejmanovic, Irina: InternXChange Scholarship, Deutscher Akademischer Austauschdienst (DAAD), Berlin, Germany
- 2007 Kitagawa, Yoko: How German, Japanese and U.S. Members of Generation X Define Themselves: A Case Study. Student poster presented at the 2007 UNL Research Fair, Lincoln, Neb.

VOLUNTEER WORK

Recruiting & Retention

- 2017-19, 2021 Nebraska High School Press Association Fall Convention, University of Nebraska-Lincoln, Career Talk: Advertising and Public Relations
- 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 Tournery Pro-Am (fundraiser for citywide junior programs and scholarship opportunities for low-income families)
- 2022 Omaha Kendo & Iaido Kyokai, treasurer
- 2014-15 Cornhusker State Games, scorekeeper, martial arts competition