

## **Ms. Michelle C. Hassler**

University of Nebraska-Lincoln  
News - Editorial  
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### **Education**

MA, University of Nebraska-Lincoln, 1989.  
Major: English: composition and rhetoric, creative writing and 19th Century British literature

BA, University of Nebraska-Lincoln, 1980.  
Major: News-editorial, Journalism  
Supporting Areas of Emphasis: English, German and political science

### **Academic, Government, Military and Professional Positions**

#### **Academic**

Lecturer, College of Journalism and Mass Communications, University of Nebraska-Lincoln.  
(August 2004 - August 2015).

Admissions Coordinator, College of Journalism and Mass Communications. (August 2010 - June 2015).

University of Nebraska-Lincoln Coordinator, News21 program, funded by Carnegie Corporation and the John S. and James L. Knight Foundation. (August 2009 - August 2014).

Assistant to the Dean, College of Journalism and Mass Communications, University of Nebraska-Lincoln. (July 2007 - May 2011).

Lecturer, College of Education, Curriculum and Instruction, University of Nebraska-Lincoln.  
(August 1998 - May 2004).

#### **Academic - Post-Secondary**

Associate Professor of Practice, Journalism, University of Nebraska-Lincoln College of Journalism and Mass Communications. (August 2015 - Present).

#### **Professional**

Freelance Writer. (March 1992 - Present).

Night City Editor/Editorial Page Editor (part-time), Lincoln Journal Star, Lincoln, Neb. (December 1997 - August 2003).

Publications Coordinator, College of Arts and Sciences, University of Nebraska- Lincoln.  
(September 1990 - April 1991).

State Editor, Lincoln Journal, Lincoln, Neb. (January 1985 - February 1990).

Police Reporter, Lincoln Journal, Lincoln, Neb. (September 1982 - January 1985).

City Hall Reporter, Tempe Daily News, Tempe, Ariz. (April 1982 - September 1982).

Education Reporter, Tempe Daily News, Tempe, Ariz. (September 1980 - April 1982).

## **Professional Memberships**

Society of Professional Journalists. (April 2021 - Present).

Association for Education in Journalism and Mass Communication. (July 2012 - Present).

IRE. (July 2012 - Present).

Nebraska Womens Leadership Network. (August 2011 - Present).

Online News Association. (January 2011 - Present).

Investigative Reporters and Editors. (November 2010 - Present).

Nebraska Press Women Association. (January 2009 - January 2011).

## **Development Activities Attended**

Conference Attendance, "2021 Journalism Conference," Society of Professional Journalists, Virtual. (September 2, 2021 - September 4, 2021).

Workshop, "Accountability Journalism in the 21st Century," UNL, Virtual. (May 12, 2021).

Workshop, "Moving Forward with Equity," UNL. (March 4, 2021).

Workshop, "Global Experiences Innovation Fund," UNL. (February 24, 2021).

Workshop, "Global Experiences Innovation Fund," UNL. (February 23, 2021).

Workshop, "Global Experiences Innovation Fund," UNL. (February 11, 2021).

Workshop, "Complicating the Narrative," Solutions Journalism Network, Virtual. (February 10, 2021).

Workshop, "Making Your Course More User Friendly for Students," UNL. (November 20, 2020).

Workshop, "Leveraging Student Feedback: The Power of Formative Surveys," UNL. (September 29, 2020).

Seminar, "Solutions Journalism Educators Continuing Education," Solutions Journalism Network and the University of Oregon. (August 4, 2020).

Workshop, "Strategies for Faculty Efficiency: Grading and Time Management," UNL. (July 31, 2020).

Workshop, "Building an Inclusive Classroom." (July 2020).

Workshop, "How to Support Engaging and Thoughtful Discussions Online," UNL. (July 24, 2020).

Workshop, "Having a Great First Week Online," UNL. (July 23, 2020).

Workshop, "Maintaining Student Motivation and Interest in Online and Hybrid Courses," UNL. (July 22, 2020).

Workshop, "Using Zoom to Facilitate a Hybrid Course," UNL. (July 21, 2020).

Workshop, "Creating a Sense of Community in Your Online or Hybrid Course," UNL. (July 20, 2020).

Workshop, "Facilitating Group Work in an Online or Hybrid Classroom," UNL. (July 13, 2020).

Workshop, "Course Mapping: Applying Backward Design to your Course Planning," UNL. (July 7, 2020).

Webinar, "Trusting News Webinar Series," Poynter Institute. (August 2019 - June 2020).

Continuing Education Program, "Institute of Online Teaching," UNL. (May 18, 2020 - May 29, 2020).

Webinar, "The Art of the Interview with Lane DeGregory," Poynter Institute. (May 22, 2020).

Webinar, "Conducting Interviews that Matter," Poynter Institute. (April 25, 2020).

Faculty Fellowship, "Faculty Leadership in Academia: From Inspiration to Reality," UNL Executive Vice Chancellor's Office, Lincoln, NE, United States. (January 2019 - December 2019).

Webinar, "Trusting News Webinar Series," Poynter and Knight Foundation. (October 16, 2019).

Webinar, "Trusting News Webinar Series," Poynter and Knight Foundation. (August 21, 2019).

Webinar, "Cultivating Local News Communities with Facebook Groups," Poynter. (August 11, 2019).

Workshop, "Introduction to R Coding," Olga Pierce, Lincoln, Nebraska, United States. (May 16, 2019).

Workshop, "Google Tools Training," UNL, Lincoln, NE, United States. (February 8, 2019).

Conference Attendance, "People-Powered Publishing," Illinois Humanities, Chicago, Illinois. (November 15, 2018 - November 16, 2018).

Conference Attendance, "Mobile Me & You," UNL, Lincoln, NE, United States. (October 26, 2018 - October 27, 2018).

Workshop, "Google Tools Training," UNL, Lincoln, NE, United States. (October 25, 2018).

Seminar, "The Power of Critical Thinking to Fight Fake News," Poynter Institute, online. (October 11, 2018).

Workshop, "Training for using Box," UNL, Lincoln, NE, United States. (May 22, 2018).

Workshop, "Free Speech," UNL, Lincoln, NE, United States. (April 27, 2018).

Conference Attendance, "Spring 2018 Teaching and Learning Symposium," UNL, Lincoln, Nebraska, United States. (February 23, 2018).

Workshop, "Society of Professional Journalists/Google News Training," Nebraska Alumni Association, Lincoln, Nebraska. (January 31, 2018).

Workshop, "Diversity and Inclusion," UNL, Lincoln, NE, United States. (January 26, 2018).

Self-Study Program, "Build and Engage Local Audiences Online," Poynter Institute. (December 28, 2017).

Webinar, "Trust-Building Strategies for Journalists," Poynter Institute. (October 24, 2017).

Conference Attendance, "Association for Education in Journalism and Mass Communication," Chicago, Illinois. (August 9, 2017 - August 12, 2017).

Workshop, "Going Mobile: Tips for the Classroom Workshop," Electronic Division of Association for Education in Journalism and Mass Communication, Chicago, Illinois. (August 8, 2017).

Workshop, "Hootsuite," Hootsuite, Lincoln, Nebraska. (June 30, 2017).

Webinar, "The Six Rules of a Digital-First Newsroom," Poynter Institute. (March 24, 2017).

Webinar, "Don't Turn Them Off: How to Improve Online Comment Sections," Poynter Institute. (March 23, 2017).

Webinar, "Building Trust on Facebook," Poynter Institute. (March 2, 2017).

Webinar, "Solutions Journalism Training," Solutions Journalism Network. (December 7, 2016).

Workshop, "Building an Engaged Newsroom," Poynter Institute and McCormick Foundation, Chicago, Illinois. (November 11, 2016 - November 13, 2016).

Conference Attendance, "Association for Education in Journalism and Mass Communication," Minneapolis, Minnesota. (August 4, 2016 - August 7, 2016).

Workshop, "Visual Communication Skills for the Journalism and Mass Communication Classroom," Association for Education in Journalism and Mass Communication, Minneapolis, Nebraska. (August 3, 2016).

Webinar, "Google Tools Basics for Storytelling," Society of Professional Journalists. (June 16, 2016).

Self-Study Program, "Design and Make Infographics," Michigan State University via Coursera. (March 7, 2016 - May 11, 2016).

Workshop, "News Train," Associated Press Media Editors, Lincoln, Nebraska. (April 9, 2016).

Webinar, "Snapchat for Journalists," DigitalEd @ MediaShift. (April 6, 2016).

Self-Study Program, "Build and Engage Local Audiences Online," Poynter Institute, Lincoln, NE. (January 26, 2016).

Webinar, "How to Tell Visual Stories Through Video," DigitalEd @ MediaShirt, Lincoln, NE. (January 20, 2016).

Self-Study Program, "Ethics of Journalism," Poynter Institute, Lincoln, NE. (November 18, 2015).

Conference Attendance, "Mobile Me and You," University of Nebraska-Lincoln, Lincoln, NE. (October 29, 2015 - October 30, 2015).

Workshop, "Maple TA for New Users," University of Nebraska-Lincoln, Lincoln, NE. (August 20, 2015).

Webinar, "Canva for Work," Canva, Lincoln, NE. (August 14, 2015).

Webinar, "LinkedIn for Journalists," LinkedIn, Lincoln, Nebraska, usa. (August 3, 2015).

Webinar, "Digital Video: The Who, Why and How to Win the Video News Game," CNN, Lincoln, NE. (July 30, 2015).

Workshop, "Using Clickers to Enhance Your Teaching," University of Nebraska-Lincoln, Lincoln, NE. (July 21, 2015).

Webinar, "Don't Turn Them Off: How to Improve Online Comment Sections," Poynter Institute, Lincoln, NE. (July 6, 2015).

Webinar, "The Social Classroom: How to Teach Social Media," HootSuite, Lincoln, Nebraska, usa. (June 26, 2015).

Webinar, "How Publishers Can Engage on Social and Drive Revenue," DigitalEd @ MediaShirt, Lincoln, NE. (June 17, 2015).

Conference Attendance, "Engage Local," Center for Cooperative Media, School of Communication, Montclair State University, Newark, New Jersey. (June 16, 2015).

Interviews with New York City newsmakers, "Digital trends in national media," College of Journalism and Mass Communications, New York City, NY. (June 15, 2015 - June 16, 2015).

Webinar, "Prioritizing and Succeeding with Video on Facebook," SocialFlow, Lincoln, NE. (June 10, 2015).

Self-Study Program, "Social Media Analytics for Journalists: Measuring Your Success," Knight Center for Journalism in the Americas, Lincoln, NE, United States. (April 20, 2015 - May 17, 2015).

Webinar, "The Six Rules of a Digital-First Newsroom," Poynter Institute. (April 14, 2015).

Webinar, "The Six Rules of a Digital-First Newsroom," Poynter Institute, Lincoln, NE. (April 6, 2015).

Webinar, "LinkedIn for Journalists," LinkedIn, Lincoln, Nebraska, usa. (January 22, 2015).

Webinar, "Social Media and Analytics: Strategies and Metrics You'll Actually Use," Poynter Institute, Lincoln, NE, United States. (December 3, 2014).

Self-Study Program, "Mobile Journalism," Knight Center for Journalism in the Americas, Lincoln, NE, United States. (June 30, 2014 - August 3, 2014).

Workshop, "Mobile Media Workshop," University of Missouri, Lincoln, NE, United States. (July 9, 2014 - July 10, 2014).

Webinar, "Visual Storytelling with Haiku Deck," Poynter Institute, Lincoln, NE, United States. (June 11, 2014).

Webinar, "New Approaches to Multimedia Storytelling: Lessons from The New York Times," Poynter Institute. (May 19, 2014).

Conference Attendance, "Journalism Interactive," University of Florida, University of Missouri and University of Maryland, College Park, Maryland, USA. (April 3, 2014 - April 4, 2014).

Self-Study Program, "Social Media for Journalists: The Basics," Knight Center for Journalism in the Americas. (February 3, 2014 - March 9, 2014).

Webinar, "LinkedIn for Journalists," LinkedIn, Lincoln, Nebraska, usa. (January 13, 2014).

Webinar, "Location-based Social Media with Geofeedia," Poynter Institute, Lincoln, Nebraska. (November 14, 2013).

Self-Study Program, "Data-Driven Journalism: The Basics," Knight Center for Journalism in the Americas, Lincoln, Nebraska. (August 12, 2013 - September 16, 2013).

Webinar, "Understanding Youth and Young Adult Audiences," Missouri School of Journalism, Lincoln, Nebraska, usa. (July 18, 2013).

Workshop, "Hands-on Multimedia," Poynter Institute, St. Petersburg, Florida, USA. (June 23, 2013 - June 25, 2013).

Seminar, "Teachapalooza," Poynter Institute, St. Petersburg, Florida, USA. (June 20, 2013 - June 23, 2013).

Continuing Education Program, "Summer Institute for Online Teaching," UNL Online and Distance Education, Lincoln, NE, USA. (May 2012 - August 2012).

Webinar, "Social Media in the Classroom," Poynter Institute. (August 20, 2012).

Conference Attendance, "National conference," Association for Education in Journalism and Mass Communication, Chicago, Illinois, USA. (August 8, 2012 - August 11, 2012).

Webinar, "Innovative Social Tools for Covering the 2012 Election," Poynter Institute. (August 9, 2012).

Webinar, "Understanding Social Media Tools and Techniques," Poynter Institute. (June 11, 2012).

Webinar, "Community Engagement and Your News Organization," Poynter Institute. (May 11, 2012).

Webinar, "State of the News Media 2012," Poynter Institute. (March 20, 2012).

Webinar, "Facebook for Reporting and Storytelling," Poynter Institute. (February 23, 2012).

Webinar, "Tools for Mobile Journalists," Poynter Institute. (February 15, 2012).

Workshop, "Watchdog Workshop," Investigative Reporters and Editors, Lincoln, Neb. (October 15, 2011 - October 16, 2011).

Conference Attendance, "Online News Association annual conference," Online News Association, Boston, MA, USA. (September 23, 2011 - September 25, 2011).

Seminar, "Web video," College of Journalism and Poytner, Lincoln, Neb. (August 26, 2011).

Webinar, "Metadata and What It's Good For," Poytner Institute and Online News Association. (July 26, 2011).

Webinar, "Open APIs in Action: Your Website and Your Content11," Poytner Institute and Online News Association. (July 14, 2011).

Workshop, "University Communicators Think Tank," Lincoln, Neb. (June 2, 2011).

Workshop, "Mobile Media Seminar, April 14-15, 2011," Knight Foundation, Lincoln, NE. (April 14, 2011 - April 15, 2011).

Tutorial, "Computer-assisted reporting training," College of Journalism and Mass Communications, Lincoln, Neb. (April 2, 2011).

Seminar, "News21 Spring Training, Arizona State University, Phoenix, Ariz., Feb. 25-27, 2011.," Carnegie Corporation and Knight Foundation, Phoenix, Ariz, USA. (February 25, 2011 - February 27, 2011).

Workshop, "Using the iPad in the Classroom," Apple representatives and College of Journalism, Lincoln, Neb, USA. (February 18, 2011).

Webinar, "Poytner's Regina Combs presented an all-day seminar on shooting and editing Web video.," Poytner Institute and Online News Association. (January 2011).

Self-Study Program, "Five Steps to Multimedia Storytelling," Poytner Institute. (January 2010).

Self-Study Program, "Reporting Across Platforms," Poytner Institute. (January 2010).

Self-Study Program, "Video storytelling for the Web," Poytner Institute. (January 2010).

## **Awards and Honors**

R. Neale Copple Friend of Journalism Award, Nebraska High School Press Association. (October 21, 2019).

"Teacher Who Makes a Difference" award, UNL Teachers Council and parents group. (2007).

"Teacher Who Makes a Difference" award, UNL Teachers Council and parents group. (2005).

"Teacher Who Makes a Difference" award, UNL Teachers Council and parents group. (2004).

## **TEACHING**

### **Teaching Experience**

#### **University of Nebraska-Lincoln**

JOMC 101, Principles of Mass Media, 1 course.  
JOMC 133, Visual Communication Advanced Modules, 1 course.  
JOMC 134, Visual Communication Project, 2 courses.  
JOMC 491, Special Topics; Capstone Project, 3 courses.  
JOMC 891, Special Topics, 1 course.  
JOUR 101, Principles of Mass Media Learning Community, 1 course.  
JOUR 200B, Fundamentals of Editing and Reporting II, 4 courses.  
JOUR 302, Beat Reporting, 4 courses.

JOUR 304, Multimedia Journalism, 9 courses.  
JOUR 346, Nebraska Mosaic, 2 courses.  
JOUR 348, The Real World I, 6 courses.  
JOUR 350, NewsNetNebraska, 3 courses.  
JOUR 446, Nebraska Mosaic, 6 courses.  
JOUR 448, The Real World II, 6 courses.  
JOUR 450, News-Net-Nebraska, 3 courses.  
JOUR 491, Special Topics; Solutions Journalism, 4 courses.  
JOUR 846, Nebraska Mosaic, 6 courses.  
JOUR 891, Special Topics; Solutions Journalism, 4 courses.

## **Non-Credit Instruction**

Workshop, U.S. Department of State Reciprocal Exchange Program, 13 participants. (July 2021 - Present).

Workshop, College of Journalism and Mass Communications, 18 participants. (February 2011).

Workshop, University of Nebraska-Lincoln, 16 participants. (February 2010).

## **Awards and Honors**

Winner, Great Ideas for Teaching, Association for Education in Journalism and Mass Communication (AEJMC). (August 9, 2017).

First place, Teaching News Terrifically in the 21st Century, Newspaper Division, Association for Education in Journalism and Mass Communication. (August 8, 2015).

Honorable mention, Teaching News Terrifically in the 21st Century, Newspaper Division, Association for Education in Journalism and Mass Communication. (August 8, 2015).

Honorable mention, Teaching News Terrifically in the 21st Century, Newspaper division of Association for Education in Journalism and Mass Communication. (August 7, 2014).

Third place, 2013 Teaching News Terrifically in the 21st Century, Newspaper Division, Association for Education in Journalism and Mass Communication. (August 11, 2013).

Third Place, Best Practices in Teaching Writing, Association for Education in Journalism and Mass Communicationsf. (May 2012).

Third place, Teaching News Terrifically in the 21st Century, News Division of the Association for Education in Journalism and Mass Communication (AEJMC). (August 2011).

## **RESEARCH**

### **Published Intellectual Contributions**

#### **Conference Proceedings**

Bullard, S. M., Hassler, M. C. (2012). *"Writing for the Web: Twitter as a Starting Point for Breaking News."* AEJMC.

#### **Other**



Hassler, M. C. (2017). *"Embedding for Empathy: Helping Journalism Students Become Better Reporters"*. Lincoln, Nebraska: UNL Digital Commons.  
<https://digitalcommons.unl.edu/prtunl/96/>

Hassler, M. C. (2016). *"JOMC 491/891: Special Topic: News Engagement Lab—A Peer Review of Teaching Project Benchmark Portfolio"*. Lincoln, Nebraska: UNL Digital Commons.  
<http://digitalcommons.unl.edu/prtunl/17/>

## **Presentations Published in Proceedings**

Hassler, M. C., UNL Peer Review of Teaching Project poster session, *"Embedding Students at Refugee Agencies: Can This Reporting Practice Improve Journalistic Performance?"*, UNL Peer Review of Teaching, Lincoln, Nebraska. (May 9, 2017).

Hassler, M. C. (Presenter & Author), Journalism Interactive national conference, *"Enterprise reporting through social media and RSS"*, University of Maryland, University of Florida, Gainesville, Florida. (February 8, 2013).

Bullard, S. M., Hassler, M. C., Association for Education in Journalism and Mass Communication, *"Writing for the Web: Twitter as a Starting Place for Breaking News"*, Association for Education in Journalism and Mass Communication, Chicago, Ill. (August 9, 2012).

Hassler, M. C., Nebraska Writing Project's April symposium, *"Thinking About Assignments: Low Stakes and Scaffolding"*, Nebraska Writing Project, Lincoln, Nebraska. (March 2009).

## **Presentations Given**

Hassler, M. C., Broadcasting 227 class, *"Writing Effective Social Media Content and Tracking It"*, University of Nebraska-Lincoln, Lincoln. (October 3, 2019).

Hassler, M. C., Nebraska Press Association spring convention, *"Solutions Journalism"*, Nebraska Press Association, Kearney, Nebraska. (April 5, 2019).

Hassler, M. C., Broadcasting 227 class, *"Writing Effective Social Media Content and Tracking It"*, University of Nebraska-Lincoln, Lincoln. (March 5, 2019).

Hassler, M. C., Social Justice, Human Rights and the Media course, *"Telling the stories of refugees and immigrants in Nebraska"*, University of Nebraska-Lincoln, Lincoln. (February 11, 2019).

Hassler, M. C., Social Justice, Human Rights and the Media course, *"Telling the stories of refugees and immigrants in Nebraska"*, University of Nebraska-Lincoln, Lincoln. (February 11, 2019).

Hassler, M. C., Broadcasting 227 class, *"Writing Effective Social Media Content and Tracking It"*, University of Nebraska-Lincoln, Lincoln. (October 9, 2018).

Hassler, M. C., Social Justice, Human Rights and the Media course, *"Telling the stories of refugees and immigrants in Nebraska"*, University of Nebraska-Lincoln, Lincoln. (September 7, 2018).

Hassler, M. C. (Presenter & Author), Mandela Washington Fellowship for Young African Leaders Civic Leadership Institute, *"Community Engagement and Refugee Support in Lincoln"*, UNL, Lincoln. (July 18, 2018).

Hassler, M. C., Broadcasting 227 class, ""Writing Effective Social Media Content and Tracking It"," University of Nebraska-Lincoln, Lincoln. (February 27, 2018).

Hassler, M. C. (Panelist), Spring 2018 Teaching and Learning Symposium, ""Great Expectations: Discussing Student Success"," UNL, Lincoln. (February 23, 2018).

Hassler, M. C., Principles of Mass Media class (JOMC101), ""Social Media Trends"," University of Nebraska-Lincoln, Lincoln. (November 28, 2017).

Hassler, M. C., Daily Nebraskan seminar, ""News Engagement"," Daily Nebraskan, Lincoln. (October 29, 2017).

Hassler, M. C., Association for Education in Journalism and Mass Communication Annual Conference, ""Embedding for Empathy: Helping Students Become Better Reporters"," Association for Education in Journalism and Mass Communication, Chicago, Illinois. (August 9, 2017).

Hassler, M. C., Mandela Washington Fellowship for Young African Leaders Civic Leadership Institute, ""Solutions Journalism: Working Effectively with News Organizations"," UNL, Lincoln, Angola. (July 19, 2017).

Hassler, M. C., Mandela Washington Fellowship for Young African Leaders Civic Leadership Institute, ""Community Engagement and Refugee Support in Lincoln"," UNL, Lincoln, Angola. (July 18, 2017).

Hassler, M. C., UNL Peer Review of Teaching Project poster session, ""Embedding Students at Refugee Agencies: Can This Reporting Practice Improve Journalistic Performance?"," UNL Peer Review of Teaching, Lincoln, Nebraska. (May 9, 2017).

Hassler, M. C., Principles of Mass Media class (JOMC101), ""Social Media Trends"," University of Nebraska-Lincoln, Lincoln. (April 11, 2017).

Hassler, M. C., Midwest Journalism Conference, ""Developing a New News Mindset"," Society of Professional Journalists and Midwest Broadcast Journalists Association,, Minneapolis, Minnesota. (March 31, 2017).

Hassler, M. C., Broadcasting 227 class, ""Writing Effective Social Media Content and Tracking It"," University of Nebraska-Lincoln, Lincoln. (March 16, 2017).

Hassler, M. C., ""News Writing and Interviewing"," Winnebago Tribe, Winnebago, Nebraska. (February 23, 2017).

Hassler, M. C., Principles of Mass Media class (JOMC101), "Social Media Trends," University of Nebraska-Lincoln, Lincoln. (November 22, 2016).

Hassler, M. C., Nebraska Press Women Spring Conference, "Social Media for Reporting, Engagement and Promotion," Nebraska Press Women, Lincoln, Nebraska. (April 23, 2016).

Hassler, M. C., Principles of Mass Media class (JOMC101), "Social Media Trends," University of Nebraska-Lincoln, Lincoln. (April 21, 2016).

Hassler, M. C., Principles of Mass Media class (JOMC101), "How Journalists Use Social Media," University of Nebraska-Lincoln, Lincoln. (September 11, 2015).

Hassler, M. C., Broadcasting 227 class, "How Journalists Use Social Media," University of Nebraska-Lincoln, Lincoln. (March 2, 2015).

Hassler, M. C., Principles of Mass Media class (JOMC101), "How Journalists Use Social Media," University of Nebraska-Lincoln, Lincoln. (February 3, 2015).

Hassler, M. C., Principles of Mass Media class (JOMC101), "How Journalists Use Social Media," University of Nebraska-Lincoln, Lincoln. (January 30, 2015).

Hassler, M. C., Resume writing workshop, "Writing Better Resumes and Cover Letters," American Copy Editors Society, University of Nebraska-Lincoln chapter, University of Nebraska-Lincoln. (September 12, 2014).

Hassler, M. C., Principles of Mass Media course (JOMC101), "How Journalists and Advertising Professionals Use Social Media's Use Social Media," University of Nebraska-Lincoln, Lincoln. (June 13, 2014).

Hassler, M. C., Global Eyewitness photojournalism course, "Using Digital Reporting Techniques to Develop Story Ideas and Concepts," University of Nebraska-Lincoln, Lincoln. (April 1, 2014).

Hassler, M. C., Nutrition 402 class, "How the News is Made," University of Nebraska-Lincoln, Lincoln. (February 20, 2014).

Hassler, M. C. (Presenter & Author), Bullard, S. M. (Presenter & Author), Three-part social media course, "Join the Flock: How to Navigate Twitter, Facebook and More," Oscher Lifelong Learning Institute, Lincoln, Nebraska. (February 4, 2014).

Hassler, M. C., Nutrition 402 class, "How the News is Made," University of Nebraska-Lincoln, Lincoln. (October 1, 2013).

Hassler, M. C. (Presenter & Author), Poynter Institute's Teachapalooza, "The Amazing Twitter List Race," Poynter Institute, St. Petersburg, Florida. (June 22, 2013).

Hassler, M. C. (Presenter & Author), University of Nebraska Innovations in Online Pedagogy and Technology, "Engaging Students: Using Social Media for Conversation and Curation," University of Nebraska, Lincoln, Nebraska. (May 10, 2013).

Hassler, M. C. (Panelist), Broadcast Education Association annual conference, "Live Blogging the Election: Curating and Converging — "Election Coverage: The Converged Way" panel discussion," Broadcast Education Association, Las Vegas. (April 8, 2013).

Hassler, M. C., Nebraska State Bar Association Leadership Academy, "Social Media and the Law: Exploring the Possibilities," Nebraska State Bar Association, Omaha. (March 14, 2013).

Hassler, M. C. (Presenter & Author), Journalism Interactive national conference, "Enterprise reporting through social media and RSS," University of Maryland, University of Florida, Gainesville, Florida. (February 8, 2013).

Hassler, M. C. (Presenter & Author), University of Nebraska-Lincoln Emeriti Association meeting, "Tweet All About It: How Social Media is Changing the Media Landscape," UNL Emeriti Association, Lincoln, Nebraska. (January 15, 2013).

Hassler, M. C. (Presenter & Author), Tech Edge Symposium, "Incorporating Social Media in Journalism Instruction," Tech Edge symposium, University of Nebraska-Lincoln College of Education and Human Sciences, UNL. (August 19, 2012).

Bullard, S. M., Hassler, M. C., Association for Education in Journalism and Mass Communication, "Writing for the Web: Twitter as a Starting Place for Breaking News," Association for Education in Journalism and Mass Communication, Chicago, Ill. (August 9, 2012).

Hassler, M. C., Nebraska Writing Project's April symposium, "Thinking About Assignments: Low Stakes and Scaffolding," Nebraska Writing Project, Lincoln, Nebraska. (March 2009).

## **Media Contributions**

### **Internet**

The Whole Story (Solutions Journalism Network publication). (January 20, 2019).

### **Magazine**

American Journalism Review. (May 5, 2015).

### **Newspaper**

Daily Nebraskan. (January 31, 2013).

## **Contracts, Grants and Sponsored Research**

### **Grant**

Hassler, M. (Principal Investigator), Wang, B. (Investigator), "Mobile Enabled News," Sponsored by Online News Association, Associations/Foundations.

Hassler, M. C., "Mandela Fellowship Reciprocal Exchange," Sponsored by U.S. State Department, Federal, \$5,000.00.

Kebbel, G. (Principal Investigator), Hassler, M. (Investigator), Peon-Casanova, L. (Investigator), Anderson, T. (Investigator), Berens, C. (Investigator), "Heartland Diversity," Sponsored by Asian American Journalists Assoc, Associations/Foundations, \$20,000.00. (February 1, 2014 - September 1, 2015).

Hassler, M. C. (Principal Investigator), Burge, T. L. (Principal Investigator), "Redesigning Business Communication Courses to Strengthen Writing Outcomes," Sponsored by University of Nebraska-Lincoln Initiative for Teaching and Learning Excellence, \$25,000.00. (January 2008).

### **Other**

Hassler, M. (Principal Investigator), Strand, B. (Investigator), "Disease Control Through Gaming," Sponsored by Bill & Melinda Gates Foundation, Associations/Foundations.

Hassler, M. (Principal Investigator), "Kosovo Institute for Journalism," Sponsored by Agency for Intl Development, Federal.

## **SERVICE**

### **University Service**

Committee Member, Diversity, Equity and Inclusion. (August 2021 - Present).

Committee Member, Chancellor's Commission on the Status of Women. (April 2019 - Present).

Faculty Mentor, Faculty-led Inquiry into Reflective and Scholarly Teaching. (August 2017 - Present).

Executive director, Nebraska High School Press Association. (January 2016 - Present).

Committee Member, Global Eyewitness Task Force. (March 17, 2021 - September 20, 2021).

Committee Member, Promotion and Tenure. (August 2020 - May 2021).

Committee Member, Strategic Planning Committee. (August 2020 - May 2021).

Faculty Mentor, Teacher Observation Program. (April 2021).

Small group leader, UNL New Faculty Orientation. (August 19, 2020).

Committee Member, Curriculum Committee. (August 2019 - May 2020).

Faculty Mentor, Teacher Observation Program. (April 2020).

Faculty Mentor, Teacher Observation Program. (November 2019).

Committee Member, Search Committee. (September 2019 - November 2019).

Committee Member, UNL Course Evaluations Task Force. (August 2018 - July 2019).

Committee Chair, Unified News Site. (August 2017 - June 2019).

Committee Member, Flood coverage committee. (March 2019 - May 2019).

Committee Member, Search Committee, JOUR Professor of Practice. (April 2018 - December 2018).

Committee Member, N|150 Commission Student Experience Committee. (March 2018 - December 2018).

Committee Chair, One Project, One College. (April 2017 - May 2018).

Committee Member, Writing Task Force. (March 2018 - April 2018).

Faculty Advisor, Unleash Strong Women. (August 2017 - March 2018).

Committee Member, Search Committee, ADPR Professor of Practice. (September 2017 - December 2017).

Committee Member, Curriculum Committee. (August 2016 - May 2017).

Committee Member, Springboard Your Career Committee. (December 2015 - March 4, 2016).

Committee Member, Admissions College Relations Committee. (January 2012 - May 2015).

Faculty Advisor, J Ambassadors. (January 2012 - May 2015).

Committee Member, Undergraduate Student Recruitment Board. (August 2010 - May 2015).

Committee Member, Scholarship Committee for OPC selections. (January 2015 - March 2015).

Committee Member, Search Committee. (January 2015 - March 2015).

Committee Member, Office of Academic Affairs "Student Success Council". (August 2012 - June 2013).

Committee Member, Search committee. (August 2012 - October 2012).

Committee Chair, Recruiting. (August 2010 - August 2012).

Committee Member, Web Development Committee. (August 2011 - May 2012).

Committee Member, Academic Structure Committee. (January 2011 - January 2012).

Committee Chair, Accreditation, Governance Standard. (August 2009 - May 2011).

Committee Member, Executive. (July 2007 - May 2011).

Participant, Two-year ACE Outcome 1 Pilot. (September 2008 - May 2010).

Workshop Organizer, University of Nebraska-Lincoln Office of Business and Finance. (July 2009).

Participant, TOEFL/writing standard-setting session. (January 2008 - May 2008).

Faculty Advisor, UNL chapter of National Society of Collegiate Scholars. (1999 - 2004).

## **Professional Service**

Judge of faculty broadcast competition, Broadcast Educators Association, Lincoln, NE. (November 2014 - January 2015).

Workshop Organizer, Investigative Reporters and Editors, Lincoln, Neb. (May 2011 - October 16, 2011).

Served on nominating committee, Nebraska Press Association, Lincoln, NE. (September 2011).

## **Public Service**

Board Member, Midwest African Museum of Art, Culture and Resource Center, Lincoln, Nebraska. (March 2017 - May 2019).

## **Consulting**

Academic, Pius X High School, Lincoln, Nebraska. (June 2015 - Present).

## **Awards and Honors**

### **Leadership, Service, Community, Service, Professional**

R. Neale Copple Friend of Journalism Award, Nebraska High School Press Association. (October 21, 2019).

