

CURRICULUM VITAE
Updated January 15, 2024
Sharon E. Baldinelli, Ph.D., MPH
Email: sharonb@unl.edu, Cell Phone: (352) 281-2488

EDUCATION

University of Alabama, Tuscaloosa

Ph.D. in Communication and Information Sciences July 2021

University of Florida

MPH May 2015

Certificate in Public Health (Post-Baccalaureate) May 2012

B.A. in Sociology May 2009

Santa Fe College

A.A. in Nursing June 1996

CERTIFICATIONS

Institute of Industrial & Systems Engineers

- Lean Six Sigma, Level: Green Belt, March 2017

Federal Emergency Management Agency, Washington, DC (Emergency Management Institute)

- Livestock in Disasters (IS-00111.a), August 2014
- Animals in Disasters: Community Planning (IS-00011.a), August 2014
- Introduction to Incident Command System. (ICS-100) (IS-00100.b), July 2014
- ICS for Single Resources and Initial Action Incident, (ICS-200) (IS-00200.b), July 2014
- National Incident Management System, (NIMS) (IS-00700.a), July 2014
- Animals in Disaster: Awareness and Preparedness (IS-00010.a), July 2014

ACADEMIC & RESEARCH POSITIONS

University of Nebraska- Lincoln

August 2022 – present

College of Journalism and Mass Communications

Assistant Professor of Practice

University of Florida, Gainesville, Florida,

College of Medicine

Study Coordinator II, UF Health Cancer Center

July 2021 – June 2022

Malignant Hematology/Bone Marrow Transplant Division

BMT CTN Coordinator Liaison (UF & Emory)

BMT CTN trials, facility trials, industry trials

University of Alabama, Tuscaloosa,
College of Communication and Information Sciences
Graduate Student Research Assistant
Supervisor: Dr. Kimberly Bissell
Graduate Student Research Assistant
Supervisor: Dr. Rebecca Britt

Fall 2018 – Spring 2021

Fall 2018 – Spring 2019

PUBLICATIONS

Baldinelli, S. (2022). eHealth (pp. 195-206). In Grant, A. E., & Meadows, J. H. (Eds.). in Communication Technology Update and Fundamentals, 18th Edition. Austin, Texas: Technology Futures, Inc.

Baldinelli, S. (2020). eHealth (pp. 219-228). In Grant, A. E., & Meadows, J. H. (Eds.). in Communication Technology Update and Fundamentals, 17th Edition. New York: Routledge.

Armstrong, C.L. and **Baldinelli, S. E.** (2020). Consumption Junction: Content Analytic Media Stereotyping Studies, (pp. 35-52). In Billings, A.C., & Parrott, S. (Eds.). Media stereotypes: From ageism to xenophobia. New York: Peter Lang.

MANUSCRIPTS IN PROGRESS

Baldinelli, S. E., Usery, A.G., and Armstrong, C.L. Is there space for females in space? A content analysis of the Space X mission, under resubmission at *Southern Communication Journal*.

Baldinelli, S. E., It's Not Me, It's You. And That Is OK: The Truth About Perceptions of Mental Health and Self-Efficacy, under resubmission at *Southern Communication Journal*.

CONFERENCE PRESENTATIONS

Armstrong, C. L., Medcalf-Meeker, S., **Baldinelli, S. E.,** Smith, K. H., Debated or deluged: Social media conversation surrounding drought conditions around FEMA Region 7. Accepted and Presented at The Natural Hazards Researchers' Meeting, Denver, CO, July 12-13, 2023.

Baldinelli, S. E., Usery, A.G., and Armstrong, C.L. Is there space for females in space? A content analysis of the Space X mission. Accepted and presented at The Broadcast Education Association Annual Conference, Las Vegas, NV, April 12-16, 2021. (Top Faculty Paper, Gender & Sexuality Division).

Baldinelli, S. E., Communication at the Crossroads: The Sport of Mortality (research in progress), (November 2020). Paper presented at the National Communication Association 106th Annual Conference, Indianapolis, IN (virtual).

Baldinelli, S. E., Media stereotypes at the Crossroads: From ageism to xenophobia. Presenter at a peer reviewed panel at National Communication Association 106th Annual Conference, Indianapolis, IN (virtual).

Baldinelli, S. E., It's not me, it's you. And that is OK: Perceptions of mental health and self-efficacy, (August 2020) Paper presented at the Association for Education in Journalism and Mass Communication 103rd Annual Conference, San Francisco, CA, (virtual).

Baldinelli, S. E., A Content Analysis of Opioid Framing in American Newspaper Articles (2010 – 2016), (March 2018). Paper presented at 44th Annual Association for Education in Journalism and Mass Communication Southeast Colloquium, Columbia, SC.

GRANTS & AWARDS

Lillian Lodge Kopenhaver Center Fellow

August 2023

\$15,000: College of Public Health (COPH) Innovation Fund
Funding awarded for investigation of public discussion of drought through social media and focus groups. Co-PI's: Armstrong, C. L., Medcalf-Meeker, S., **Baldinelli, S. E.,** Smith, K. H.

February 2023

WORKS IN PROGRESS

Baldinelli, S. E., Metaphorically living while dying: The sport of mortality (research in progress).
Extended project to includes interviews and thematic text analysis.

Baldinelli, S. E., and Adamson, A. C., Who is raising the flag?: A content analysis of individual and organization tweets regarding risk messages focusing on type one diabetes.

Baldinelli, S. E., Framing the opioid crisis in rural America: Alabama and Mississippi newspaper articles (2010 – 2020).

Baldinelli, S. E., Is Twitter Bringing the Conversation of Prostate Cancer Home through the MLB?

Baldinelli, S. E., Opioids – A Content Analysis of the Word in Newspaper Headlines, (2010 – 2020)

INDUSTRY CONSULTATIONS AND PROJECTS

Emergency and Disaster Preparedness Symposia
Kearney, Nebraska

June 2023

Connecting Generations: The Roles We Play An overview of the different generations (skills, characteristics, perceived barriers) making up our communities and how as leaders we must be able to adapt to their differences in communication, abilities, and willingness to participate during disaster training, preparedness, and live events

Emergency and Disaster Preparedness Symposia
Norfolk, Nebraska

May 2023

Connecting Generations: The Roles We Play An overview of the different generations (skills, characteristics, perceived barriers) making up our communities and how as leaders we must be able to

adapt to their differences in communication, abilities, and willingness to participate during disaster training, preparedness, and live events

Emergency and Disaster Preparedness Symposia
Omaha, Nebraska

May 2023

Connecting Generations: The Roles We Play An overview of the different generations (skills, characteristics, perceived barriers) making up our communities and how as leaders we must be able to adapt to their differences in communication, abilities, and willingness to participate during disaster training, preparedness, and live events

Rapporteur for Global Outbreak Alert Response Network (GOARN)
Strategy Implementation Workshop and Steering Committee
Meeting hosted by Eastern Mediterranean Public Health Network
(EMPHNET) May 8 – May 12, 2023, Amman, Jordan

May 2023

Book collaborator with World Health Organization (WHO)
and Global Outbreak Alert Response Network (GOARN) as a researcher
and writer with University of Nebraska Medical Center (UNMC) on the
history of this network for their work with global outbreaks and emergency
response internationally

Summer 2022 – present

Media Trainer, College of Journalism and Mass Communications
Trainer in Crisis Communication for College of Public Health at the
University of Nebraska Medical Center (UNMC)

Fall 2022 – present

TEACHING

Instructor of Record: University of Nebraska-Lincoln (UNL)

ADPR 283: Strategy Development for Advertising & Public Relations
JOMC 101 Principles of Mass Media

Spring 2024

Spring 2024

ADPR 283: Strategy Development for Advertising & Public Relations
JOMC 101 Principles of Mass Media

Fall 2023

Fall 2023

ADPR 283: Strategy Development for Advertising & Public Relations
JOMC 101 Principles of Mass Media

Spring 2023

Spring 2023

ADPR 283: Strategy Development for Advertising & Public Relations
ADPR 850: Public Relations Management & Case Studies

Fall 2022

Fall 2022

Instructor of Record: University of Alabama

APR 425: Crisis and Emergency Management
Instruction of 30 in-person class in crisis and emergency
management in public relations

Spring 2021

MC 101: Introduction to Mass Communication Instruction of 120 in-person lecture class in survey of mass communication practices	Fall 2020
MC 101: Introduction to Mass Communication Online Instruction of 50+ distance learning students in survey of mass communication practices	Summer 2020
MC 101: Introduction to Mass Communication Instruction of 200 in-person lecture class in survey of mass communication practices (hybrid of in-person then moved to online format)	Spring 2020
MC 101: Introduction to Mass Communication Instruction of 220 in-person lecture class in survey of mass communication practices	Fall 2019
MC 101: Introduction to Mass Communication Online Instruction of distance learning students in survey of mass communication practices, 2 sections with 50+ students	Summer 2019

Invited Panels and Lectures:

BEA Communication Technology Panel Update: eHealth: How Will This Information Be Used? Hope. Spoke on eHealth book chapter in <i>Communication Technology Update and Fundamentals</i> , 18 th Edition	April 2023
AEJMC Teaching Panelist: Teaching Difficult Topics Concerning Health Representing Commission on the Status of Women Spoke on teaching about health issues pertaining to underserved populations	August 2022
COM 395: Language, Communication, & Culture of Deaf: When Your Identity Does Not Match Their Understanding	October 2018

Academic Tutor for University of Alabama Athletics

APR 300	Basic Principles of Design	Fall 2019
APR 332	Public Relations Writing	
COM 300	Human Communication Research	
JCM 303	News, Writing and Reporting	
MC 101	Mass Communication (Intro)	
MC 401	Mass Communication Law & Regulation	

APR 280	Investigation & Insights	Summer 2019
COM 123	Public Speaking	
HHE 378	Drugs Society & Human Behavior	
JCM 100	Introduction to Story	
JCM 103	Mechanics of Media Writing	

TEACHING ASSISTANT: UNIVERSITY OF FLORIDA

Medical Science Senior Research:	Spring 2009
Medicine and the Law: grading class assignments for 50-person class	
Diseases of Eating, grading class assignments for 50-person class	

PHYSICIAN SHADOWSHIP

MEL4012: Awarded physician shadowship of High-risk OB-GYN, shadowing physician and following patients through their experience including pre- & post-natal, delivery and death of patient and/or fetus/newborn, genetic counseling	Spring 2009
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SERVICE

UNL University

Interscholastic Athletic Committee	August 2023 – Present
Faculty Senate subcommittee	

UNL College of Journalism & Mass Communications

Scholarship and Student Success Committee	August 2023 – Present
Strategic Planning Committee	August 2022 – May 2023

Professional Service:

The Society of Clinical Research Associates (SOCRA)	March 2022 – present
Member and Conference participant	

American Public Health Association (APHA)	October 2014 – present
Member and conference participant	

Association for Educators in Journalism and Mass Comm. (AEJMC)	August 2018 – present
Member and conference participant	

Broadcast Education Association (BEA)	March 2019 – present
Member and conference participant	

Health Care Communities	December 2016 – February 2017
Quality Center of Medicare & Medicaid Services (CMS)	

Reviewer of submissions for online tools for quality reviews

University of Alabama Service:

University of Alabama: Tide Together August 2018 – July 2021

University of Alabama: Undergraduate Research & Creative Activity Conference judge March 2019

University of Alabama: COM 499 Capstone class Mini-conference judge April 2019

University of Alabama: College of Communication & Information Sciences
Graduate student recruiter at BEA conference April 2019

Community Service

Big Eight Sports Officials Association (B.E.S.O.A) January 2004 – June 2007
High school and middle school girls' volleyball and softball
Official representing Florida High School Activities (F.H.S.A.A.)

Lavender Magic/Menace (member) January 1993 – December 2008
(president) January 2000 – December 2008

Not-for-Profit social organization with > 500 members
Filed tax exempt status with the state of Florida, recruitment, membership records, dues, volunteer recruitment, stakeholder meetings, budgets and donations record keeping

Middle School Science Fair Judge December 2010 – December 2012
Alachua County, Gainesville, FL
Judged social science entries for middle school students

HEALTH-RELATED PROFESSIONAL EXPERIENCE:

University of Florida, Gainesville, Florida,
College of Medicine
Study Coordinator II, UF Health Cancer Center July 2021 – June 2022
Malignant Hematology/Bone Marrow Transplant Division
BMT CTN Coordinator Liaison (UF & Emory)
BMT CTN trials, facility trials, industry trials

Brookwood Baptist Healthcare, Birmingham, AL September 2016 – August 2018
Administrative Process Improvement Specialist
Location assignments: 17 clinics in Tuscaloosa, University of Alabama's
University Medical Center and Whatley Health Services, Inc.,
Memphis, St. Francis Hospital and Clinics

State Farm, Richardson, TX <i>Express Team Claims Adjustor, Initial Loss Reporting Rep.</i> Awarded 3 Customer Service Awards based on customer feedback	March 2015 – July 2016
Kelly Temporary Services, Richardson, TX <i>Department of Medicare Replacement Policies Liaison</i> State claims for Texas, Oklahoma, Arizona and New Mexico	November 2014 – February 2015
University of Florida Health, Gainesville, FL (University of Florida Physicians & Shands Healthcare)	November. 1996 – July 2014
Outpatient Bone Marrow Transplant Clinic <i>Transplant Financial Representative, Interim Supervisor</i>	December 2010 – July 2014
Cardiovascular & Pulmonary Outpatient Clinic <i>Financial Specialist, Interim Supervisor</i> Awarded Employee of the Quarter for entity	April 2009 – December 2010
Admissions Department at Shands UF <i>Admissions Specialist</i>	July 2008 – April 2009
Shands at Alachua General Hospital (SAGH) <i>Department of Physicians Relations, Head & Associate</i> Achieved physician satisfaction survey participation from 37% to 95%, Hosted orientation for incoming residents, students, fellows and physicians joining SAGH	February 2007 – July 2008
Shands Community Care Physicians at Crown Pointe <i>Financial Counselor</i>	August 2003 – February 2007
Patient Financial Services for Shands Healthcare <i>Financial Counselor for Indigent Population</i>	February 2002 – August 2003
Burn Intensive Care Unit & Outpatient Burn & Wound Clinic at Shands UF <i>Patient Accounts Specialist</i>	February 2001 – February 2002
Patient Financial Services for Shands Healthcare <i>Claims Processor I, II, III, Sponsored/Commercial Support & Return Mail Clerk</i>	November 1996 – February 2001
University of Florida Department of OB-GYN <i>Lab Technician</i> Sample processing/reporting of statistics/findings for open-neural tube defects in low-income pregnancies for 11 surrounding counties of and including Alachua County	March 1993 – August 1993