

Monique L. Farmer, APR, M.A., MPA
BIO: <https://journalism.unl.edu/monique-farmer>
16044 Butler Avenue
Omaha, Nebraska 68116
mfarmer2@unl.edu
Cell: (402) 210-7308

SUMMARY:

National award-winning, accredited communication professional with 19 years of communication experience (leadership, staff and project management, public speaking, corporate communication, leadership communication, supply chain communication, issues and crisis communication, media relations, community relations, presentation development, social media).

EXPERIENCE:

August 2019 to present (19 months) – 100% of time spent teaching Advertising and PR Courses
Assistant Professor of Practice/College of Journalism and Mass Communications

University of Nebraska at Lincoln

Teach Strategic Writing, Public Relations Management and Case Studies, Public Relations Planning and Strategy and Public Relations Techniques. Professional advisor and counselor to UNL PRSSA Bateman Competition Team. Submission earned “Best of the Show” from PRSA Nebraska. The campaign also garnered Awards of Excellence in the categories of Outstanding Social Media or Electronic Media Outreach and an Award of Merit in the Outstanding Relationship-Building category. Leverage skills gleaned as Honor’s Graduate from the Department of Defense Information School's Public Affairs Qualifications Course. Co-authored research on Crisis Communication, published in the peer-reviewed academic journal, *Newspaper Research Journal* in July 2017.

January 2016 to August 2019 (44 months) – 100% of time spent leading PR work

Director, District Communications at Omaha Public Schools

Led communication strategy for the largest public school system in Nebraska, including internal and external communication management, brand and reputation management, issues and crisis communication preparedness/readiness and execution, leader communication support, traditional and social media management and lead spokesperson.

August 2016 to December 2017 (15 months) – 100% of time spent teaching Media Writing Lab

Adjunct Professor at the University of Nebraska at Omaha

Taught Media Writing Lab (writing course).

January 2016 to May 2016 (5 months) – 100% of time spent teaching Advertising and PR Courses

Adjunct Professor at the University of Nebraska at Lincoln

Taught Advertising and Public Relations Techniques (writing course).

June 2013 to December 2015 - (31 months) 100% of time spent leading Corporate Communications/PR work

Corporate Communication Manager at ConAgra Foods, Inc. (now ConAgra Brands)

Led Supply Chain and Research & Development communication, including organizational communication, leader communication, global issues and crisis communication, media training

and management, reputation management and food safety and quality protocols. Led employee engagement strategy for corporate volunteerism and cause communication.

June 2001 to June 2013 - (145 months) 100% of time spent leading Corporate Communications/PR work

Public Affairs Specialist, Interim Chief of Public Affairs, Media Relations Team Lead and Sr. Public Affairs Specialist at the U.S. Army Corps of Engineers

Advised Department of Army generals, colonels and senior management staff during historic flooding on the Missouri River (2011). Led crisis communication team. Served as spokesperson. Built/maintained relationships with congressional staff, gubernatorial staff, state reps and media. Execution of crisis communication plan garnered First Place Public Relations Society of America Silver Anvil Award (Crisis Communication). Evaluation indicated re-established trust and confidence with key stakeholders (farmers, state and congressional offices and the media), due to public outreach and education. Served as primary spokesperson for media interactions with prominent outlets—Washington Post, USA Today, Wall Street Journal, New York Times and CNN.

Supervised staff and managed public affairs program. Developed communication SOPs. Coordinated special events such as press conferences, public meetings, town hall meetings and other special ceremonies.

July 2006 to July 2015

Features Editor/Freelance Writer for Hope for Women Magazine

Developed feature article ideas to assign to writers for print and online publication. Conducted interviews for cover stories, magazine profiles and features articles including celebrity interviews with Four-time Grammy award winner **Yolanda Adams**, Olympic Gold medalist **Gabby Douglas**, **Tracie Mourning** (wife of NBA basketball star Alonzo Mourning) and **Yvette Nicole Brown** (Nickelodeon's *Drake and Josh*) to name a few.

*Also provide consultation to editor re: public relations issues.

EDUCATION:

Master of Arts Degree in Journalism Mass Communications, August 2014

Specialization: Media Studies

University of Nebraska at Lincoln, 1400 R. Street, Lincoln, NE 68588

Master's Degree in Public Administration, December 2003

Major Concentration: Public Management

University of Nebraska at Omaha, 60th and Dodge Streets

Bachelor of Arts Degree in Journalism, May 2001

Major Concentration: Advertising and Public Relations / Minor Concentration: English

Midland Lutheran College, 900 N. Clarkson, Fremont, NE 68025

ACADEMIC PUBLICATION:

- "[Crisis Communication in the Omni-Channel Age](https://www.instituteforpr.org/wp-content/uploads/IPRRC18-Proceedings.pdf)" – March 8, 2018 – Presentation of research at International Public Relations Research Conference (IPRRC) / Research in-progress – <https://www.instituteforpr.org/wp-content/uploads/IPRRC18-Proceedings.pdf>

- ["The Role of Agenda Building in Food Recall Notifications and the Associated Impact on Newspaper Coverage: An Investigation of Best Practices in Crisis Communication,"](#) by Monique Farmer and Ming Wang - July 5, 2017, Newspaper Research Journal

SPECIALIZED TRAINING & CERTIFICATIONS:

- **Harvard University Business School** – Certificate of Completion: Public Education Leadership project – Summer 2019
- **Accreditation in Public Relations, Public Relations Society of America** – June 2013
- **Georgetown University Strategic Planning and Management in a Social Media World** – December 2012
- **Supervisory Development Training Course**, Army Learning Management System – July 2012
- **Greater Omaha Chamber of Commerce Leadership Omaha Class 33**, August 2010 to June 2011
- **Department of Defense Information School Honors Graduate**, August 2010

SPECIAL AWARDS AND RECOGNITION:

- **UNL PRSSA Bateman Team Best of Show** (Professional Advisor) – PRSA Nebraska Paper Anvil (ICount/NEBody Counts) – January 2021
- **NSPRA Gold Medallion Awards** (Omaha Public Schools branding) – May 2019
- **PRSA Nebraska Award of Excellence** (Omaha Public Schools branding) – December 2019
- **PRSA Nebraska Professional of the Year Award** – December 2017
- **PRSA Award of Merit** (Student Assignment Plan) – December 2017
- **NSPRA Golden Achievement Award** (OPS Board Digest) – June 2017
- **University of Nebraska at Lincoln Folsom Distinguished Master's Thesis Award Nomination**, December 2014
- **University of Nebraska at Lincoln Hitchcock Fellowship Award** – January 2014
- James W. Lueschen Fellowship Award – December 2013
- Public Relations Society of America Silver Anvil Award **Winner in Government Crisis Communications**, June 2012
- Keith L. Ware **Department of Army Communications Award (First Place Individual Achievement in Community Relations Award for Strategic Communications Research, Planning, Implementation and Evaluation)**, March 2012
- **Department of the Army Superior Civilian Service Award** for leadership role in establishment of Missouri River Joint Information Center, January 2012
- Lt. Col. Robert Brus **Outstanding Achievement Award for Leadership, Work Ethic, Teambuilding and Professionalism**, August 2010

PROFESSIONAL ORGANIZATIONS AND LEADERSHIP ROLES:

- Public Relations Consultant's Group – October 2019 to present
- University of Nebraska at Omaha Alumni Association Board of Directors Member – May 2014 to August 2019
- Public Relations Society of America Silver Anvil Awards **Judge** (annual) – *March 22, 2013 to present*

SERVICE TO THE PROFESSION:

- [Public Relations Society of America Vice President, Outreach](#), promoted into Leadership Track as Secretary/Treasurer (2021 to 2024) – January 2016 to December 2019

- PRSA Nebraska Chapter – July 2019, Presenter at On Brand Conference Speaker - How Omaha Public Schools Get Their Messages Across – Without Breaking the Bank <https://onbrandcon.com/agenda/>
- Ragan Communications – May 2019, Crisis Communications Conference Presenter - Building Effective Crisis Response Strategies in an Omni-Channel Age - Presented during Ragan Crisis Communications Conference, May 9-10, 2019 at Nebraska Medicine in Omaha, Nebraska.
- The Power of Storytelling in Leader Communication, PRSA National Webinar – December 2020
- The Power of Storytelling in Leader Communication - Column, PRSA Strategies and Tactics – February 2021
- Race in the PR Classroom Panel Discussion, Institute for PR, National - September 17, 2020
- Project Harmony Board Member – January 2021 to January 2023
- Omaha Chapter of the Links, Incorporated – Programming Coordinator - May 2019 to May 2021
- Omaha STEM Ecosystem – Communication Chair – October 2016 to present
- Faculty Advisor for Arthur Page Competition Group – August 2019 to December 2019
- Professional and Faculty Advisor for UNL PRSSA Bateman Competition Group – August 2019 to present
- Public Relations Society of America Accreditation Chair – January 2015 to December 2016
- UNOAA Board Member + Scholarship Review Committee – August 2014 to August 2020

PR Consulting and Online Web Platform Development – August 2019 to present

- The University of Nebraska at Lincoln encourages its professors of practice to maintain connectivity with active field practice. In August 2019, [Avant Solutions](#), a consulting business, was born to serve this purpose. Clients include corporate, public and nonprofit. Additionally, the online Web platform [Anvil Ready](#) was created to aid communication professionals and students in designing comprehensive communication strategies.