

CURRICULUM VITAE
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EDUCATION

M.A., University of Nebraska-Lincoln, 1989

Major: English

Supporting Areas of Emphasis: Composition and Rhetoric, Creative Writing and 19th Century British Literature

B.A., University of Nebraska-Lincoln, 1980

Major: News-editorial, Journalism

Minors: English, German and Political Science

ACADEMIC POSITIONS

Associate Professor of Practice, Journalism, College of Journalism and Mass Communications, University of Nebraska-Lincoln, Lincoln, Nebraska, April 2018 to present

Assistant Professor of Practice, Journalism, College of Journalism and Mass Communications, University of Nebraska-Lincoln, Lincoln, Nebraska, August 2015-April 2018

Lecturer, College of Journalism and Mass Communications, UNL, August 2004-August 2015

Faculty adviser for ABC News on Campus Bureau program, UNL, May-August 2010. Worked with students to publish stories online at national ABC outlets.

Lecturer, College of Education, Curriculum and Instruction, UNL, August 1998-May 2004

ADMINISTRATIVE POSITIONS

Special assignment, Office of Faculty and Academic Affairs, January-June 2020.

- As part of a semester-long special assignment, worked with Judy Walker, Associate Vice Chancellor for Faculty and Academic Affairs, on several university initiatives. Researched and wrote two white papers on proposed policies and programs dealing with parental leave and late-career faculty issues.

Admissions Coordinator, College of Journalism and Mass Communications, UNL, August 2010-June 2015

- Developed the college's first recruitment plan and helped create and implement marketing campaigns. The college's enrollment increased 19 percent during my tenure. Hired, trained and scheduled 20 to 25 students each year to help the college cover more

than 50 recruiting events during the school year. Presented information sessions at national conventions and local recruiting events.

Coordinator, News21 program at UNL, August 2009-August 2014

- Recruited fellows and oversaw their selection to the program, which is funded by the Carnegie Corporation and the John S. and James L. Knight Foundation. Also developed and administered budgets and oversaw grant administration reporting.

Assistant to the Dean, College of Journalism and Mass Communications, UNL, July 2007-April 2011

- Supervised five staff members, two administrative professionals and a graduate student; coordinated and wrote strategic plan; wrote grants; oversaw the administration of a \$250,000 Carnegie-Knight grant; and coordinated course schedules and summer session budgets.

PROFESSIONAL EXPERIENCE

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

- Directed news coverage during night and weekend shifts; edited stories on deadline and supervised reporters and photographers. Filled in as editorial page editor during his extended leave as interim managing editor; coordinated editorial page content and wrote daily editorials.

Freelance Writer, March 1992-1998

- Contributing writer to *Midwest Living* and *PC Today* magazines.

Publications Coordinator, College of Arts and Sciences, UNL, September 1990-April 1991

- Created all publications distributed by the college; coordinated publicity; wrote and edited quarterly alumni newsletter.

State Editor, *Lincoln Journal*, Lincoln, Nebraska, January 1985-February 1990

- Directed nine staff members who covered national and state politics, the Legislature, the judiciary, the corrections system and the environment; generated, assigned and edited stories for the daily and Sunday newspapers; developed story ideas and recommended story play; prepared budgets; and conducted employee evaluations and hiring.

Police Reporter, *Lincoln Journal*, Lincoln, Nebraska, September 1982-January 1985

City Hall Reporter, *Tempe Daily News*, Tempe, Arizona, April 1982-September 1982

Education Reporter, *Tempe Daily News*, Tempe, Arizona, September 1980-April 1982

AWARDS

R. Neale Copple Friend of Journalism Award, presented at the Nebraska High School Press Association fall convention, Oct. 21, 2019, Lincoln, Nebraska. The award is given by members of the NHSPA to individuals who significantly support scholastic journalism.

Winner, Great Ideas for Teaching, Association for Education in Journalism and Mass Communication (AEJMC) for "[Embedding for Empathy: Helping Students Become Better Reporters.](#)" Aug. 9, 2017 (Peer-reviewed)

First place, Teaching News Terrifically in the 21st Century for "Weather Wise: A Data and Design Exercise," AEJMC Newspaper and Online News Division, Aug. 8, 2015 (Peer-reviewed)

Honorable mention, Teaching News Terrifically in the 21st Century for "[A Global View: International and Interactive Storytelling.](#)" AEJMC Newspaper and Online News Division, Aug. 8, 2015 (Peer-reviewed)

Honorable mention, Teaching News Terrifically in the 21st Century for "[Getting Real about Verification.](#)" AEJMC Newspaper and Online News Division, Aug. 7, 2014 (Peer-reviewed)

Third place, Teaching News Terrifically in the 21st Century for "[The Amazing Twitter List Race.](#)" AEJMC Newspaper and Online News Division, Aug. 9, 2013 (Peer-reviewed)

Journalism Interactive Teach-a-Thon winner for "[Enterprise Reporting through Social Media and RSS.](#)" University of Florida, Gainesville, Florida, Feb. 8, 2013 (Peer-reviewed)

Third Place, AEJMC Best Practices in Teaching Writing for "[Writing for the Web: Using Twitter as Starting Place for News.](#)" co-authored with Susan Bullard, AEJMC Teaching Committee, May 2012 (Peer-reviewed)

Third place, Teaching News Terrifically in the 21st Century for "[How to Pitch Stories in a Multimedia World.](#)" co-authored with Susan Bullard, AEJMC Newspaper and Online Division, August 2011 (Peer-reviewed)

"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

STUDENT ACHIEVEMENTS

AWARDS

Two winners in the 2020 Society of Professional Journalists Mark of Excellence awards, Region 7 (Iowa, Kansas, Missouri and Nebraska) advanced to the national competition: "[A father's love, now and forever](#)" by Alli Davis in Online Feature Reporting and "[Finding a Voice: New Americans and Language](#)" by the staff of Nebraska Mosaic in Online In-Depth Reporting. Two students were named finalists for their work in the Nebraska Mosaic class: Elizabeth Rembert for "Flood Delivers Distinct Blows to Nebraska's Immigrants" in the reporting category and Ben Jones for "Diverse Cultures Combine to Create Culture of North Star Boys Soccer Team" in online sports reporting.

Two winners in the 2019 Society of Professional Journalists Mark of Excellence awards, Region 7 (Iowa, Kansas, Missouri and Nebraska): "[Painting a New Picture: New Americans and their Art.](#)" a multimedia reporting project created by students in the Nebraska Mosaic course won in the Online Feature Reporting category; and "[What We Carried: Lincoln.](#)" a video created by

Nebraska Mosaic student Lindsey Yoneda, won in the Online/Digital Feature Videography category. Both entries advanced to the national competition. "Painting a New Picture" also was a finalist in the Best Use of Multimedia category.

Award of merit, 2019 Eric Sevareid Awards from the Midwest Broadcast Journalists Association, Team Multimedia Storytelling, "[Painting a New Picture: New Americans and their Art.](#)" Nebraska Mosaic

Winner, 2018 Society of Professional Journalists Mark of Excellence awards, Region 7: "[Refuge on the prairie: Lincoln's story of resettlement](#)" by students in the Nebraska Mosaic course in the Online In-Depth Reporting category. Nebraska Mosaic website also was a finalist in the Best Independent Online Student Publication category.

Award of merit, 2018 Eric Sevareid Awards from the Midwest Broadcast Journalists Association, Team Multimedia Storytelling, "[Healing Ways.](#)" Nebraska Mosaic.

Two finalists, 2017 Society of Professional Journalists Mark of Excellence, Region 7 (Iowa, Kansas, Missouri and Nebraska): Online In-Depth Reporting, "[Healing Ways.](#)" Nebraska Mosaic; Best Independent Online Student Publication, Nebraska Mosaic.

Two Eric Sevareid Awards from 2017 Midwest Broadcast Journalists Association: First place, Websites, Student Market Radio, NewsNetNebraska (to which students in my multimedia journalism courses contribute); Award of merit, Multimedia Storytelling, News, Student Markets, "[Spice of Life: New Americans and Food.](#)" Nebraska Mosaic.

Two finalists in 2016 Society of Professional Journalists Mark of Excellence, Region 7 (Iowa, Kansas, Missouri and Nebraska): Online News Reporting, "Nebraska bucks national trend of declining young farmers" by Kellan Heavican; Online Feature Reporting, "[Spice of Life: New Americans and Food](#)" by *Nebraska Mosaic* staff.

First place, 2016 Midwest Broadcast Journalists Association Eric Sevareid Awards, Websites, Student Market Radio, *NewsNetNebraska*

Honorable mention, 2015 Midwest Broadcast Journalists Association Eric Sevareid Awards, Websites, Student Market Radio, *NewsNetNebraska*

Winner, 2014 Society of Professional Journalists Mark of Excellence, Region 7 (Iowa, Kansas, Missouri and Nebraska), Best Affiliated Web Site, *NewsNetNebraska*

Winner, 2013 Society of Professional Journalists Mark of Excellence, Region 7 (Iowa, Kansas, Missouri and Nebraska), Best Affiliated Web Site, *NewsNetNebraska*

First place, 2012 Society of Professional Journalists Mark of Excellence, Region 7 (Iowa, Kansas, Missouri and Nebraska), Best Independent Online Student Publication (Large), *NewsNetNebraska*

First place, 2012 Midwest Broadcast Journalists Association Eric Sevareid Awards, Websites, Student Market Radio, *NewsNetNebraska*

First place, 2011 Midwest Broadcast Journalists Association Eric Sevareid Awards, Websites, Student Market Radio, *NewsNetNebraska*

GRADUATE THESES

Committee member, Nora Tarte, "Media Coverage of Women in Politics: A shift from blatant to subtle sexism, 1984-2020," Journalism, expected completion, April 2020.

Committee member, Olukayode Lawal, "Paths to Survival: The Plights of the Homeless in Lancaster, California," Journalism, November 5, 2020.

Chair, Jessica Fargen Walsh, "Nitrates in Nebraska," a website that investigates the contamination of groundwater in the state, December 2019.

Committee member, Jason McCoy, Journalism, "Journalistic Ethics and the Right-Wing Media," April 2019.

Chair, Roxanne Szal, "How Not to be Sexist," a website that offers guidelines for newsrooms, November 2018

Committee member, Alison Greenhalgh, "Social Media Flooded with Rescue Requests During Hurricane Harvey," December 2018

Chair, Emily Case, "Lincoln Yazidi Resource," a guide to the culture and history of Lincoln's Yazidis, May 2018

Chair, Shonda Tindall, "Breaking Tradition," a website that looks at how young gay Texans are breaking gender barriers on traditionally female-dominated high school drill teams, August 2018

HONORS THESES

Committee member, Natasha Rausch, Senior Honors Thesis, May 2017

Committee member, Alia Conley, Senior Honors Thesis, May 2012

Chair, Katrina Fischman, Senior Honors Thesis, May 2011

Chair, Blair Euteneuer, Senior Honors Thesis, May 2010

Committee member, Brett Lahm, Senior Honors Thesis, May 2009

GRANTS

U.S. State Department's Mandela Washington Fellowship Reciprocal Exchange, \$5,000, December 2019. As part of the grant, I will travel to Nairobi, Kenya, in May 2020 to conduct a series of solution journalism workshops for Kenyan journalists, in collaboration with former Mandela Washington Fellow Lilian Kamola Kaivilu.

Asian American Journalists Association: "Heartland Diversity," \$20,000, Feb. 1-Sept. 1, 2015. (Gary Keibel, principal investigator; co-investigators: Michelle Carr Hassler, Luis Peon-

Casanova, Tim Anderson and Charlyne Berens.) As part of the grant, UNL students wrote and produced multimedia stories about Nebraska's diverse populations.

Journalism Lab's New Voices grant program: "Lincoln's New Voices," \$25,000, May 2010. (Co-investigators: Michelle Carr Hassler, Tim Anderson, Barney McCoy, Charlyne Berens, Joe Starita, Jerry Renaud, Sue Bullard and Joe Weber.) As part of the grant, a website was created by students to provide information for and about rapidly growing refugee communities in Lincoln.

University of Nebraska-Lincoln Initiative for Teaching and Learning Excellence, "Redesigning Business Communication Courses to Strengthen Writing Outcomes," \$25,000, January 2008. (Principal Investigators: Michelle Carr Hassler and Gertrude L. Burge.)

TEACHING EXPERIENCE

UNL

JOUR 200B, Fundamentals of Editing and Reporting II: Fall 2020, Spring 2022

- Required course for journalism majors. Builds on the basics taught in 200A course.
- Created and taught online version in Spring 2022.

JOUR 346, Nebraska Mosaic: Reporting For and About Diverse Audiences: Fall 2020

- Course focuses on writing and reporting for and about who create and present news and information of particular interest to Lincoln's growing refugee communities.

JOUR 302, Advanced Reporting: Spring 2018; Fall 2018; Spring 2019; Fall 2019; Spring 2020

- Required course that focuses on beat reporting concepts and techniques.

JOUR 348/448, The Real World I and II: Fall 2015, Fall 2016, Fall 2017, Spring 2018, Fall 2018, Fall 2019, Spring 2021

- Course offers an inside look at the news reporting business provided by working journalists at the Omaha World-Herald.

JOMC 133, Visual Communication Advanced Modules: Fall 2019

- Required course in which students produce projects in a variety of modules, including video, photography, layout, typography, mobile storytelling, audio, PhotoShop, color theory, web design, UX design, animation and 360 video.

JOMC 134, Visual Communication Project, Fall 2019, Fall 2020

- Required course in which students produce a multimedia storytelling project.

JOUR 491, Solutions Journalism: Spring 2019

- An online-only elective I developed for undergraduate and graduate students interested in learning about the concepts and best practices of solutions journalism.

JOUR 491, Capstone Project: Spring 2019

- Co-taught this required course, in which students produce capstone projects of their choosing.

JOUR 446/846, Nebraska Mosaic: Spring 2016, Fall 2016, Spring 2017, Fall 2017, Spring 2018, Fall 2018, Spring 2019

- Required capstone course for journalism majors who create and present news and information of particular interest to Lincoln's growing refugee communities. Stories are published on a website, *Nebraska Mosaic* (www.nemosaic.org).

JOUR 304, Multimedia Journalism: Fall 2013 (offered first as JOUR 491 Special Topics course), Spring 2014, Spring 2015, Fall 2015, Spring 2016, Fall 2016, Spring 2017, Fall 2017, Spring 2018

- Created this required course for journalism and broadcast majors to help them explore a variety of digital reporting and storytelling options used to produce journalistic content online. Their coursework is published on a website, *NewsNetNebraska* (www.newsnetnebraska.org).

JOMC 491/891, Special Topics: News Engagement Lab: Spring 2016

- Created this elective course, open to all majors, in collaboration with NET News to explore ways media can engage audiences. Students created social content for NET News as well as proposed engagement strategies.

JOMC 101, Principles of Mass Media: Fall 2015

- Required large lecture course for all majors that provides introduction to the mass media as sources of news and entertainment conduits for messages of persuasion. Covers history of print and broadcast media and advertising and public relations and discusses how media messages both affect and are affected by society.

JOUR 348/448, The Real World I and II: Fall 2015, Fall 2016, Spring 2021

- Course offers an inside look at the news reporting business provided by working journalists at the Omaha World-Herald.

JOUR 450, News-Net-Nebraska: Fall 2014

- Created a special section of the capstone course as part of a Ford Foundation grant for the Heartland Project. Students studied diversity issues and published a series of multimedia stories that focused on the changes in a diverse Lincoln neighborhood.

JOUR 491/891, Special Topic: Social Media for Journalists: Spring 2013, Spring 2014

- Created this elective course to provide for the practical and theoretical study of social media. Students study and demonstrate the best practices of social media, including those involving ethics, community engagement and the use of it for reporting and distributing news.

JOUR 101, Principles of Mass Media – Learning Community: Fall 2011

- Learning community course, which included 16 students, representing all majors, and covered topics such as mentoring, study skills, career counseling, job application skills and time management. Created alumni mentoring program for them and arranged field trips to media outlets and advertising agencies.

JOUR 491/891, Special Topic: Food Safety Seminar: Spring 2011

- One of three instructors who lead a distance seminar designed to help News21 fellows from across the nation prepare for an in-depth reporting project about food safety. Stories from the reporting project, completed in the summer, were published in national media outlets and on the News21 website.

JOUR 350, News-Net-Nebraska (renamed JOUR 450 in Spring 2012): Fall 2009, Fall 2010, Fall 2011, Spring 2012, Fall 2012, Spring 2013, Fall 2014

- Required capstone course for journalism majors that who produce multimedia stories for a news website.

JOUR 102, The Art of Writing: Fall 2005, Spring 2006, Fall 2006, Spring 2007, Fall 2007

- Required course for all college majors that provided the basic principles of creating and evaluating clear, engaging and effective expository, descriptive, narrative and persuasive writing, including focus, effective transitions, proper grammar, spelling, usage and punctuation.

CURR120, Basic Business Communication (later renamed JGEN120): Fall 1998, Spring 1999, Fall 1999, Spring 2000, Fall 2000, Spring 2001, Fall 2001, Spring 2002, Fall 2002, Spring 2003, Fall 2003, Spring 2004, Fall 2004, Spring 2005, Fall 2005, Spring 2006, Fall 2006, Spring 2007

- Required course for College of Business Administration majors that explores a variety of business writing concepts and practices. Developed and taught asynchronous online sections of the course, beginning in 2003.

NON-CREDIT INSTRUCTION

“Writing Tool Kit” seminar, (18 participants), part of the college’s One Day University seminar series, UNL, Feb. 4, 2011

“Writing Tool Kit” seminar (10 participants), part of the college’s One Day University seminar series, UNL, Feb. 5, 2010

PUBLISHED WORK

[“Embedding for Empathy: Helping Journalism Students Become Better Reporters | Journalism 446/846: Mosaic—A Peer Review of Teaching Project Inquiry Portfolio.”](#) UNL Peer Review of Teaching Project portfolio, UNL Digital Commons, June 1, 2017

[“JOMC: 491/891: Special Topic: News Engagement Lab—A Peer Review of Teaching Project Benchmark Portfolio.”](#) UNL Peer Review of Teaching Project portfolio, UNL Digital Commons, June 8, 2016

[“The Amazing Twitter List Race.”](#) TNT 21 2013: Top Submissions to Teaching News Terrifically in the 21st Century, Volume 2, Newspaper and Online News Division of Association for Education in Journalism and Mass Communication (Peer-reviewed)

[“Writing for the Web: Using Twitter as Starting Place for News,”](#) co-authored with Susan Bullard, Best Practices in Teaching Writing Across Media, AEJMC Committee on Teaching Standards, Aug. 12, 2012 (Peer-reviewed)

PANELS /PRESENTATIONS/WORKSHOPS

Invited presenter, “Feature Writing,” journalism class, Lincoln High School, Nov. 13, 2020.

Invited presenter, "Solutions Journalism," Spring 2019 convention, Nebraska Press Association, April 5, 2019, Kearney, Nebraska.

Invited presenter, "Feature Writing," journalism class, Lincoln Southeast High School, Dec. 11, 2019.

Invited presenter, "Top 10 Writing Tips," journalism class, Lincoln Southwest High School, Sept. 4, 2019.

Workshop presenter, "Social Media for Reporting," York Junior High students, UNL, March 13, 2019.

Invited presenter, Five-Minute Teaching Ideas ("Great Expectations: Discussing Student Success"), Spring 2018 Teaching and Learning Symposium, UNL, Feb. 23, 2018

Invited presenter: "Community Engagement and Refugee Support in Lincoln," Mandela Washington Fellowship for Young African Leaders Civic Leadership Institute, UNL, July 18, 2018

Invited presenter "News Engagement," Daily Nebraskan staff, UNL, Oct. 29, 2017.

Invited presenter, "Solutions Journalism," Nebraska High School Press Association fall convention, UNL, Oct. 16, 2017

Invited presenter: "Community Engagement and Refugee Support in Lincoln," Mandela Washington Fellowship for Young African Leaders Civic Leadership Institute, UNL, July 18, 2017

Invited presenter: "Solutions Journalism: Working Effectively with News Organizations," Mandela Washington Fellowship for Young African Leaders Civic Leadership Institute, UNL, July 19, 2017

Invited presenter: "Embedding Students at Refugee Agencies: Can This Reporting Practice Improve Journalistic Performance?" UNL Peer Review of Teaching Project poster session, May 9, 2017

Invited presenter: ["The Three E's of Digital Publishing,"](#) Midwest Journalism Conference, sponsored by Society of Professional Journalists and Midwest Broadcast Journalists Association, Minneapolis, March 31, 2017

Invited presenter: "Journalism News Writing," Winnebago Tribe, Winnebago, Nebraska, Feb. 23, 2017

Invited presenter: "Exploring Journalism Careers," Nebraska High School Press Association statewide convention, UNL, Oct. 17, 2016

Invited presenter: ["Social Media for Reporting, Engagement and Branding,"](#) Nebraska Press Women, UNL, April 23, 2016

Invited presenter: "Multimedia Tools," Omaha Westside High School students, UNL, Oct. 9, 2015

Invited presenter, "[Getting Social: Using Social Media to Improve Your Reporting.](#)" Nebraska High School Press Association summer workshop, UNL, July 21, 2015

Invited presenter: "Getting Social: Using Social Media to Improve Your Reporting," Student Television Network conference, San Diego, April 3, 2015

Invited presenter: "[Six Tips for Better Feature Writing.](#)" Nebraska High School Press Association statewide convention, UNL, Oct. 20, 2014

Invited presenter: "[Better Writing in Five Easy Steps.](#)" Colorado High School Press Association State J-Day, Colorado State University, Fort Collins, Colorado, Oct. 9, 2014

Invited presenter: "Writing Better Resumes and Cover Letters," American Copy Editors Society, UNL chapter, UNL, Sept.12, 2014

Invited presenter: "Join the Flock: How to Navigate Twitter, Facebook and More," Osher Lifelong Learning Institute, Lincoln, Nebraska, Feb. 4, 2014

Invited presenter: "[Developing Megawattage Story Ideas.](#)" Nebraska High School Press Association statewide convention, UNL, Oct. 21, 2013

Invited presenter: "[Social Media Strategies and Tactics for Yearbook.](#)" Nebraska High School Press Association summer workshop, UNL, July 24, 2013

Invited presenter: "Developing Megawattage Story Ideas," Nebraska High School Press Association summer workshop, UNL, July 23, 2013

Invited presenter: "[The Amazing Twitter List Race.](#)" Teachapalooza conference, Poynter Institute, St. Petersburg, Florida, June 22, 2013

Invited panelist: "[Engaging Students: Using Social Media for Conversation and Curation.](#)" University of Nebraska Innovations in Online Pedagogy and Technology, UNL, May 10, 2013

Invited panelist: "[Live Blogging the Election: Curating and Converging.](#)" Broadcast Education Association national conference, Las Vegas, April 8, 2013

Invited presenter: "[Social Media and the Law: Exploring the Possibilities.](#)" Nebraska State Bar Association Leadership Academy, Omaha, Nebraska, March 14, 2013

Invited panelist: "[Enterprise Reporting through Social Media and RSS.](#)" Journalism Interactive national conference, University of Florida, Gainesville, Florida, Feb. 8, 2013

Invited presenter: "Tweet All About It: How Social Media is Changing the Media Landscape," UNL Emeriti Association meeting, UNL, Jan. 15, 2013

Invited speaker: "Writing Resumes and Cover Letters," Alpha Xi Delta sorority, UNL, Oct. 22, 2012

Invited panelist: "Incorporating Social Media in Journalism Instruction," Tech Edge symposium, UNL, Aug. 19, 2012

Invited panelist: ["Writing for the Web: Twitter as a Starting Place for Breaking News,"](#)
Association for Education in Journalism and Mass Communication national conference,
Chicago, Aug. 9, 2012

Invited presenter: "The Future of Journalism Education – What the Experts Say," Nebraska
Press Women spring convention, Lincoln, May 1, 2010

Invited panelist: "Thinking About Assignments: Low Stakes and Scaffolding," Nebraska Writing
Project symposium, UNL, March 2009

Invited presenter: "Achieving a State of Clarity," three, two-hour writing workshops presented to
employees of UNL Office of Business and Finance, July 2009

PROFESSIONAL DEVELOPMENT FELLOWSHIPS

Faculty Leadership in Academia: From Inspiration to Reality Fellow, UNL Executive Vice
Chancellor's Office, January 2019-December 2019

Advanced Peer Review of Teaching Project Fellow, UNL, August 2016-May 2017

"Building an Engaged Newsroom," invitation-only workshop, Poynter Institute and McCormick
Foundation, Chicago, Nov. 11-13, 2016

Peer Review of Teaching Project Fellow, UNL, August 2015-May 2016

OTHER PROFESSIONAL DEVELOPMENT ACTIVITIES

Workshop, "Complicating the Narratives: A Workshop for Journalists," Solutions Journalism
Network, Feb. 10, 2021

Workshop, "Making Your Course More User Friendly for Students," UNL, Nov. 20, 2020

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

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

Workshop, "Strategies for Faculty Efficiency: Grading and Time Management," UNL, July 31,
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, "Building an Inclusive Classroom," UNL, July 17, 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

Continuing Education Program, "Institute of Online Teaching," UNL, May 18-29, 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

Webinar, Trusting News series, Poynter and Knight Foundation, Oct. 16, 2019

Webinar, Trusting News series, Poynter and Knight Foundation, April 21, 2019

Webinar, "Cultivating Local News Communities with Facebook Groups," Poynter, Aug. 11, 2019

Workshop, "Introduction to R Coding," UNL (Olga Pierce), May 16, 2019

Workshop, "Google Tools Training," UNL, Feb. 8, 2019

Conference attendance, People-Powered Publishing, Illinois Humanities, Chicago, Nov. 15-16, 2018

Workshop, "Google Tools Training," UNL, Oct. 25, 2018

Conference attendance, "MobileMe & You," UNL, Oct. 26-27, 2018

Webinar, "The Power of Critical Thinking to Fight Fake News," Poynter Institute, Oct. 11, 2018

Workshop, "Using Hootsuite in the Classroom," UNL, June 30, 2017

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

Webinar, "Solutions Journalism," Solutions Journalism Network, Dec. 7, 2016

Conference attendance, Association for Education in Journalism and Mass Communication convention, Minneapolis, Aug. 3-6, 2016

Workshop, "Visual Communication Skills for the Journalism Communication Classroom," AEJMC convention, Minneapolis, Aug. 3, 2016

Webinar, "Snapchat for Journalists and Storytellers," DigitalEd @ MediaShift, July 20, 2016

Webinar, "Google Tools Basis for Storytelling," Society of Professional Journalists, June 16, 2016

Workshop, Associated Press Media Editors NewsTrain, which covered social media, mobile news, digital storytelling and data, UNL, April 9, 2016

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

Self-Study Program, "Build and Engage Local Audiences Online," Poynter Institute, Jan. 26, 2016

Webinar, "How to Tell Visual Stories Through Video," DigitalEd @ MediaShift, Jan. 20, 2016

Self-Study Program, "Ethics of Journalism," Poynter Institute, Nov. 18, 2015

Conference Attendance, "Mobile Me and You," UNL, October 29-30, 2015

Workshop, "Maple TA for New Users," UNL, Aug. 20, 2015

Webinar, "Canva for Work," Aug. 14, 2015

Webinar, "LinkedIn for Journalists," Aug. 3, 2015

Webinar, "Digital Video: The Who, Why and How to Win the Video News Game," presented by CNN, July 30, 2015

Workshop, "Using Clickers to Enhance Your Teaching," UNL, July 21, 2015

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

Webinar, "The Social Classroom: How to Teach Social Media," HootSuite, June 26, 2015

Webinar, "How Publishers Can Engage on Social and Drive Revenue," DigitalEd @ MediaShift, June 17, 2015

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

Personal interviews with six New York City news professionals about digital trends in national media, New York City, NY, June 15-16, 2015. (Those professionals included: LaSharah Bunting, senior editor for digital transition, *The New York Times*; Sona Patel, social media manager, *The New York Times*; John Payne, copy editor, *The New York Times*; Erin Schulte Collier, senior editor at *FastCompany*; Melanie Gray, deputy editor at the *Wall Street Journal*; and Liz Stinson, a writer at *Wired*.)

Webinar, "Prioritizing and Succeeding with Video on Facebook," SocialFlow, June 10, 2015

Self-Study Program, "Social Media Analytics for Journalists: Measuring Your Success," Knight Center for Journalism in the Americas, April 20-May 17, 2015

Webinar, "The Six Rules of a Digital-First Newsroom," Poynter Institute, April 6, 2015

Webinar, "LinkedIn for Journalists," LinkedIn, Jan. 22, 2015

Webinar, "Social Media and Analytics: Strategies and Metrics You'll Actually Use," Poynter Institute, Dec. 3, 2014

Self-Study Program, "Mobile Journalism," Knight Center for Journalism in the Americas, June 30-Aug. 3, 2014

Workshop, "Mobile Media," presented by University of Missouri faculty, UNL, July 9-10, 2014

Webinar, "Visual Storytelling with Haiku Deck," Poynter Institute, 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 Maryland, College Park, Maryland, April 3-4, 2014

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

Webinar, "LinkedIn for Journalists," LinkedIn, Lincoln, Jan. 13, 2014

Webinar, "Location-based Social Media with Geofeedia," Poynter Institute, Nov. 14, 2013

Self-Study Program, "Data-Driven Journalism: The Basics," Knight Center for Journalism in the Americas, Aug. 12-Sept. 16, 2013

Webinar, "Understanding Youth and Young Adult Audiences," Missouri School of Journalism, July 18, 2013

Seminar, "Hands-on Multimedia," Poynter Institute, St. Petersburg, Florida, June 23-25, 2013

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

Seminar, "Summer Institute for Online Teaching," UNL, May-August 2012

Webinar, "Social Media in the Classroom," Poynter Institute, Aug. 20, 2012

Conference Attendance, Association for Education in Journalism and Mass Communication, Chicago, Illinois, August 8-11, 2012

Webinar, "Innovative Social Tools for Covering the 2012 Election," Poynter Institute, Aug. 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, Feb. 23, 2012

Webinar, "Tools for Mobile Journalists," Poynter Institute, Feb. 15, 2012

Webinar, "Compelling Storytelling with Video," ASNE, October 2011

Workshop, "Watchdog Workshop," Investigative Reporters and Editors, UNL, Oct. 15-16, 2011

Conference Attendance, Online News Association, Boston, Sept. 23-25, 2011

Seminar, "Multimedia Storytelling and Video Editing," presented by Regina Combs, UNL, Aug. 26, 2011

Webinar, "Metadata and What It's Good For," Poynter Institute and Online News Association, July 26, 2011

Webinar, "Open APIs in Action: Your Website and Your Content," Poynter Institute and Online News Association, July 14, 2011

Workshop, "University Communicators Think Tank," UNL, June 2, 2011

Webinar, "Social Media Search: Maximizing Results," Poynter Institute, May 1, 2011

Seminar, Knight Foundation Mobile Media Seminar, UNL, April 14-15, 2011

Workshop, "Computer-assisted Reporting Training," Matt Waite, UNL, April 2, 2011

Seminar, "News21 Spring Training," Arizona State University, Phoenix, Ariz., Feb. 25-27, 2011

Workshop, "Using the iPad in the Classroom," UNL, Feb. 18, 2011

Workshop, "Shooting and Editing Web Video," Poynter Institute's Regina Combs, UNL, August 2010

Conference Attendance: "A Way Forward: Solving the Challenges of the News Frontier," a summit for journalism educators presented by Carnegie Corporation of New York and The Paley Center for Media, Feb. 11-12, 2010, New York City

Self-Study Program, "Five Steps to Multimedia Storytelling," Poynter Institute, January 2010

Self-Study Program, "Reporting Across Platforms," Poynter Institute, January 2010

Self-Study Program, "Video Storytelling for the Web," Poynter Institute, January 2010

Workshop, "News21 Training and Synergy Workshop," Arizona State University, Phoenix, April 4-5, 2009.

SERVICE

CAMPUS SERVICE

Associate Leader, Peer Review of Teaching Project, August 2017 to present

Member, Chancellor's Commission on the Status of Women, appointed April 2019 to present.
Chair of faculty council of the commission.

Member, Course Evaluation Task Force, August 2018 to July 2019. The committee recommended a common course evaluation for adoption across UNL.

Faculty adviser, Unleash Strong Women, a registered student organization that engages in philanthropic activities to help and empower low-income women, August 2017 to May 2018

Member, Admissions College Relations Committee, January 2012-May 2015

Member, Undergraduate Student Recruitment Board, August 2010-May 2015

Member, Search Committee for UNL Coordinator of Learning Community Recruitment and Communications, January 2015-March 2015

Member, Office of Academic Affairs "Student Success Council," August 2012-June 2013

Member, Search Committee for UNL Academic Coordinator for Learning Communities and Programs, August 2012-October 2012

Member, Enrollment Management Council, January 2010-August 2010

Member, Steering Committee, Faculty Leadership for Writing Initiative, 2008-2010

Participant, two-year ACE Outcome 1 Pilot, which sought to provide a campus-wide template for assessing courses certified to meet the writing outcome, September 2008-May 2010

Organized and presented a writing workshop for UNL Office of Business and Finance, July 2009

Participant, TOEFL/Writing Standard-Setting Session, January-May 2008

Faculty Advisor, UNL Chapter of National Society of Collegiate Scholars, 1999-2004

COLLEGE SERVICE

Executive director, Nebraska High School Press Association, appointed January 2016 to present. Work with an 11-member board of directors to establish standards of excellence for high school journalism in the state. Organize annual fall convention, which offers more than 35 educational sessions for more than 800 Nebraska students and teachers who attend.

Member, Promotion and Tenure Committee, elected August 2020 to present

Member, Strategic Planning Committee, elected August 2020 to Present

Member, ad-hoc task force of faculty who teach JOUR200A and 200B. The group is working to strengthen course outcomes and avoid duplication, May 2020 to present

Member Curriculum Committee, elected August 2019 to May 2020

Coordinator, One Project, One College, August 2018 to May 2019

Chair, Unified News Site Task Force, appointed August 2017 to August 2019

Member, search committee for two assistant professors of journalism, appointed, September-November 2019

Member, search committee for assistant professor of practice in data journalism, appointed April 2018

Member, search committee for assistant professor of practice in advertising and public relations, appointed July 2017

Member, Curriculum Committee, elected August 2016-August 2018

Meet with prospective students and parents for college tours, 2010 to present

Participate in annual faculty calling campaign of prospective students, 2010-2016

Member, Springboard Your Career Committee, volunteered December 2015-March 2016

Member, Scholarship Committee for Omaha Press Club scholarships, January-March 2015

Member, ad-hoc sequence committee that proposed ideas for updating the journalism curriculum, August 2014-May 2015

Faculty Advisor, J Ambassadors, January 2012-May 2015

Chair, curriculum subcommittee tasked with creating a required multimedia reporting course, October 2012-August 2013

Co-developed a retention effort called "Passport to Success," which was implemented in the fall of 2012 to all incoming CoJMC students. The project continued in the fall of 2013.

Member, Web Development Committee, August 2011- May 2012

Advised undergraduate journalism majors, 2011-2012

Member, Academic Structure Committee, January 2011-January 2012

Chair, Recruiting Committee, August 2010-August 2012

Chair, ad hoc committee that proposed editorial procedures for *NewsNetNebraska*, the college's news website, 2011.

Chair, College Accreditation Committee Governance Standard, August 2009-May 2011

Member, Executive Committee, July 2007-May 2011

Lead a committee that planned and organized a series of for-profit workshops (One Day University) to increase the college's profile and raise money, 2009-2010

SERVICE TO THE PROFESSION

Helped organize two-hour workshop and meeting of Nebraska journalism advisers from across the state to offer support in lieu of NHSPA fall convention, Oct. 19, 2020

Invited presenter, "Solutions Journalism," Spring 2019 convention, Nebraska Press Association, April 5, 2019, Kearney, Nebraska.

Invited judge, Broadcast Educators Association Festival of Arts faculty competition, November 2014-January 2015.

Organized and coordinated a two-day Investigative Reporters and Editors Watchdog Workshop for students, faculty and journalism professionals, UNL, October 2011

Member, Nebraska Press Association Hall of Fame nominating and selection committee, September 2011

SERVICE TO THE PUBLIC

Board member, Midwestern African Museum of Art, Culture and Resource Center, May 2017 to May 2019.

Created and presented half-day workshop on news writing and interviewing for Winnebago Tribe, Winnebago, Nebraska, Feb. 23, 2017

Organized workshop for 15 journalism and yearbook students from Omaha Westside High School and presented session on using new multimedia tools for online journalism, UNL, Oct 9, 2015

Implemented first-ever statewide Voters Guide (in partnership with e-the People, a non-profit group) that was published on the college's news website, *NewsNetNebraska*, September-November 2012

Created, coordinated and presented weeklong journalism seminar for 150 high school participants of Cornhusker Girls State, UNL, July 2006

JUDGING

Judge finalists in yearly Nebraska High School Journalist of the Year competition, sponsored by the Journalism Education Association, 2015 to present

Judged faculty broadcast competition, Broadcast Educators Association, January 2015

Judged finalist round of feature writing category, Nebraska School Activities Association statewide journalism competition, March-April 2014

Judged championship round of feature writing category, Nebraska School Activities Association statewide journalism championships, UNL, May 12, 2014

GUEST SPEAKER IN CLASSROOMS

Broadcasting 227, "Writing Effective Social Media Content and Tracking It," UNL, March 10, 2020.

Broadcasting 227, "Writing Effective Social Media Content and Tracking It," UNL, Oct. 3, 2019.

Broadcasting 227, "Writing Effective Social Media Content and Tracking It," UNL, March 5, 2019.

Social Justice, Human Rights and the Media, "Telling the stories of refugees and immigrants in Nebraska, UNL, Feb. 11, 2019.

Broadcasting 227, "Writing Effective Social Media Content and Tracking It," UNL, Oct. 9, 2018.

Social Justice, Human Rights and the Media, "Telling the stories of refugees and immigrants in Nebraska, UNL, Sept. 17, 2018

Broadcasting 360, "Writing Effective Social Media Content and Tracking It," UNL, Feb. 27, 2018

Principles of Mass Media (JOMC101), "Social Media Trends," UNL, April 11, 2017

Broadcasting 227, "Writing Effective Social Media Content and Tracking It," March 16, 2017

Principles of Mass Media (JOMC101), "Social Media Trends," UNL, Nov. 22, 2016

Principles of Mass Media (JOMC101), "Social Media Trends," UNL April 21, 2016

Principles of Mass Media (JOMC101), "How Journalists Use Social Media," UNL, Sept 11, 2015

Broadcasting 227, "How Journalists Use Social Media," UNL, March 2, 2015

Principles of Mass Media class (JOMC101), "How Journalists Use Social Media," UNL, Feb. 3, 2015

Principles of Mass Media class (JOMC101), "How Journalists Use Social Media," UNL, Jan. 30, 2015

Principles of Mass Media course (JOMC101), "How Journalists and Advertising Professionals Use Social Media," UNL, June 13, 2014

Global Eyewitness photojournalism course, "Using Digital Reporting Techniques to Develop Story Ideas and Concepts," UNL, April 1, 2014

Nutrition 402, "How the News is Made," UNL, Feb. 20, 2014

Nutrition 402, "How the News is Made," UNL, Oct. 1, 2013

QUOTED

Quoted in "[It Elevated My Teaching.](#)" published in *The Whole Story*, Solutions Journalism Network publication, Jan. 20, 2019.

Quoted in "Grasswire: the Future of Crowdsourcing News?" published in *American Journalism Review*, May 5, 2015

Quoted in "Facebook Graph Offers a More Advanced Search for Users," published in *Daily Nebraskan*, Jan. 31, 2013

PROFESSIONAL AFFILIATIONS

Association for Education in Journalism and Mass Communication, joined 2011

Online News Association, January 2011-September 2013

Nebraska Women's Leadership Network, joined August 2011

Investigative Reporters and Editors, joined November 2010

CONSULTING

Provided social media consulting for Pius X High School, Lincoln, Nebraska, June 2015-May 2017