

Professional Summary

Award winning and energetic professor with broadcasting, visual communications, journalism, new media, advertising, and public relations experience. A history of achievement in higher education - teaching more than 10 unique courses per year with an average course completion rate of 89% at Iowa Western Community College and 8 unique courses per year with an average completion rate of 94% at the University of Nebraska-Lincoln

Published Audiobook narrator and producer

Areas of media expertise include: media writing, radio broadcasting, audio and video production, promotions and marketing, sales, public relations and advertising, multi-platform journalism, social media, branding, graphic design and new media production.

Areas of higher education expertise include: curriculum development, assessment, building industry partnerships, recruiting, and teaching media concepts, strategies and theory while employing hands-on learning techniques.

Skills

Media, Advertising, and Social Media content expert

20 years of education and work experience in journalism and media.

Creative instruction

Course design for all learning styles and orders of thinking to increase student engagement and comprehension. Employ flipped classroom principles, multi-modalities, and universal design for learning.

Curriculum development

Create new and modify existing courses/ learning objectives to meet changing student and industry needs. Modify course sequences to create pathways and improve graduation rates.

Assessment

Create clear and measurable objectives for courses and programs. Train faculty in assessment process to continuously improve courses.

Recruiting

Create tailored tours, camps, and marketing materials for emerging programs.

Developing and researching industry partnerships

Maintain industry connections via site visits, advisory boards, and internships. Research new opportunities based on student needs, emerging technology, and industry change.

Advising

Advised 70-90 students- aid in schedule building, support, career planning, and graduation.

Experience

*Assistant Professor of Practice - Communication Design
University of Nebraska - Lincoln*

January 2019 – Present

- Instruct students in visual communication modules.
- Evaluate and grade assignments, projects, and papers.
- Maintain student attendance, grades, and other required records.
- Maintain regularly scheduled lab hours to advise and assist students.
- Serve on the undergraduate curriculum committee
- Serve on the Scholarship and student success committee
- Serve on the strategic planning committee

Courses include:

- JOMC 131
- JOMC 132
- JOMC, 133
- JOMC 134
- BRDC 260
- JOUR 400
- Special topics courses:
 - Audiobook Narration
 - Adobe:Audio
 - Broadcast Production for eSports
 - Environmental Journalism Podcasting
 - Independent study

*Professor - Program Chair
Iowa Western Community College - Council Bluffs, IA*

August 2008 – December 2018

Professor

- Ensure course content allows for various learning styles and encourage high order thinking
- Prepare course materials such as syllabi, activities, projects, and homework assignments
- Evaluate and grade assignments, projects, and papers
- Maintain student attendance, grades, and other required records.
- Maintain regularly scheduled office hours to advise and assist students.
- Keep abreast of changes in media by reading current literature and attending professional conferences.

Courses include:

- MMS 105 Beginning Audio Production (SP 2008-present)
- MMS 123 Electronic Media Performance (FA 2008-present)
- MMS 134 Media Writing (SP 2016-present)
- MMS 135 Copywriting (SP 2008-present)
- MMS 190 Broadcast Promotions (SP 2008-present)
- MMS 202 Social Media Marketing (FA 17, FA 18)

- MMS 204 New Media Production (when needed)
- MMS 205 Advanced Audio Production (when needed)
- MMS 216 Social Media Capstone (FA 17, FA 18)
- MMS 223 Advanced Radio Performance (FA 2008-present)
- MMS 260 Electronic Media Sales and Management (SP 2008-present)
- MMS 261 Programming for the Electronic Media (SP 2008-present)
- MMS 290 Radio Cooperative Education (SP 2008-present)
- MMS 306 Sports Media Practicum 1 (when needed)
- MMS 340 Radio Practicum 1 (when needed)
- MMS 341 Radio Practicum 2 (when needed)
- MMS 342 Radio Practicum 3 (when needed)
- MMS 343 Radio Practicum 4 (when needed)
- MMS 344 Radio Practicum 5 (when needed)
- MMS 345 Radio Practicum 6 (when needed)
- MMS 350 Media Sales Practicum (FA 2018)
- MMS 930 Sports Media Internship (SP 2008-present)
- MMS 932 Media Studies Internship (SU 2018-present)
- SDV 108 Strategies for Academic Success (SP 2008, FA 2009, WI 2009)

Program Chair (2008-2017)

- Program Chair-Media Studies: Radio Performance A.A.S., Radio Promotions A.A.S., Sports Media Technology A.A.S., Media Production A.A.S., and Media Studies A.A.
- Evaluate, and revise curricula, course content, course materials, and methods of instruction. Hire, train and support adjunct and full-time faculty.
- Advise students on academic and career issues.
- Select and purchase materials such as textbooks, software, hardware, and supplies for KIWR-FM, and CBTV-17 using multiple funding sources and budgets.
- Serve on committees addressing institutional policies, student success, and academic issues.
- Participate in student recruitment through tours, open houses and career fairs.
- Create various marketing materials optimized for mobile.
- Create content and maintain social media arms of the Media Studies brand.
- Develop articulation and concurrent enrollment partners with high schools.
- Seek and develop transfer agreements with 4 year institutions.

KLMY - On-Air Talent/Promotions Director
Clear Channel Radio - Lincoln, NE

April 2004 – March 2007

"My Mornings" Co-host

- Prepare and execute on-air breaks, contests, and interviews.
- Voicetrack weekend shifts - frontsell and backsell music, execute station breaks.
- Deliver informational content such as news, weather, and traffic.
- Produce commercials.
- Host local events and make promotional appearances.

Promotions Director

- Plan and coordinate games, contests, and other on-air promotions
- Lead weekly promotions meetings to pitch to the sales team.
- Create and maintain weekly, monthly, and yearly promotional calendars.
- Maintain and update and build graphics for the website daily.
- Organize and inventory station prizes, merchandise, banners, and supplies

*KSLI On-Air Talent/Promotions Director
Clear Channel Radio - Lincoln, NE*

July 1999 – March 2004

On Air Talent KSLI-FM and KIBZ-FM

- Produce “Valentine in the Morning” syndicated show
- Voicetrack weekend shifts - frontsell and backsell music, execute station breaks.
- Write and deliver informational content such as news, weather, and traffic.
- Produce commercials.
- Host local events and make promotional appearances.

Promotions Director

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Education

*Master of Arts - Professional Journalism
University of Nebraska – Lincoln*

Anticipated Graduation - July 2021

*Graduate Certificate - Public Relations and Social Media
University of Nebraska – Lincoln*

Graduated - December 2017

*Master of Arts – Management
Concentrations: Leadership
Doane University*

Graduated - August 2008

*Bachelor of Journalism - Broadcasting
University of Nebraska – Lincoln*

Graduated - May 2003

Awards and Achievements

- 2020 First place award, radio talk show category
 - “The Mixtape: Talkbox”
 - Organization: Nebraska Press Women
- 2020 Eric Sevareid Award of Merit, multimedia project
 - “Is the Big Tent Too Big?”

- Organization: Midwest Broadcast Journalists Association
- 2018 “Living Our Mission” Challenge award
 - Organization: Iowa Western Community College
- 2017 Hootsuite Platform Certification
- 2017 Hootsuite Social Marketing Certification
- 2015 Promotion to Full Professor
 - Organization: Iowa Western Community College
- 2014 President's Outstanding Service Award – Faculty
 - Organization: Iowa Western Community College
- 2014 Outstanding New Teacher Award
 - Organization: Iowa Communication Association
- 2013 Promotion to Associate Professor
 - Organization: Iowa Western Community College
- 2013 John and Suanne Roueche Excellence Award
 - Organization: The League for Innovation in the Community College
- 2011 Promotion to Assistant Professor
 - Organization: Iowa Western Community College

Published works and Presentations

Audiobook narration and production

May 2019 - Present

“Terrorism, Betrayal, and Resilience: My Story of the 1998 U.S. Embassy Bombings” by Prudence Bushnell

- Narrator and producer

“Nebraska” by Kwame Dawes

- Producer

“In the Mouth of the Wolf” by Rose Zarr

- Narrator and producer

*KRNU - Host “The Mixtape”
University of Nebraska - Lincoln*

October 2019 - Present

The Mixtape Writer, Producer, Host

- Collaborate with a guest to create a setlist
- Create Spotify playlist for social sharing
- Record and produce 60 minute episode weekly

*KIWR – Host “Rock 101”
Iowa Western Community College – Council Bluffs, IA*

January 2016 - December 2018

Rock 101 Writer, Producer, Host

- Write weekday “Rock 101” feature

- Record and produce 5 features per week
- Produce commercials and promos

Bi-weekly Teaching Tip - 2014-2015 Teaching Consultants

Topics:

- Test Review
- Kinesthetic Learners
- Faculty Promotion process
- What to do when it's not working -Changing the lesson plan mid-class
- This note is for you – adding music to class
- Fostering a love of learning
- How to recruit for your classes

“The Hard Truth about Soft Skills” – 2014 Academy for Teaching Excellence

“Collegiality in Academia” - 2013 Iowa Communication Association Conference

“Get out of your Chairs 2”presentation on learning styles - 2012 Academy for Teaching Excellence

Media Studies roundtable discussion – 2012 Academy for Teaching Excellence

“Get out of your Chairs” presentation on learning styles - 2010 Academy for Teaching Excellence