

# Sheree Martin

Contact Information Omitted for Internet Distribution.  
Connect here: <http://www.linkedin.com/in/shereem>

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## KEY SKILLS, COMPETENCIES & STRENGTHS

Experienced business lawyer, college professor, strategic communicator, writer, and public speaker. 12 years experience as practicing lawyer with focus on advising business organizations and contract review, drafting and negotiation. 10+ years experience in higher education as college professor.

Tech savvy with deep understanding of internet technologies, web analytics, social media and social networking.

Multidisciplinary, entrepreneurial leader with an action-oriented mindset.

Strengths Finder 2.0 Assessment identified my strengths as:  
2012: Ideation, **Strategic**, Learner, Maximizer, Achiever  
2007: **Strategic**, Input, Learner, Ideation, Intellection

DISC Profile: Influence / Dominance (almost equal, with slight edge to Influence)

Other similar assessments emphasize my ability to think innovatively and anticipate change, which ties into my strengths for ideation, strategic thinking and leadership.

## DEGREES & PROFESSIONAL CERTIFICATIONS

Professional Certificate in Leadership for Sustainable Food Systems, The University of Vermont Office of Continuing Education (2012)

Ph.D. in Mass Communication, College of Communication & Information Sciences, The University of Alabama (2004)

*Dissertation Title:* "Broadcast Radio Programming: A Content Analysis to Measure Diversity in Radio Airplay"

--Chair/Adviser: Dr. Gary Copeland

*Honors:* Graduate Fellowship awarded by National Alumni Association, Academic Year 1998-1999

--One recipient per College each year, based on recommendation of graduate faculty

Doctoral coursework includes multiple courses in organizational communication, organizational behavior, managing organizational change, including 24 graduate credit hours in the Culverhouse College of Commerce & Business Administration between Spring 1998 - and Fall 1999 in management and statistics courses.

LL.M. in Taxation, The University of Florida (1989)

J.D., The University of Alabama (1987)

*Law School Honors:* AmJur Book Award in Public International Law (Best Paper)

Graduated in Top 30% of Class

B.A. in Communication, The University of Alabama (1984)

*Major:* Broadcasting & Film                      *Minor:* History

*Honors:* Omicron Delta Kappa, Order of Omega, Anderson Society, Kappa Tau Alpha, Dean's List

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## EMPLOYMENT HISTORY

### Samford University

Birmingham, Alabama

August 2009 - May 2015

Assistant Professor, Department of Journalism & Mass Communication

Chose not to apply for tenure for reasons explained in letter.

Administrative Service Work Covered In Later Sections.

Notable accomplishment at Samford is the creation of a specialty course: JMC 380 Social Media Practices. I taught four iterations of this course. This course is designed to provide a combination of theory and practice in social business and social media marketing.

#### **Courses Taught at Samford (Undergraduate)**

**Social Media Practices:** Spring 2012, Fall 2012, Fall 2013, Fall 2014

**PR Writing:** Fall 2012, Fall 2013

**PR Practicum:** Spring 2013

**Applied Communication Research:** Fall 2009, Fall 2010, Fall 2011, Fall 2012

**Principles of Public Relations:** Spring 2010, Spring 2011, Spring 2012

**Print & Online Production: Page Design, Photoshop Basics:** Spring 2011, Fall 2011, Spring 2013, Spring 2014, Spring 2015

**Mass Media Law:** Fall 2010, Fall 2011, Spring 2014, Fall 2014, Spring 2015

**Feature Writing:** Spring 2010

**Media of Religion:** Spring 2010, Spring 2012

**Mass Media Writing:** Fall 2009, Fall 2010, Fall 2013

**Mass Media Editing Lab:** Fall 2009, Spring 2010, Fall 2014

**Communication Arts I:** Fall 2015

**Communication Arts II:** Spring 2014

**Mass Media Ethics:** Spring 2014

### The University of Alabama

Tuscaloosa, Alabama

Spring Semester 2008, Spring Semester 2009

Adjunct Instructor: Media Law (MC 401)

### Practicing Attorney

Rosen Harwood, P.A., Tuscaloosa, Alabama.

Rejoined the firm in August 2007 - August 17, 2009 (Previously practiced with firm from 1992-1997)

Practice Areas: Trademark and copyright law; business transactions, negotiations and planning; business organizational work, including entity formation and organizational restructuring; individual estate tax planning; general tax planning. A significant percentage of business clients were healthcare providers.

Effective July 31, 2007, I voluntarily chose to leave my tenure-track position at Oklahoma State to return to the practice of law with Rosen Harwood, P.A. (Tuscaloosa, Alabama). My intention was to build a practice advising start-up, tech businesses related to innovations developed at The University of Alabama. The unexpected economic crash put a damper on those plans. Rather than continuing to do "more of the same" thing I chose to return to academia.

### Oklahoma State University

Stillwater, Oklahoma

August 2003 through July 2007

Assistant Professor: School of Journalism & Broadcasting, Broadcast Sequence (tenure track)

Associate Member of Graduate Faculty, Oklahoma State University

#### **Courses Taught at OSU**

Communication Theory: Processes & Effects (MC 5333): Fall 2003, Fall 2004, Fall 2005, Fall 2006

*Master's Students Only*

Law of Mass Communication (JB4163/MC5163): Spring 2004, Spring 2005, Spring 2007, Summer 2007 (*Graduate & Undergraduate Course*)

History of Mass Communication (JB 3173): Spring 2006, Spring 2007

Responsibility in Mass Communication (JB 4360/MC 5733): Fall 2005, Fall 2006 (*Graduate & Undergraduate Course*)

Visual Communication (JB 3293): Spring 2006

Media & Society (JB 1143): Fall 2003 through Spring 2005

Broadcast Operations (JB 3800): Spring 2004, Spring 2005

## **Samford University**

Adjunct Instructor, Samford University, Birmingham, Alabama. Fall 2002 through Spring 2003.

Communication Arts 101: Writing & Speech Communication

Communication Arts 102: Continuation of Writing & Speech, with media literacy component

*Supervisor: Dr. Rosemary Fisk*

## **The University of Alabama**

Instructor of Record

The University of Alabama, Tuscaloosa, Alabama, Fall 1999 through Spring 2002

Introduction to Mass Communication (MC 101): Fall 2000 & Spring 2001

Media Law (MC 401): Spring 2002, Summer I & Summer II 2000, Fall 1999 (2 sections)

Research Methods (MC 407): Spring 2000

## **Freelance Writer**

August 1997 through present (Primarily 1997-2001 and 2011-2014)

Assignments include the following:

**Scout Branding:** Wrote approximately 3,600 words for a law firm website rebranding. (March 2014). Scout won a Silver Addy from Birmingham Ad Fed for its rebranding work on this project.

**Luckie & Co.:** Ghost-writing web content for a Fortune 500 company. (Ongoing: Summer 2011 - Present)

**Totalcom, Inc.:** Marketing, advertising, and public relations copywriting for various clients. (August 1997 - April 2001)

*Metalworking Equipment News:* Contributing Writer of full-length articles for monthly trade magazine. (March 1999 - June 2001)

*Fabricating Equipment News:* Contributing Writer of full-length articles for monthly trade magazine. (March 1999 - June 2001)

A detailed description of freelance writing work is available here: <http://shereemartin.com/project/freelance-writing>

## **Shareholder/Practicing Attorney**

Rosen, Cook, Sledge, Davis, Carroll, & Jones, P.A. (now known as Rosen Harwood, P.A.)

Tuscaloosa, Alabama.

June 1992 through August 1997 (Shareholder from late 1994 - August 1997)

*Practice Areas:* Business transactions and planning; general issues re: taxation; individual estate tax planning; cable TV franchise issues (on behalf of City of Northport); health care regulatory issues (on behalf of several health care providers).

*Activities:* Contract review, contract drafting, contract negotiation, strategic planning for transactions and business activities; due diligence reviews; business organizations and succession planning.

*Management:* Became shareholder in firm at age 32 and had various management responsibilities thereafter including firm personnel policy development, employee hiring and supervision.

Notable accomplishments include representation of sellers of large healthcare provider facility to major publicly-traded corporation.

Frequently lectured at continuing legal education programs.

### **Attorney/Sole Practitioner**

Florence, Alabama.

November 1989 through May 1992

*Practice Areas:* Individual estate tax planning and probate; business transactions and planning; contract review and drafting; state and local taxation; nonprofit entities; residential real estate transactions. Regular speaker for civic organizations, professional groups and one semester as adjunct instructor in Business Law for the University of North Alabama.

### **Associate Attorney**

Tanner & Guin, P.C., Tuscaloosa, Alabama. May 1989 through October 1989

### **Associate Attorney**

Potts & Young, Florence, Alabama. August 1987 through July 1988

## **GRANTS AWARDED**

Scholar Research Grant: Awarded by Oklahoma Humanities Council

Study Topic: Media coverage of Wanda Jackson, rockabilly pioneer

Time Frame: March 1, 2006 - October 31, 2006

Award Amount: \$2,500 (\$500 from OHC plus \$2,000 from OSU College of Arts & Sciences)

Dean's Incentive Grant: Awarded by Dean's Office, OSU College of Arts & Sciences

Study Topic: Gender differences in radio airplay, by format, from 1996 - 2002

Time Frame: Summer 2004

Award Amount: \$3,000

## **PROFESSIONAL AFFILIATIONS**

Alabama Bar Association (admitted 1988, active member, non-practicing)

The Florida Bar (admitted 1987, inactive)

International Environmental Communication Association

Society of Environmental Journalists (faculty membership status, 2014-15)

Association for Education in Journalism & Mass Communication (2009 - 2013)

Alabama Sustainable Agriculture Association (2008-09, 2012-present)

Association for Communication Excellence (2008)

Oklahoma Broadcast Education Association (2003-2006)

## **COMPUTER/SOFTWARE SKILLS**

This is a partial list of the software I'm currently using or have used in the past and am comfortable with:

Mac OS (preferred platform) and Windows OS

Google Drive Applications: Documents, Spreadsheets, Presentations

Microsoft Word, Excel, PowerPoint

InDesign (advanced), Photoshop (intermediate), Illustrator (basic)

WordPress, including various WordPress plugins for website management, SEO and related

Hindenburg & Garageband (for podcast editing) and iMovie

Evernote, Slack, Trello and Asana for project communications and project management

Aweber, MailChimp and GetResponse email list management systems.

Google Analytics and numerous other social media metrics tools.

## **CURRENT INTERNET & SOCIAL MEDIA PORTFOLIO**

Includes the following (some are more frequently updated than others)

### **Primary Websites**

Personal Website: <http://shereemartin.com>  
The Ben Franklin Follies: <http://benfranklinfollies.com>  
Shinecast.tv: <http://shinecast.tv>  
Birmingham Shines: <http://birminghamshines.com>

### **Podcasting**

Birmingham Shines: Launched May 1, 2015  
Ignite Alabama: Launched June 30, 2015 (suspended October 2015)  
Discover Grow Shinecast: Launched August 2015  
Shine Springs Farm Shinecast: Launched September 2, 2012

### **Social Networks (Partial)**

Twitter: <http://twitter.com/RealSheree>  
LinkedIn: <http://linkedin.com/shereem>  
Google Plus: <https://plus.google.com/+ShereeMartin>  
Instagram: <http://instagram.com/shinecast>  
YouTube: <http://youtube.com/reerocks>  
Facebook: <http://www.facebook.com/sheree.martin.37> (content mainly limited to personal friends, family and selected professional associates)  
Facebook: <http://www.facebook.com/AlabamaOilSands>  
Facebook: <http://www.facebook.com/ShineSpringsFarm>  
Slideshare: <http://slideshare.net/ShereeMartin>  
Scoop.lt: <http://scoop.it/u/sheree-martin>  
About Me: <http://about.me/ShereeMartin>

## **SCHOLARLY ACTIVITY**

### **Publications**

#### *Articles: Refereed Journals*

Bunker, M.D., Splichal, S., & Martin, S. (1999). Triggering the First Amendment: Newsgathering torts and press freedom. *Communication Law & Policy*, 4(3), 273-297.

Martin, S. et al (2013). The megachurch tweets: How the 13 largest churches are using Twitter. Accepted for publication in the *Journal of Media & Religion* (publication expected Spring 2016)

#### *Academic Blogs: Edited/Curated by the Association for Education in Journalism & Mass Communication (AEJMC)*

Martin, S. (2010, May). Social media in the classroom. Online: [http://aejmc.blogspot.com/2010/05/social-media-in-classroom\\_03.html](http://aejmc.blogspot.com/2010/05/social-media-in-classroom_03.html)

This short paper was submitted to the AEJMC for the 2010 Conference session on best teaching practices using social media. Although it wasn't one of the three selected for the conference panel, my submission was published on the AEJMC blog "Social Media in the Classroom."

#### *Chapters: Edited Books & Similar*

Martin, S. (2012). Summary of copyright law basics for inclusion in this trade textbook: Wray, C.S. (2012). Writing feature articles: The professional guide to publishing in magazines, newspapers and online. (Northport, AL: Vision Press).

Krein, M. A., & Martin, S. (2006). 60-seconds to air: Key research & production basics for a national television sports broadcast. In A. Raney & J. Bryant (Eds.), *Handbook of Sports and Media*. Mahwah, NJ: Erlbaum.

#### *Dissertation*

Martin, T. S. (2004). *Broadcast radio programming: A content analysis to measure diversity in radio airplay* (Doctoral dissertation, The University of Alabama, 2004). *Dissertation Abstracts International*, 66(02), 396A. (UMI No. 3163564).

#### *Non-Academic Publications*

Martin, S. (2013, November). 10 things we should be teaching today's college student. Blog post written as part of the Carnival of Journalism.

Available here: <http://shereemartin.com/10-things-we-should-be-teaching-todays-college-students/>

A complete list of freelance writing work is available at <http://shereemartin.com/project/freelance-writing>

### **Miscellaneous Law-Specific Scholarship**

Panel Discussant. (2012, January 29). Is My Phone Spying On Me? Data Privacy Day Panel Discussion at Cumberland School of Law, Birmingham, AL.

Slides available here: <http://www.slideshare.net/ShereeMartin/mobile-data-privacy>

Video of session available here: <http://vimeo.com/38025248>

Served on the Alabama Law Institute's Model Trademark Act committee to review and revise the Alabama trademark statute. (2009).

The committee's proposed legislative changes were presented to the Alabama legislature in 2010 and enacted into law, effective January 1, 2011.

### **Scholarly Conference Presentations & Related**

#### *Refereed Papers Presented to Academic Conferences*

Martin, S., et al. (2012, August 10). The megachurch tweets: How the 13 largest churches are using Twitter. Paper presented at the AEJMC annual conference, Chicago, IL.

Slides available here: <http://www.slideshare.net/ShereeMartin/the-megachurch-tweets-aejmc>

Martin, S. (2005, November). Diversity in broadcast radio programming: Does it matter in 2005? A review of law, FCC policy, and academic research. Paper presented at the 2005 Southwest Symposium, Southwest Education Council for Journalism and Mass Communication, Greeley, CO.

Bunker, M.D., Splichal, S., & Martin, S. (1998). Triggering the First Amendment: Newsgathering torts and press freedom. Paper presented at the Newspaper Division, Poster Session, AEJMC Annual Convention.

#### *Other Academic Conference Presentations (Non-Refereed)*

Martin, S. (2013, April). Teaching social media: A case study. Mass Communication Division, Western Social Science Association, annual meeting, Denver, CO. Slides available here: <http://www.slideshare.net/ShereeMartin/teaching-social-media-a-case-study>

Martin, S. (2013, April). Teaching (and using) social media for business and professional success. Poster Session. Western Social Science Association, annual meeting, Denver, CO. The poster is distinct from the paper listed above, in that this poster provided details on a specific assignment used in the course.

Poster available here in PDF: <http://www.slideshare.net/ShereeMartin/wssa-poster2013>

Martin, S. (2013, April). Back-to-the-Land: What's Inspiring a New Generation of Farmers to Pursue the

Agrarian Way of Life. Rural Studies Division, Western Social Science Association, annual meeting, Denver, CO. (Research-in-progress).

Martin, S. (2012, April 12). Where Food Comes From: How the Urban Farm-to-Table Movement is Revitalizing the Small Food Producer. Rural Studies Division. Annual Conference of the Western Social Science Association, Houston, TX. (Research-in-progress).

Martin, S. (2012, April 12). In Search of Sustainability: A Case Study of Why Alabama Doesn't Have a Comprehensive Water Management Plan. Environmental Policy Division. Annual Conference of the Western Social Science Association, Houston, TX. (Research-in-progress).

Martin, S. (2005, April). Diversity in broadcast radio music programming: Format overlap. Paper presented at the annual conference of the Western Social Science Association, Albuquerque, NM.

### **Other Conference Presentations & Activities**

Martin, S. (2012, January). Grow Your Farm Revenue Using Social Media. Southern Sustainable Agriculture Working Group Poster Session, Annual Conference, Little Rock, AR. (Poster accepted and displayed, I did not attend).

Poster available here as PDF: <http://www.slideshare.net/ShereeMartin/ssawg-poster>

Discussant. (2011, August 12). Refereed Papers, Law and Policy Division. Session Title: Corporate Interests, Commercial Speech. AEJMC Annual Conference, St. Louis, MO.

Discussant. (2011, August 11). Refereed Papers, Communicating Science, Health, Environment & Risk (ComSHER) Division, Scholar-to-Scholar Session. AEJMC Annual Conference, St. Louis, MO.

Discussant. (2010, August 7). Refereed Papers, Law and Policy Division. Session Title: Cyber-law: Maneuvering Through Legal Issues on the Internet. AEJMC Annual Conference, Denver, CO.

Respondent. (2006, November 18). Session Title: Unraveling the Google legal web: A microcosm of online free expression and intellectual property concerns. Panel session of the Freedom of Expression Division at the annual conference of the National Communication Association, San Antonio, TX.

Panel Moderator & Discussant. (2005, April). Refereed Papers. Session Title: Media ethics & other reporting. Annual conference of the Western Social Science Association, Albuquerque, NM.

### *Shop Talks & Invited Talks for a Scholarly Audience*

Martin, S. (2013, November 19). Social media, social business: What's the relevance to scholarship and teaching? Faculty Shoptalk.

Video of my presentation is available here: <http://youtu.be/A4uZ531v8SQ>

Slides available here: <http://www.slideshare.net/ShereeMartin/teaching-social-business-my-faculty-shoptalk>

In November 2012 I initiated an interdisciplinary faculty conversation on using food and food system issues as the basis for interdisciplinary student learning. The conversation began with a 3-person faculty shop talk on how we each incorporated food and food-system issues into courses we were teaching that semester. A follow-up meeting in November led several faculty members to create a small learning community comprised of students who will be enrolled in a special sections of several gen ed courses in Spring 2014. My courses are not involved in the learning community, but I have been invited to participate in student learning activities related to food systems.

Martin, S. (2007, March 30). Tips for effective science communications. Missouri Valley Branch Meeting of the American Society for Microbiology. Oklahoma State University, Stillwater, OK.

Martin, S. (2007, February 23). The desperate search for content: How to write a science article for the layperson and get it published. Breakout session of the conference "Communicating Science: Implications for Oklahoma and the Nation," Oklahoma State University, Stillwater, OK.

### **Invited Talks**

Martin, S. (2014, September). The Alabama oil sands experiment. Presentation to the Institute for Learning in Retirement, the University of North Alabama. (Florence, Alabama).

Martin, S. (2014, June). The Alabama oil sands experiment. Lunch presentation to the Exchange Club of Florence, Alabama. (Marriott Shoals, Florence, Alabama).

Video of my talk is available here: <http://youtu.be/E11aiQpls1g>

Martin, S. (2013, December). Twitter for business. Continuing Professional Development Workshop hosted and organized by the Birmingham Business Journal (Harbert Center, Birmingham, Alabama). Attended by approximately 100 business owners, managers and marketing executives.

Slides available here: <http://www.slideshare.net/ShereeMartin/twitter-for-business-36960105>

Martin, S. (2013, August). 5-minute "lightning talk" on 4 essential tools for successful podcasting. WordCamp Birmingham (Harbert Center, Birmingham, Alabama).

Slides available here: <http://www.slideshare.net/ShereeMartin/martin-word-camp2013-1>

Martin, S. (2013, March). Messaging in today's media. Workshop session at the Alabama Water Rally leadership conference hosted by the Alabama Rivers Alliance (Camp McDowell, Nauvoo, Alabama).

Video of my session is available here: <http://youtu.be/tJhWHsQDpGk>

Slides available here: <http://www.slideshare.net/ShereeMartin/food-farm-forum-asan-oct-27-2012-5>

Martin, S. (2013, January). Strategic communication for Greek leaders. Workshop session for the Samford University Greek Community. Video of my session is available here: <http://youtu.be/90nr26Zo2co>

Martin, S. (2012, October). Social media for farmers. Workshop session at the Farm & Food Forum, Alabama Sustainable Agriculture Network. (Orange Beach, AL).

Audio of my session is available here: <http://benfranklinfollies.com/011-shinecast-presentation-to-farm-food-forum/>

Martin, S. (2012, June). Legal issues for writers. Workshop session at the Southern Christian Writers Conference, Tuscaloosa, Alabama.

Videos of my sessions are available here: [http://youtu.be/GUBCVJ0\\_EG0](http://youtu.be/GUBCVJ0_EG0) and <http://youtu.be/1ey0pBwhlWM>

Panelist for a panel discussion on the role of public relations in tort reform. The panel discussion was held in conjunction with a screening of the documentary, Hot Coffee. Cumberland School of Law, Samford University, April 17, 2012.

Martin, S. (2012, March 19). Social media for nonprofits. Workshop session at the Alabama Water Rally, Leadership conference hosted by the Alabama Rivers Alliance (Camp Beckwith, Fairhope, Alabama).

Slides available here: <http://www.slideshare.net/ShereeMartin/social-media-for-nonprofits-12068553>

Text overview of my key points available here: <http://benfranklinfollies.com/social-media-nonprofits/>

Martin, S. (2011, April). Fujiyama Mama: How Wanda Jackson paved the way for women to rock. Ignite Birmingham.

Video available online: <http://igniteshow.com/videos/shree-martin-fujiyama-mama-how-wanda-jackson-paved-way-women-rock>

Martin, S. (2011, February 24). The current state of journalism. For residents of Somerby Retirement



Community, Birmingham, Alabama.

Martin, S. (2010, April). The Ben Franklin Follies. Ignite!Birmingham.

Martin, S. (2009, September 22). Copyright and contract law for writers. Tuscaloosa Christian Writers Club, Tuscaloosa, Alabama.

Martin, S. (2009, September). Legal issues and high school journalism. Samford JMC High School Journalism Workshop, Samford University, Birmingham, Alabama.

Martin, S. (2009, June). Copyright law and other legal issues. Presented to the Southern Christian Writers Conference, Tuscaloosa, Alabama.

Martin, S. (2007, December). Copyright and trademark basics for non-specialists. Tuscaloosa County Bar Association continuing legal education program.

## **Peer Reviewer**

2014, April. Double-blind peer-reviewer of three (3) conference papers submitted to the AEJMC Annual Conference.

2013, April. Communicating Science, Health & Environment & Risk. Double-blind peer-reviewer of three (3) conference papers submitted to the ComSHER division for AEJMC Annual Conference.

2012, April. Communicating Science, Health & Environment & Risk. Double-blind peer-reviewer of three (3) conference papers submitted to the ComSHER division for AEJMC Annual Conference.

2012, April. Law Division, Double-blind peer-reviewer of three (3) conference papers submitted to the Law & Policy division for AEJMC Annual Conference.

2011, December. Double-blind peer-reviewer of two (2) conference papers submitted to the Law Division of the International Communication Association.

2011, April. Law Division, Double-blind peer-reviewer of three (3) conference papers submitted to the Law & Policy division for AEJMC Annual Conference.

2011, April. Communicating Science, Health & Environment & Risk. Double-blind peer-reviewer of five (5) conference papers submitted to the ComSHER division for AEJMC Annual Conference.

2010, April. Communicating Science, Health & Environment & Risk. Double-blind peer-reviewer of five (5) conference papers submitted to the ComSHER division for AEJMC Annual Conference.

2010, April. Law Division, Double-blind peer-reviewer of three (3) conference papers submitted to the Law & Policy division for AEJMC Annual Conference.

## **Media Appearances**

CBS 42: interviewed by Kaitlin McCulley for TV news package on KONY2012 viral video sensation. Aired on 5:00 (CDT) news, March 9, 2012. Video available online here: <http://benfranklinfollies.com/2012/03/12/why-kony-2012-went-viral/>

CBS 42: interviewed by Kaitlin McCulley for TV news package on Facebook policies and public school teachers: "Should teachers talk to your children on Facebook"? Aired on 5:00 (CDT) news, March 28, 2011. --Streaming video available online here: <http://www.cbs42.com/content/localnews/story/Should-Teachers-Talk-to-Your-Children-on-Facebook/PFHDiIBT1EOwSt1qpukPIw.csp>

Marketplace, interview with reporter GiGi Douban for report on use of real-time chat as customer service

tool. Marketplace radio program, airs nationally on National Public Radio affiliates. Program air date: November 23, 2010.

--Streaming audio available online here: <http://marketplace.publicradio.org/display/web/2010/11/23/pm-making-online-shopping-more-personal/>

Interviewed by Greg Garrison, religion writer for *The Birmingham News*, "Cell phones, Twitter, Facebook overtake old-time religion. (2010, March 20). Front page story, Saturday edition.

--Also published online at al.com, March 19, 2010. Clip available online here: [http://blog.al.com/birmingham-news-stories/2010/03/cell\\_phones\\_twitter\\_facebook\\_o.html](http://blog.al.com/birmingham-news-stories/2010/03/cell_phones_twitter_facebook_o.html)

Samford Spotlight. Interview with Samford student Drew Young for WVSU-FM 91.1, September 30, 2009.

--Podcast available here: <http://www4.samford.edu/groups/wvsu/ondemand.html#spotlight>.

## **Textbook Reviews**

Faculty reviewer for Stanley Baran's *Introduction to Mass Communication, Media Literacy and Culture* (5th edition) textbook. McGraw-Hill.

## **ADMINISTRATIVE & SERVICE ACTIVITIES**

### **Samford University**

Faculty Senate: Beginning Fall 2011- May 2014

College of Arts & Sciences Scholarship Committee: Fall 2013

Ad-hoc Strategic Enrollment Committee: 2010-2011 academic year

Participated in two meetings in Fall 2010 semester to encourage development of mobile apps for Samford University

### **Samford University JMC Department Committee & General Service Activities**

#### **JMC Alumni & Homecoming Committee**

--Appointed as chair of this department committee effective Fall 2014

#### **JMC Search Committees**

--Served on three faculty search committees in Spring 2013 and Fall 2013 and another in Spring 2014

#### **JMC Curriculum Committee**

--Created a new course, Social Media Practices and shepherded this course through approval by the University Curriculum Committee. (2012-2013)

--Handled paperwork and approval process to add Principles of Public Relations as an elective course in the JMC department. (2013)

--Handled paperwork and approval process to add Media of Religion as an elective course in the JMC Department (2014)

--Extensive work over 5 years to develop a new curriculum for the Samford JMC program. Actively participated in numerous meetings to discuss possible revisions to JMC Curriculum and contributed valuable ideas, such as the use of the term "storytelling" as a motif in the department's core courses.

--In addition to meeting with fellow faculty to discuss curriculum proposals, I met for several hours with Dr. Jimmy Gentry, University of Kansas, in August 2010 to discuss ideas for curriculum change

--Over the course of the first year of the curriculum review, I performed extensive research and reading to gather information related to curriculum topics in the rapidly-evolving new media environment and shared the most relevant with Dr. Dennis Jones, who was then-serving as chair of the curriculum committee.

#### **JMC Advisory Council**

- Attended meeting during Homecoming 2014 and managed the refreshments for the event.
- Attended meeting during Homecoming 2013
- Attended meeting during Homecoming 2011
- Attended meeting during Homecoming 2010 and took extensive notes to serve as a record of the meeting.
- Attended meeting during during Homecoming 2009 and arranged for refreshments.

**Co-Adviser to *Sojourn, Samford's campus literary journal***

Sole Adviser, Spring 2011, Spring 2012 - Spring 2015  
Co-Adviser, Fall 2010 and Fall 2011  
*One edition published each semester*

**Samford University JMC Department Events Planning/Events Publicity**

**Samford JMC High School Journalism Workshop**

Coordinator: 2010, 2011 and 2012 events

- Attended by 230 (2009) and 300 (2010) high school students and advisers.
- Involved approximately 40 hours of work each year from late July through mid-September to plan, organize and prepare this event
- 2011 event featured eight Birmingham-area media professionals that I identified and invited based on programming goals. The remaining sessions were conducted by Samford JMC faculty or administrators.
- Designed and created workshop program.

Workshop Session Instructor: 2009

- Taught workshop session on First Amendment and copyright law topics for school media advisers and student journalists.

**Timothy Robinson Forum: Jason Reid, *The Washington Post***

- Wrote the official news release used by Samford Office of Communication to publicize the event.
- Created the official program for the 2010 Timothy Robinson Forum
- Supervised students in JMC 492: Principles of Public Relations who "live-tweeted" the event for class credit
- Set up Eventbrite event registration to facilitate publicity to friends and family of Timothy Robinson.

**JMC "Reconnect" and Wall of Fame Activities During Homecoming 2010**

- Created and managed "E-vite" to send to Samford JMC Alumni to facilitate RSVPs and planning.
- Created and managed a JMC Reconnect Twitter account to also use to share and engage with Samford JMC alumni and friends
- Edited biography of Dennis Jones for the JMC Homecoming 2010 Wall of Fame Ceremony brochure.

**2009**

- Coordinated all "day of" activities, including supervision of student volunteers who were helping to greet alumni, register guests for the evening "after party." Made signs to help JMC advisory council and guests find the various events.
- Handled check-ins of alumni and guests for the first hour of the evening "after party" held at the Historic Rucker Place.
- Edited copy written by others for the JMC Homecoming 2009 Wall of Fame Ceremony brochure.

**JMC Awards Picnic 2010, 2012, 2014**

- Coordinator for the 2010, 2012 events.
- Created official program listing all awards and award-recipients.

## **School of Journalism & Broadcasting: Oklahoma State University**

Arts & Sciences Faculty Council: Fall 2005 - Fall 2006  
Secretary: Fall 2006

Personnel Committee: Fall 2006 - July 2007

Student Services & Extension Committee: Fall 2004 - July 2007

Communications Committee (ad-hoc committee): Fall 2003 - July 2007

Academic Integrity Coordinator for School of Journalism & Broadcasting: 2006-2007

Strategic Planning Committee (ad-hoc committee): Fall 2003 - Spring 2004

Dr. John McGuire and I coordinated the SJB's strategic planning research and plan development, as part of the university-wide development of a strategic planning initiative.

Search Committee for one year visiting assistant professor of public relations: Spring 2006

Search Committee for tenure-track advertising position: Spring 2004

SJB Team Captain, Fall 2005 United Way campaign

Faculty Associate, OSU Residential Life: 2004 - 2005

Oklahoma Broadcast Education Association

--Assisted with judging of student work: OBEO Student Competition, February 2004