

# SUE BURZYNSKI BULLARD

Associate Professor  
College of Journalism and Mass Communications  
University of Nebraska-Lincoln  
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## EDUCATION

- M.S. Central Michigan University, 2000  
Major: Administration  
Thesis: "Why the newspaper industry is losing print journalists to Internet companies and what can be done to stem the flow"
- B.A. Michigan State University, 1974  
Major: Journalism
- A.A. Jackson Community College, 1972
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## ACADEMIC POSITIONS

- University of Nebraska-Lincoln, 2008-present
- Associate Professor, College of Journalism and Mass Communications
- Michigan State University, summers 2009, 2010
- Guest lecturer in a School of Journalism master's program for high school teachers
- Michigan State University, 2007-2008
- Visiting Editor-in-Residence, School of Journalism
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## PROFESSIONAL EXPERIENCE

- The Detroit News*, Detroit, Mich., 1986-2007
- Led day-to-day operation of award-winning daily newspaper and website as managing editor from 2004-2007. Supervised nearly 300 newsroom employees. Integrated print and online operations. Tracked multimillion-dollar budgets.
  - Handled training and recruiting as assistant managing editor and associate editor for nearly 10 years. Other positions included: Assistant Managing Editor/News, Executive News Editor, Sunday Editor, and Assistant City Editor.
- The Times Herald*, Port Huron, Mich., 1980-1986
- Led newsroom staff as managing editor, the top newsroom position, for three years. Coordinated news coverage, developed newsroom budgets, worked with other departments including marketing, advertising and human resources. Held other editing, reporting roles.
- Lansing State Journal*, Lansing, Mich., 1975-1979
- Worked as a reporter, covering a variety of beats.

*Gongwer News Service*, Lansing, Mich., 1975  
• Worked as a reporter, covering state government.

*Saratogian*, Saratoga Springs, N.Y., 1974-75  
• Reporter

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## HONORS AND AWARDS

Great Ideas for Teaching finalist, AEJMC, August 2015

Teaching News Terrifically, 2<sup>nd</sup> place, AEJMC Newspaper and Online News Division, August 2015

[Distinguished Educator of the Year](#), Society of Professional Journalists, September 2014

First place, [Teaching News Terrifically for "Short and Tweet,"](#) AEJMC Newspaper and Online News Division, teaching competition, Washington D.C., Aug. 9, 2013

Honorable Mention, Teaching News Terrifically for ["Editors as Curators,"](#) AEJMC Newspaper and Online News Division, teaching competition, Aug. 9, 2013

Third place, Teaching News Terrifically for ["Comparing Coverage,"](#) AEJMC Newspaper and Online News Division, teaching competition, August 2012

Finalist, Great Ideas for Teaching, AEJMC, August 2012

Third place (with Michelle Hassler), Writing Across Media, AEJMC, Teaching Committee, August 2012

Third place (with Michelle Hassler), Teaching News Terrifically, AEJMC, News Division, August 2011.

First Place, Most Promising Professor, AEJMC, Mass Communication and Society Division, August 2010

Michigan State News Hall of Fame inductee, Sept. 12, 2009

Michigan State University School of Journalism, teaching award, May 2008

Society of Professional Journalists, Detroit Chapter, Lifetime Achievement Award, April 2008

Outstanding Alumni Award, Michigan State University College of Communication Arts and Sciences, May 2007

American Society of Newspaper Editors, [Diversity Pacesetter Awards](#), on behalf of The Detroit News, 2006

Gannett National Newsroom Supervisor Recognition Award, 2002

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## TEACHING EXPERIENCE

**University of Nebraska-Lincoln, Lincoln, Neb.**

*Principles of Editing:* Spring 2016, Spring 2015, Fall 2014, Summer 2014, Spring 2014, Fall 2013, Spring 2013, Fall 2012, Spring 2012, Fall, 2011, Fall 2010, Spring 2010, Fall 2009, Spring 2009, Fall 2008

- Skills course covering fundamentals of editing for print, online and broadcast. Emphasizes need for self-editing in any field that requires clear communication. Taught primarily as a small face-to-face class, but have developed an asynchronous online version of the course too.

*Ethics & Issues:* Fall, 2015, Spring 2014

- Graduate seminar examining ethical challenges in today's rapidly changing media environment.

*Mass Media & Society:* Fall 2015, Spring 2015

- Explores interrelationships between mass media and society. Integrates ethics, theories and contemporary issues.

*Advanced Editing:* Spring 2016, Fall 2014, Fall 2013, Fall 2012, Spring 2010, Fall 2009

- Build on the fundamentals of editing, headline writing and design. Develops critical skills in analyzing news events, coverage and writing. Teach students to curate coverage of live events.

*NewsNetNebraska:* Fall 2011, Fall 2010

- Capstone course requiring students to create multimedia reporting projects published on college website.

*Beat Reporting:* Spring 2009, Fall 2008

- Develops skills and techniques reporters need to work and publish stories on multiple platforms.

*Redwire:* Spring 2009

- Develops editing and design skills for student editors who publish three print magazines and one online publication in capstone course designed to provide real world experience.

### **Michigan State University, East Lansing, Mich.**

*Emerging Technologies:* Summer 2009, Summer 2010

- Provides fundamentals of new media technologies — blogging, social media, multimedia storytelling, audio and video editing — for high school journalism teachers in a master's program.

*Beat Reporting:* Fall 2007, Spring 2008

- Develops skills and techniques reporters need to work a beat for print, online and broadcast platforms.

*News Editing:* Spring 2008

- Provides fundamentals of editing for print, online and broadcast.

*Media Management:* Fall 2007

- Provides fundamentals of media management and basic leadership and management skills.

*Newsroom Management:* Spring 2008

- Develops media management techniques and basic leadership and management skills in master's level course aimed at working professionals.

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## **RESEARCH ACTIVITY**

Received a Top Paper Award in Research on Teaching Competition, AEJMC, August 2013

Awarded \$1,000 AEJMC Council of Affiliates, Industry Research Forum Award, December 2012

Awarded UCare \$2,000 grant from UNL to fund student researcher for editing book project during 2010-2011 school year and awarded a second-year \$1,500 grant for the 2011-2012 year.

### Published Work

- "Editors Use Social Media Mostly to Post Story Links," *Newspaper Research Journal*, Spring 2015 (Peer-reviewed)
- Book Review: *Ethics of Media*. Nick Couldry, Mirca Madianou, and Amit Pinchevski *Journalism and Mass Communications Quarterly*, Spring 2015.
- Book Review: *Twitter: Social Communication in the Twitter Age*. Dhiraj Murthy, *Journalism and Mass Communication Quarterly*, Winter 2014
- [Best Practices for Social Media and Journalism](#), American Copy Editors Society website, July 2014
- ["I'll Take Commas for \\$200: An Instructional Intervention Using Games to Help Students Master Grammar Skills."](#) *JMC Educator*, Spring 2014 (Peer-reviewed)
- Book Review: *Writing on the Wall: Social Media \_ The First 2,000 Years*. Tom Standage, *Journalism and Mass Communication Quarterly*, Spring 2014
- ["Course Remix: Adding Twitter to Editing Classes."](#) PBS Media Shift, Feb. 5, 2014
- ["Short and Tweet,"](#) *Teaching News Terrifically in the 21<sup>st</sup> Century*, Association for Education in Journalism and Mass Communication, August 2013 (Peer-reviewed)
- ["Editors as Curators: Using new tools to deliver news."](#) *Teaching News Terrifically in the 21<sup>st</sup> Century*, Association for Education in Journalism and Mass Communication, August 2013 (Peer-reviewed)
- ["Social Media and Journalism, What Works Best and Why It Matters,"](#) AEJMC, Washington D.C., Aug. 10, 2013
- Book Review: *Alphabet to Internet: Media in Our Lives*. Irving Fang, *Journalism and Mass Communication Quarterly*, Spring 2013
- ["Comparing coverage: You be the judge."](#) *Teaching News Terrifically in the 21<sup>st</sup> Century*, Association For Education in Journalism & Mass Communication, Aug. 12, 2012 (Peer-reviewed)
- Co-authored with Michelle Hassler, ["Writing for the Web: Twitter as a Starting Point for Breaking News."](#) *Best Practices in Teaching Writing Across Media*, Association For Education in Journalism & Mass Communication, Aug. 12, 2012 (Peer-reviewed)
- ["Finding a multi-faceted future in journalism,"](#) *Chicago Tribune*, Aug. 8, 2012
- "AP Style Game Day." *Great Ideas for Teachers*, Association For Education in Journalism & Mass Communication, Aug. 9, 2012 (Peer-reviewed)
- Contributed to "Language Primer: Basics of Grammar, Punctuation and Word Use," a course offered by News University, Poynter Institute, August 2012
- Book Review: *The Ethics of Emerging Media: Information, Social Norms and New Media Technology*. Edited by Bruce E. Drushel and Kathleen German, *Journalism and Mass Communication Quarterly*, Fall 2012
- ["Linking: Copy editors as curators,"](#) American Copy Editors Society website, April 2012.
- Book Review: *Public Journalism 2.0 The Promise and Reality of a Citizen-Engaged Press*. Edited by Jack Rosenberry and Burton St. John III. *Journalism and Mass Communication Quarterly*, Spring 2012
- ["Everybody's an Editor: Navigating Journalism's Changing Landscape,"](#) ISBN: 978-1-61549-188-9, Great River Technologies, 2011, Updated Version 2, Summer 2014.
- [Teaching Linking Ways to Develop Respected Curators,"](#) Nieman Reports, Professor's Corner, December 2011
- ["Resources for Teaching Linking,"](#) Nieman Reports, Professor's Corner, December 2011
- Book Review: *Newsgames: Journalism at Play*. Ian Bogost, Simon Ferrari, and Bobby Schweizer, *Journalism and Mass Communication Quarterly*, Winter 2011
- ["Editing Rubik's Cube: Online, the shape of the story changes,"](#) American Copy Editors Society, May 3, 2011

- [“Eight Tips for Editing Online,”](#) American Copy Editors Society, May 3, 2011 [Book Review: \*New New Media\*](#) by Paul Levinson, Journalism and Mass Communication Quarterly, Published Summer 2011
- [“@Twitter is where J-School students need to be,”](#) Nieman Reports, Professor’s Corner, March 2, 2011
- [Book Review: \*JournalismNext: A Practical Guide to Digital Reporting and Publishing,\*](#) Journalism and Mass Communication Quarterly, Spring 2011
- [“Washington Post overnight producer Emily Ingram credits ACES with helping her make smooth transition from college to work”](#) American Copy Editors Society website, Jan. 25, 2011
- [“Revising the AP Stylebook, Q and A with David Minthorn,”](#) American Copy Editors Society website, Nov. 4, 2010
- “Regret the error, but who admits it,” American Copy Editors Society newsletter, October 2010
- [“Blogs: An Essential Teaching Tool,”](#) Nieman Reports, Professor’s Corner, Oct. 6, 2010.
- “Twitter for Journalists,” PowerPoint and teaching exercise, published on [editteach.org](#), August 2010
- “Packing all that editing encompasses into lessons,” *American Copy Editors Society* newsletter, July 2010
- “News21 lets students collaborate on innovative news projects,” *JNews*, Spring 2010
- “ACES students trek to Missouri for regional conference,” *JNews*, Spring 2010
- “Advertising students win spot in national competition finals,” *JNews*, Spring 2010
- [“A few pointers from veteran news editors,”](#) *American Copy Editors Society* newsletter, September-October 2009
- “Enchanted by UNL grad’s question for the president,” *JNews*, Summer 2009
- [“Nebraska has lots to offer; no joke,”](#) *Omaha World Herald*, April 13, 2009
- [“Michigan must be bold to stop national jokes,”](#) *The Detroit News*, March 18, 2009
- “State’s college graduates still make run for border,” *The Detroit News*, May 15, 2008. “Rioters may harm all MSU students,” *The Detroit News*, April 10, 2008

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## PRESENTATIONS/PANELS/WORKSHOPS

- Invited presenter, American Copy Editors Society digital boot camp, Portland, Oregon, March 30, 2016
- Invited presenter, American Copy Editors Society editing boot camp, Houston, Nov. 20, 2015
- Invited presenter, American Copy Editors Society editing boot camp, San Francisco, Aug. 5, 2015
- Invited presenter, American Copy Editors Society national conference, Pittsburgh, March 26, 2015
- Invited Webinar leader, Poynter institute for Media Studies, St.Petersburg, Fla., March 4, 2015
- Invited presenter, American Copy Editors Society editing boot camp, Omaha, Nov. 8, 2014
- Invited adjunct faculty, Poynter Institute seminar for Turkish journalists, Oct. 27-30, 2014
- Invited presenter on social media engagement, Daily Herald, Arlington Heights, Ill., Oct. 21, 2014
- Invited adjunct faculty, [Poynter India 2014: Collaborative Journalism Workshops](#), March 19-29, 2014
- Invited presenter on social media, Osher Lifelong Learning Institute, Feb. 11 and Feb. 18, 2014

Invited workshop presenter on editing and headline writing, Daily Nebraskan, Jan. 26, 2014

Invited presenter: QQPM Seminar, Buros Center, University of Nebraska-Lincoln, Nov. 8, 2013

Invited presenter: Washington Newspaper Publishers Association, "How the Internet is Changing Newspapers," Oct. 5, 2013

Invited panelist: Scripps Social Media Grants: Learning from the Pros and Taking it to the Classroom, AEJMC, Washington D.C., Aug. 9, 2013

Invited panelist: Social media and journalism: What Works Best and Why It Matters, AEJMC Council of Affiliates, Washington D.C., Aug. 10, 2013

Invited panelist: I'll Take Commas for \$200: Instructional Intervention Using Games to Help Students Master Grammar Skills, (top paper in research on teaching competition), Washington D.C., Aug. 10, 2013

Invited speaker on social media and Election 2012, Osher Lifelong Learning Institute, April 12, 2013

Invited presenter: Fun and Games Editing, American Copy Editors Society Conference, St. Louis, Mo., April 6, 2013

Invited panelist: [Teaching social media in editing classes, Breakfast of Editing Champions](#), Association For Education in Journalism & Mass Communication, Aug. 10, 2012

Invited panelist: [Writing for the Web: Twitter as a Starting Point for Breaking News](#), Association For Education in Journalism & Mass Communication, Aug. 9, 2012

Invited panelist: [AP Style Game Day poster presentation](#), Association For Education in Journalism & Mass Communication, Aug. 9, 2012

Invited panelist: [Face to face with Facebook and other social media in the classroom](#), Broadcast Educators Association national conference, April 15, 2012

Invited panelist: [Copy editors as curators](#), American Copy Editors Society national conference, April 12, 2012

Invited presenter: "Twitter for Editors," American Copy Editor Society national conference, Phoenix, March 17, 2011

Invited presenter: "Twitter for Editors," American Copy Editors Society regional workshop, Lincoln, Neb., Oct. 9, 2010

Invited presenter: [Promising Professor speech](#) on Teaching Philosophy, Association for Education in Journalism and Mass Communications (AEJMC) conference, Denver, August 2010

Presented teaching idea (Twitter for editors) at Breakfast of Editing Champions, AEJMC conference, Denver, August 2010

Conducted "All Things Web," One Day University workshops, sponsored by College of Journalism and Mass Communications at UNL, February 2010, May 2010, March 2011

Organized and coordinated, Journalism 2.0 Ethics and Technology daylong seminar, UNL, Lincoln, Neb., Nov. 6, 2009 (More than 150 students, faculty and professionals from across Nebraska attended. Arranged to bring seminar to UNL and arranged for funding from American Press Institute, Ethics and Excellence in Journalism Workshop, Nebraska Press Association Foundation)

Invited panelist, Future of Newspapers, Michigan State University Law School, East Lansing, Mich., June 23, 2009

Conducted "Writing for the Web" workshop, Michigan Press Association annual meeting, Grand Rapids, Mich., Feb. 6, 2009

Conducted headlines and caption writing workshop, Nebraska High School Press Association, Lincoln, Neb., Oct. 13, 2008

Invited panelist, Journalism Ethics, International Society of Weekly Newspaper Editors conference, Detroit, Mich., June 27, 2008

Invited speaker, "How Do Young Activists Get Their Word Out," Hugh O'Brian Youth Leadership Seminar, Midland, Mich., June 7, 2008

Invited panelist, Future of Detroit journalism, Society of Professional Journalists, Detroit chapter, Detroit, Mich., February 2008

Presented "Just Learn It" workshop for media professionals on Writing for the Web, Michigan State University, February 2008

Moderator, Edward Zabusky Lecture on new media, Michigan State University, East Lansing, Mich., November 2007

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## **PROFESSIONAL DEVELOPMENT/ FELLOWSHIPS**

[Social Media Externship](#), Scripps Howard Foundation and Association for Education in Journalism & Mass Communication, one of six chosen from 53 applicants, Summer 2012

Advanced Peer Review of Teaching Project Fellow, [Published inquiry portfolio](#), Beginning Editing, May 15, 2012

Peer Review of Teaching Project Fellow, [Published course portfolio](#) for NEWS 201, Beginning Editing, 2009-2010

Indiana University School of Journalism, Teaching Fellow, June 2008

Poynter Institute seminar, Multimedia for Educators, (awarded scholarship to attend), February 2008

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## **ADDITIONAL TRAINING**

How to Boost Audience Engagement Webinar, Jan. 13, 2016

Poynter News University, Google Day Webinars, Oct. 28, 2014

Poynter's News University Webinar on "State of News Media 2014," April 3, 2014

Poynter's News University Webinar on "Six Things Educators Can Do Now To Go Digital," Oct. 28, 2013

Poynter's News University Webinar on "Tools, not Rules, for Writing and Reading," Sept. 24, 2013

UNL Search Committee Orientation Seminar, Sept. 20, 2013

Poynter's News University self-directed course on " Copyright Law and Fair Use for Journalists," Aug. 20, 2013

UNL, Collaborative Institutional Training Initiative, Social/Behavioral Research Investigators and Key Personnel, Refresher Course, July 23, 2013

UNL, Collaborative Institutional Training Initiative, RCR Course for Students and Investigators in the Social & Behavioral Sciences, Basic Course, July 22, 2013

Poynter's News University Webinar on " Navigating Copyright and Fair Use Issues in an Open-Source World," May 8, 2013

Poynter's News University Webinar on "Content Curation and Creation with Spundge," April 10, 2013

Webinar on "Don't Get Fooled Again: Best Practices for Online Verification," Feb. 21, 2013

Poynter's News University Webinar on, "The Art and Science of Editing," Oct. 3, 2012

MyPlan training, UNL, Feb. 10, 2012

Multimedia storytelling and video editing with Regina McCombs, UNL, Aug. 26, 2011

Adobe Premiere training, UNL, Aug. 15, 2011

Video editing workshop, Michigan Academy of Media Arts, Aug. 9 2011

Mobile journalism workshop, UNL, April 15, 2011

Computer-assisted reporting workshop, UNL, April 1, 2011

Compelling Video Storytelling Webinar, ASNE, Oct. 27, 2010

CITI Collaborative Institutional Training Initiative, Group 2 Social/ Behavior Research Investigators and Key Personnel, Basic Course, Oct 18, 2010

CITI Collaborative Institutional Training Initiative, Basic Course, Sept. 28, 2010

My Red training session, UNL, August 2010

Photoshop training, CoJMC, August 2010

InDesign training, CoJMC, August 2010

Soundslides training, CoJMC, August 2010

Videography training, CoJMC, August 2010



Convergence Software Bootcamp, IFRA Newsplex, University of South Carolina, June 21-25, 2010

PeopleSoft Training for faculty advisers, UNL, March 3, 2010

CSS workshop, CoJMC, Nov. 20, 2009

HTML workshop, CoJMC, Nov. 13, 2009

Blackboard Version 9 workshop, CoJMC, Nov. 13, 2009

Blackboard Grade Center, RSS and audio grading training, UNL, Jan. 23, 2009

Blackboard Grade Center training, UNL, Jan. 8, 2009

Blackboard Assessment Tools training, UNL, Jan. 8, 2009

Strategies to Support Teaching Workshop, UNL, Dec. 11, 2008

InDesign Workshop, UNL, Nov. 11, 2008

Introduction to Blackboard training, UNL, Aug. 27, 2008

Introduction to Dreamweaver, MSU, December 2008

Introduction to InDesign, MSU, December 2008

Introduction to Audacity, MSU, December 2008

Introduction to Camtasia, MSU, December 2008

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## **PROFESSIONAL AFFILIATIONS**

American Copy Editors Society

- Developing advanced editing certificate course for the Poynter Institute, June 2015-present
- Re-elected to national executive board, April 2012, March 2014, March 2016
- Coordinating development of online training, 2012-present
- Produce Twitter stream for ACES under @copyeditors, 2011
- Regular contributor to website and Board Notes blog, 2010-2011
- Elected to national executive board, effective May 2010
- Contributed article "Regret the error but who admits it," *American Copy Editors Society* national newsletter, October 2010
- Contributed photos of UNL chapter activities to national newsletter.
- Contributed article "A few pointers from veteran news editors," *American Copy Editors Society* national newsletter, September-October 2009
- Contributed article, "Packing all that editing encompasses into lessons," *American Copy Editors Society* national newsletter, July 2010

Association for Education in Journalism and Mass Communications member

Society of Professional Journalists member

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**UNIVERSITY/ COLLEGE SERVICE****UNL**

University of Nebraska, College of Journalism and Mass Communications, Executive Committee, 2014-16

University of Nebraska, University-wide Benefits Committee, 2013-2016

University of Nebraska-Lincoln, Quality Initiative Project, 2014-15

University of Nebraska-Lincoln, Teaching Council, 2012-2013, 2013-2014, 2014-2015

University of Nebraska-Lincoln, College of Journalism and Mass Communications Dean Search Committee, 2013-2014

University of Nebraska-Lincoln, Teaching Council, 2012-2013, 2013-2014, 2014-2015

College of Journalism and Mass Communications, Strategic Goals committee member, 2011

College of Journalism and Mass Communications, Curriculum committee, member, 2010-2011, 2011-2012, 2012-2013, 2013-2014

College of Journalism and Mass Communications Substitutions committee, member, 2010-2011, 2011-2012, 2012-2013

Master's Thesis Committee member (Sarah Ann Carter Rosenbaum) 2012-2013

Master's Thesis Committee member (Jacyn Tan), 2012-2013

Master's Thesis Committee chair (Sarah Vandalsem), 2010-2011

Master's Thesis Committee member (Rob McLean), 2009-2010

Honors Thesis Committees, member (several students), 2009-2010, 2011-2012, 2012, 2014

Program Excellence through Assessment (PEARL), UNL Journalism program leader, 2009-2010

ACE (Achievement Centered Education), UNL Journalism coordinator, 2009 -2010

College Accreditation committee, Assessment subcommittee member, 2009-2010

Workshop committee, CoJMC, committee planning for-profit workshops to increase college's profile and to raise money, 2009 -2010

Adviser for graduate and/or undergraduate students, 2010, 2011, 2012, 2013, 2014

Editor, JNews and JNotes, UNL College of Journalism and Mass Communications alumni magazine, 2009

Editing Curriculum Committee, News-Editorial, chair: Developed new syllabi for beginning editing classes, 2008-2009

Reporting Curriculum Committee, News-Editorial, member: Revised syllabi for reporting classes, 2008-2009

## **MSU**

Undergraduate Affairs committee, Michigan State University School of Journalism, 2007-2008

Curriculum committee, Michigan State University School of Journalism, 2007-2008

Reporting subcommittee, Michigan State University School of Journalism, revamped syllabi for reporting classes, 2007-2008

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## **OTHER SERVICE AND OUTREACH**

Associated Press Media Editors NewsTrain: Successfully applied to host a NewsTrain workshop at CoJMC. The April 9, 2016, workshop was one of only four in the U.S. and Canada. Leading the host committee and coordinating the workshop.

American Copy Editors Society, national executive committee, term began in May 2010, [Re-elected April 2012](#), March 2014, March 2016.

- Co-creator of a digital editing boot camp, first launched in Portland, March 30, 2016
- Organized an editing boot camp for professionals in Houston, Nov. 20, 2015
- Organized an editing boot camp for professionals in San Francisco, Aug. 5, 2015
- Organized an editing boot camp for professionals in Omaha, Nov. 8, 2014
- Planned and coordinated series of Webinars for Poynter Institute on variety of editing topics, 2012-present
- Co-creator copy editing certification program, including Fundamentals of Editing class, offered by the Poynter Institute
- Spearheaded alliance between Poynter Institute and ACES to provide additional editing training, 2012-13
- Coordinator, development of online training, 2012-13
- Produce the ACES Twitter stream @copyeditors, 2011-present
- Chaired committee on education and student membership, August 2010-present

Accrediting Council for Education in Journalism and Mass Communications (ACEJMC) accrediting site team member:

- University of Connecticut, Storrs, Conn., October 2014
- City University of New York (CUNY) Graduate School of Journalism, November 2013
- University of Colorado, Boulder, November, 2012
- University of Florida, February 2012
- Drake University, February 2011
- Texas Christian University, February 2010
- Accrediting team training, Portland, Ore., Nov 7-9, 2008

Adviser, American Copy Editors Society, UNL chapter, 2008-present

- Arranged for numerous professional guest speakers, organized field trips to newsrooms and conferences, and coordinated other activities including resume workshops for students. Accompanied students to national conferences in locations around the country. Helped students win national scholarships and internships.

Co-director, Dow Jones News Fund, sports editing boot camp, UNL, 2014, 2015

Served on selection team for Dow Jones News Fund 2014 and 2015 internships, New Jersey

Proctored Dow Jones Newspaper Fund internship test for editing students annually, 2009-present

Invited speaker on assessment, advertising tenure track faculty, CoJMC, April 11, 2014

Copy Edited: Research study - The Comprehensive Soldier Fitness Program Evaluation Report #3: Longitudinal Analysis of the Impact of Master Resilience Training on Self-Reported Resilience and Psychological Health Data, for UNL College of Business Administration/Management and TKC Global, November 2011

Hosted and organized American Copy Editors Society regional workshop for editors and students from throughout the Midwest, UNL, Oct. 9, 2010

Michigan Press Association, Freedom of Information committee member, 2007-2008

American Society of Newspaper Editors, Publication committee, 2008-2009

DePauw University, Kilgore counselor for student newspaper, Fall 1996

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## **JUDGING**

North American Agricultural Journalists, Blogs category, March 2016

State Bar of Michigan Wade H. McCree Jr. Awards for Advancement of Justice, February 2016

Judged Digital First Media awards, live coverage category, February 2014

Kansas Associated Collegiate Press Competition, Online Category, March 2012

Nebraska High School Press Association, headline contest, March 2009, March 2010, April 2012, May 2013

North American Agricultural Journalists, Series Category, February 2012

North American Agricultural Journalists, Features Category, February 2011

The State newspaper Hampton-Gonzales Awards, Columbia, S.C., June 2010

Catholic Press Association, judging on behalf of American Society of Newspaper Editors, March 2010, April 2009

Cox Newspapers national competition, February 2008

Society of Professional Journalists college competition, 2008

Howell Essay contest, Michigan State University scholarship, 2008.

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## **GUEST SPEAKER IN CLASSROOMS**

Guest lectured on cyberbullying in JOMC101, April 2016

Guest lectured on editing in JOUR201, September 2015

Lectured on editing in English 355 at UNL, April 1, 2015

Invited speaker via Skype, University of Central Oklahoma, on India media, April 15, 2014

Skyped as guest speaker in editing courses at Middle Tennessee State University, May 2013 and August 2012

Lectured on expectations for journalism students and social media, based on Chicago Tribune experience, Advanced Reporting classes, UNL, Oct. 10, 2012

Lectured on expectations for journalism students and social media, based on Chicago Tribune experience, Broadcast Production class, UNL, Nov. 15, 2012

Lectured on Twitter for journalists, Broadcast Writing class, UNL, Aug. 27, 2012

Guest speaker, Beginning Editing, on coaching writers, UNL, March 2010

Guest speaker, Beginning Reporting, on finding story ideas and story context, UNL, September 2009

Guest editor in MSU's Capital News Service class, working with students individually. 2008

Guest speaker in MSU Ethics and the News Media class, on accuracy and fairness, 2008

Guest speaker in MSU Public Affairs reporting class, on Blogging Basics, 2008

Guest speaker in MSU History of Journalism class, on changing roles for women, 2007

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## QUOTED

Quoted [in video story](#) by USA Today on using social media to teach online skills in college, Oct. 6, 2015

Quoted in "[Letter from Poynter's India Team,](#)" pointer.org, March 2014.

Appeared in UNL Today, "[Bullard to Teach in India,](#)" March 4, 2014

Appeared in [Scripps Howard Foundation video](#), talking about social media externship program, May 2013

Published in The Buttry Diary: Advice for Editors series. [Do What You Say You'll Do – By Being Organized,](#) May 15, 2013

Quoted "[Treat Twitter as a Legitimate Source of News,](#)" MediaUpdate, Nov. 14, 2012

Interviewed on Star City News broadcast about social media in elections, Nov. 6, 2012

Quoted in Daily Nebraskan article, "UNL faculty, students express differing opinions on e-books," Aug. 28, 2012

Quoted in ["Friends, Followers and Retweets: Journalistic Objectivity in the Digital Age,"](#) published by Center for Digital Ethics and Policy, April 19, 2012

Quoted in [Poynter Institute column by Craig Silverman](#) on teaching students about accuracy, Jan. 31, 2012

Featured guest/panelist on SPJ chat on copy editing, held by Society of Professional Journalists, on Twitter. Jan. 13, 2011

Interviewed for ["Broken Newsroom,"](#) a study of the 1995 Detroit newspaper conflict, 2010

Interviewed for Star City News Election Night coverage on social media and the election, Nov. 2, 2010

Quoted in ["Non-native faculty finds Lincoln lovely,"](#) Daily Nebraskan, Sept. 27, 2010

Featured in a story on the [ACES website and newsletter](#) about Promising Professor award, Sept. 14, 2010

Quoted in Daily Nebraskan story about [election to ACES national board,](#) June 21, 2010

Interviewed as part of research for a master's thesis by Norma Martin on female managing editors and mentorship relationships, May 26, 2010

Quoted in "The New Lessons of Copy Editing," *American Copy Editors Society* newsletter, March-April 2010.

Covered ACES conference sessions for national ACES Web site conference blog, April 2010

Quoted in Daily Nebraskan article, "Journalism ethics seminar to spotlight social media guru Steve Buttry," Nov. 6, 2009

Quoted in Lincoln Journal-Star article, "Perlman's tweets signify changing times on campuses," June 1, 2009

Interviewed on Warren Pierce talk show, WJR radio, on Michigan becoming a national joke, March 30, 2009

Quoted in Daily Nebraskan article, "Student, professor Facebook friendships bring communication, risks," Feb. 23, 2009

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## **MY STUDENTS' ACHIEVEMENTS**

Students I've coached received Dow Jones News Fund Internships, 2010, 2012, 2013, 2014, 2015, 2016

Nominated Frannie Sprouls for UNL Student Impact Award. She was named Officer of the Year, in April 2013

Student members of ACES\_UNL chapter won national internships in 2011, 2012 and 2013.

Student members of ACES\_UNL chapter won national ACES scholarships in 2011 and 2013; a second student was a finalist in 2014.

Two ACES\_UNL students were asked to appear on panels at the ACES national conference in

Philadelphia, April 2010

Successfully nominated Emily Ingram for Poynter Institute's College Fellowship on Multimedia, 2010

Successfully nominated Matt Buxton for Poynter Institute Fellowship on Multimedia, 2009

Successfully nominated Emily Ingram for UWire's Top 100 students, 2009