

Laura Ackerman Sherwood PhD

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Oral Roberts University
Communication Arts & Media, Rm. 126B
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PROFESSIONAL SUMMARY

PhD in Mass Communication from Regent University. Master of Arts in Communication Education from the University of Nebraska at Kearney, and Bachelor of Science degree in Telecommunications with a minor in Psychology. Sixteen years of teaching experience and five years of previous professional experience. Excellent verbal and written communication skills. Expertise in teaching, writing, speech, and announcing. Committed to working as a team player.

CURRENT EXPERIENCE:

Oral Roberts University, Tulsa, OK

Assistant Professor of Mass Communication

Fall 2009 – Present

- Teaching experience:
 - Writing for the Media
 - Feature Writing
 - Media Law & Ethics
 - Public Relations Case Studies
 - Broadcast News Writing
 - Newsgathering/Anchoring Workshop
 - Campaign Strategies
 - Senior Paper

University of Nebraska at Kearney, Kearney, NE

Assistant Professor of Communication/KLPR Advisor

Fall 2002 – Fall 2009

- Teaching experience:
 - Fundamentals of Speech Communication
 - Mass Media in America
 - Writing for the Media
 - Broadcast Management
 - Broadcast Announcing
 - Audio Production
 - Media Sales
 - Radio Workshop

Speaker

- Emcee for Communication Arts and Media Graduation Hooding Ceremony
- Speaker for the Graduation Hooding Ceremony
- Speaker for the Commissioning Campaign Strategies Senior Capstone class
- Presenter for the Leadership Through Communication (Nebraska *LEAD* Program) - "Meet the Press" - November 2003 and 2006.
- Emcee/Speaker for women's retreats
- Emcee for Friend's of the Public Library Special Events
- Church/Drama/Youth Group functions

SCHOLARSHIP - PUBLICATIONS AND PRESENTATIONS:

- Present on a the NCA (National Communication Association) panel: New Voices in the Church: How Marginalized Groups Join the Discussion at their national convention in New Orleans. The paper was titled: *A Counterstory to Master Narratives for Persons with Disability: Carolyn Scheidies' Life History*.
Panel Description: This panel will consider how marginalized voices find expression in the Christian Evangelical church. While there are examples of silencing marginalized voices in church history, the church has also provided opportunities for expression of counternarratives. Today these marginalized voices are emerging and likewise creating and expanding new opportunities for discourse as well as public and private expression of faith. Nov. 2011
- BEA (Broadcast Education Association) Panelist for: Highly Dubious!: What should screenwriting teachers do when faced with scripts that are controversial, provocative, or outrageous? *Legal and Ethical Implications: When Students Cross the Line in High Definition* at their national convention in Las Vegas.
Panel Description: How should screenwriting teachers handle controversial language, characters, or story lines? Should we censor material for in-class readings, or just "let it be?" And should teachers adjust their strategies, based on their school's status as a public, private, or religious institution? Professors tell how they deal with "hyper-provocative" material. April 2011
- Reviewer for Thomson Wadsworth Publishers, *Media Now* (fifth ed.) 2008, by Straubhaar & LaRose. Aug. 2007
- Awarded first place in the Entertainment Category for the BEA (Broadcast Education Association) Faculty Interactive Multimedia Competition, "KLPR, 91.3 FM Web Site" Chosen "Best of Competition: Entertainment Production" Feb. 2007
- Presented KLPR-FM Web Site and awarded plaque at Annual BEA convention in Las Vegas. Apr. 2007

- Awarded first place for case study paper submitted to BEA national convention: *Who Moved My Cheese? Radio's Historical Adaptation, Can Small Educational Radio Stations Meet Challenges of the Digital Age?*
Feb. 2006
- Presented first place paper in Las Vegas at the national 2006 BEA convention.
- Reviewer for Allyn and Bacon Publishers,
Digital Audio: Basics Jan. 2006
- Presenter on the Training and Development
Division Panel Discussion (Innovative Techniques for
Training Professionals) at the NCA Convention. Paper presented: *Pacing-
A Training Technique for Discovering Student Interaction,
Compatibility and Persuasive Methods.* Nov. 2004
- A chapter in book and bibliography
Help! I'm a New Mother published by Treble Heart Books 2004
- Writing for the Media students competitively published in
Living By Faith, Compiled by Tina L. Miller, Obadiah Press
(competitively selected). 2004
- Reviewer for the Hausman, O'Donnell and Benoit's
2004 *Announcing: Broadcast Communicating Today* text and
appear as an editor in the final revised text copy. 2003
- Presenter on Pedagogical issues on Teaching Diversity. Lessons for the
trainer at the NCA Convention. Paper presented: *Do You See What I See?:
Faculty Identification, Rationalizing, Treatment and Empathy in Diversity*
Nov. 2003
- Published in the electronic issue of *Feedback*, Syllabus, JMC 318
Writing for the Media (Vol. 44, No.1). Feb. 2003
- Competitively Selected to participate in the NATPE (National Association of
Television Program Executives) Educational Foundation Faculty Fellowship
Program in Las Vegas related to teaching and research where I had the
opportunity to interact with Television/Radio Executives and Producers from
around the world in 2002.
- Hired to write an oral history book for a long time Kearney resident
1995 - 2009
- Published in *Kearney Hub* 1995

- Designer, editor and writer for *MallWalker Newsletter* for Good Samaritan Hospital 1995
- Published in *Country Magazine*, "Readers Recall Special Country People" December/January 1995
- Published in *Virtue Magazine*, "Shack in the Yaak" July/August 1994

UNIVERSITY AND COMMUNITY SERVICE:

- Treasurer for the CAM (Communication Arts and Media) Department
- HLC (Higher Learning Commission) Mission and Integrity Committee
- Internship Committee
- Media Faculty Committee Meeting Coordinator
- Regularly attend "Brown Bag" faculty enhancement opportunities put on by the Center for Faculty Excellence such as "Strategic Faculty Engagement"
- Communication Department Writing Assessment Committee
- College of Fine Arts and Humanities Educational Policy Committee
- Served as an Internal Reviewer for the 2006 Academic Program Review for the Theatre Program, Department of Music and Performing Arts.
- Kearney Community representative for Kidz Explore - University of Nebraska Fine Arts and Humanities.
- Friends of the Public Library Board Director
- Advisor for Lambda Pi Eta - (honorary speech)
- Presenter for the Leadership Through Communication (Nebraska LEAD Program) - "Meet the Press" - November 2003 and 2006.
- Speech Judge for high school and college speech competitions
- Service on several search committees for faculty positions
- Organize students and radio demonstrations for UNK's Early Awareness Day each spring.

- Organize student field trips such as the "Get Motivated" seminar in Omaha with featured speakers Congressman Tom Osborne, Former Mayor of New York, Rudolph Giuliani, and Zig Ziglar.
- Attended seminar: "The Teaching-Advising Connection" - Nov. 17, 2006
- Emcee and speaker for women's retreats

OTHER CREATIVE EXPERIENCE:

- Feature Writing Students competitively published at: *ChristianDevotions.us*
- *Writing for the Media* students produce PSA scripts for broadcast on KGEB television.
- Broadcast Announcing student commercial chosen to air as part of the UNK's Scholarship, Achievement, Community ad promotional campaign for 2007.
- Student awards - First place PSA in the college press awards from the National Press Association and second place PSA from the National Federation of Press Women.
- Student recognition from the Tom Howard Writing competition
- Students selections from *Writing for the Media* class chosen competitively to be published in book (2004), Merrill, Wisconsin: Obadiah Press.
- *Writing for the Media* student editorials published every semester in the *Kearney Hub & Tulsa World*. 2002 - Present

TEACHING AND PAST PROFESSIONAL EXPERIENCE:

Lecturer/Advisor - KLPR-FM

Spring 2000 - Fall 2002

University of Nebraska at Kearney

- Taught upper division courses
- Advise/Manage KLPR-FM, 91.3 FM - <http://klpr.unk.edu> (streaming address)
- Teach Speech 100 during summer

Instructor

1998 - 2000

University of Nebraska at Kearney

- Taught upper division Writing for the Media course and general speech education courses at the University of Nebraska at Kearney

Teaching Assistant

1996 -1998

- Taught two Speech 100 courses per semester

Announcer

1990

WKSH-AM - Sussex, Wisconsin

- Announced part time to sharpen and maintain my skills and become familiar with updated radio equipment

Press Secretary

1982

Sherwood for Governor Committee - St. Paul, Minnesota

- Wrote press releases
- Coordinated press conferences
- Designed publicity pieces
- Worked directly with the media

Copywriter/Commercial Production

1980 - 1981

KBUN-AM and KBHP-FM, Bemidji, Minnesota

- Wrote and produced commercials
- On-air controller for morning talk show

Announcer

1979 - 1980

KTIG-FM - Pequot Lakes, Minnesota

- Co-hosted an afternoon talk show
- Announced the evening shift
- Reported local news
- Ran the board for a weekly women's and children's program

Announcer/Account Executive

1978 - 1979

KHOL-AM - Beulah, North Dakota

- Announced the afternoon shift
- Sold, wrote and produced commercials

ACADEMIC/PROFESSIONAL/ MEMBERSHIPS

- NCA (National Communication Association) Member
- BEA (Broadcast Education Association) Member
- MONA (Museum of Nebraska Art) Member

EDUCATION

PhD in Mass Communication - May 2009
Regent University, Virginia Beach, VA and University of Nebraska at Lincoln
Merit Academic Scholarship Award

Master of Arts in Education Degree – May 1998
Emphasis in Communication
University of Nebraska at Kearney - GPA: 4.0

Bachelor of Science Degree in Telecommunications – May 1978
Minor in Psychology
Oral Roberts University, Tulsa, Oklahoma
Minot State University, Minot, North Dakota - 1974 – 1975