

Jennifer Smith

University of Kentucky • Assistant Professor, School of Journalism and Media

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EDUCATION

Masters of Science in Sports, Media and Branding, Western Kentucky University, 2020
Bachelor of Science in Journalism, University of Kentucky, 2008

ACADEMIC, ADMINISTRATIVE EXPERIENCE

Assistant professor, School of Journalism and Media, University of Kentucky, 2023-present
Journalism sequence coordinator, School of Journalism and Media, University of Kentucky, 2023-present

Internship coordinator, School of Journalism and Media, University of Kentucky, 2023-present

Faculty director, College of Communication and Information's Certificate in Sport Communication, Media and Promotion, 2020-present

Lecturer, School of Journalism and Media, University of Kentucky, 2019-2023

Adjunct professor, School of Journalism and Media, University of Kentucky, 2017

COURSES TAUGHT

HON 491: Honors Thesis (advisor)

JAM 201: Grammar Standards and Associated Press Style

JAM 395: Independent Study (travel reporting)

JAM 399: Internships coordinator

JOU 101: Introduction to Journalism

JOU 208: Issues in 21st Century Sports Journalism

JOU 303: News Editing

JOU 308: Sports Reporting and Editing

JOU 497: Special Topics in Journalism: Sports

JOU 499: Advanced Writing for Mass Media: Sports

JOU 535: History of Journalism

PROFESSIONAL EXPERIENCE

Sports staff writer, Lexington Herald-Leader, 1999-2019

Sports page designer, copy editor, Lexington Herald-Leader, 1995-1999

ACADEMIC AWARDS AND RECOGNITION

Faculty Teaching Excellence Award, College of Communication and Information, University of Kentucky, 2023

Outstanding Contributions to DEI Award nominee, College of Communication and Information, University of Kentucky, 2022

Faculty Teaching Excellence Award nominee, College of Communication and Information, University of Kentucky, 2020

COURSES CREATED

JAM 201: Grammar Standards and Associated Press Style

JOU 208: Issues in 21st Century Sports Journalism

JOU 308: Sports Reporting and Editing

• Added Introduction to Journalism and Issues in 21st Century Sports Journalism to the University Core to increase enrollment opportunities

TEACHING INTERESTS

Sports reporting and writing
News reporting and writing
Feature reporting and writing
News editing and page design
Journalism ethics
Journalism history

Sports history
Women's issues, specifically in sports media and coverage
Newsroom decision making
Social media and news engagement

PROFESSIONAL PRESENTATIONS AND PANELS

Smith, J. (2024), *The State and Future of Journalism and the Health of our Democracy*. Panelist and moderator with Jenisha Watts from The Atlantic as part of event with Office for Institutional Diversity, Lexington, Ky.

Smith, J. (2023), *Career Pathways in Sport Communication and Sport Leadership*. Panelist to discuss sports journalism, Lexington, Ky.

Smith, J. (2022), *New Era of Media in Sports*. Presented to the Kentucky Sports Industry Conference as moderator, Lexington, Ky.

Smith, J. (2022), *Title IX after 50 years*. Expert panel on Kentucky Educational Television's "Kentucky Tonight" issues show.

Smith, J. (2021), *Behind the Blue*. Guest on University of Kentucky Public Relations podcast with Jay Blanton about UK's sports journalism courses.

Smith, J. (2021), *Working in Sports Media*. Guest lecture in Sport Communication class on the sports media industry.

Smith, J. (2018), *Telling powerful stories in sports*. Presenter at Kentucky High School Journalism Association Conference, Louisville, Ky.

PROFESSIONAL DEVELOPMENT ACTIVITIES

Attended Association for Education in Journalism and Mass Media Southeast Colloquium, March 2024

Attended "Impeccable Leadership as the Way Forward in a World That Won't Stop Raging" luncheon sponsored by the college with Dr. Jeanetta Sims. Invitation only event for college leaders in College of Communication and Information. DEI committee sponsored. January 2024

Attended Association for Education in Journalism and Mass Media Conference, August 2023

Attended Association for Education in Journalism and Mass Media Southeast Colloquium, March 2023

Attended Kentucky Sports Industry Conference, October 2022

Attended Association for Education in Journalism and Mass Media Conference, August 2022

Attended Women Leading Kentucky Conference, May 2022

Attended Associated Press webinar on engagement, search engine optimization, May 2022

Attended Summit for Educators, Leaders, Librarians webinar about bringing New York Times into classrooms, March 2022

Attended The Future of Storytelling: Technology and Knowledge Creation webinar hosted by the New York Times, January 2022

Attended Crossroad Civic Engagement Seminar put on by the University of Alabama, March 2021

PROFESSIONAL MEMBERSHIPS

Member of Association for Women in Sports Media, planning to begin a local student chapter at University of Kentucky in 2023 when organization will begin accepting new college chapters again, 2020-present

Member of Association for Education in Journalism and Mass Communication, sports media interest group, 2022-present

Member of Broadcast Education Association, 2024-present

PORTFOLIO AND CREATIVE WORK

I have written thousands of newspaper articles, including investigative, feature, profile, breaking news, business and more mostly for the Lexington Herald-Leader over a 20-year period. Examples of previous work in journalism, including award-winning beat and investigative work can be found here: <https://jensmith712.journoportfolio.com/#/>

Sports Media Blog — Still under construction: A site tackling sports media history and issues while analyzing sports media coverage from both an academic and news consumer perspective. Will also have a section looking at women in sports media and coverage of women in sports over time as well as regular podcasts with industry experts about newest and best practices.

UNIVERSITY, COLLEGE SERVICE

Participant on UK More Readiness workgroup, thinktank that considers how UKCore works and what's being assessed and how, etc., February 2024

Voting member of CI Excellence Awards Committee to select the award winners for 2024 Retention and Progression Committee member, College of Communication and Information, 2023-present

Academic Affairs Committee Member, UK's School of Journalism and Media, 2023-present

Member, UK's Director of Rural Journalism Institute Search Committee, 2023

Planning committee JAM Fest event, UK's School of Journalism and Media, 2023-present
K-Week and Living, Learning Community speaker, meeting with freshmen on behalf of Journalism, 2023

Member, College of Communication and Information ad hoc committee to develop college-wide certificate in Sport Communication, Media and Promotion, 2020-present

Lewis Honors College Thesis advisor for Brooklyn Walters. Chaired committee for her presentation and articles. Senior thesis project for Lewis Honors College, 2023.

Gaines Center Scholar Ellie Kinnikut. Chaired committee for her Title IX presentation and paper. Senior thesis project for Gaines Scholar, 2022.

Convener/chair, Journalism and Media Alumni Relations Committee, 2022-present

Member, Journalism and Media curriculum refresh ad-hoc committee, 2019-2023

Presenter, College of Communication and Information Distinguished Alumni Award, 2022.

**SELECTED
PROFESSIONAL
AWARDS**

Distinguished Alumna Award from UK School of Journalism, 2018
Kentucky Sports Writer of the Year, National Sports Media Association, 2017
National Top 10 in beat writing, Associated Press Sports Editors, 2017
Best Sports Story, Kentucky Press Association, 2017
Best Sports Feature Story, Kentucky Press Association, 2017
Outstanding Alumnus, University of Kentucky College of Communication and Information, 2016-17
Kentucky Sports Writer of the Year, National Sports Media Association, 2016
David Dick “What a Great Story!” Storytelling Award, University of Kentucky, 2016

- National and state sports writing awards, including multiple first place honors in Kentucky Press Association’s story and design competitions, during 20 years in professional media

**PROFESSIONAL,
COMMUNITY
SERVICE**

Judge, Wisconsin Newspaper Association Foundation Collegiate Contest, judging Collegiate Journalist of the Year and Sports Photography, February 2024
Judge, Wisconsin Newspaper Association Foundation Better Newspaper Contest, judging five categories including Local Sports Column, Investigative Reporting, Reporting on Local Education, Local Sports Column and Enterprise/Interpretive Reporting, January 2024
Judge, Oklahoma Press Associations Better Newspaper Contest, judging six categories including Best Editorial, Sports Story, Sports Column, Sports Section, Sports Photo for multiple class sizes, March 2022
Serve on Kentucky High School Athletic Association Hall of Fame nominating committee, 2011-present
Serve on KHSAA Hall of Fame selection committee, 2020-present
Served on Dean’s National Advisory Board for the UK College of Communication and Information, 2016-2019

- Regular speaker at area elementary, middle and high schools as well as community organizations discussing women in sports media, Kentucky sports as well as journalism, 2018-present