

JACK JEFFERY
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TEACHING EXPERIENCE

August 2020-Present, Appalachian State University

- Lecturer of public relations / Department of Communication
- Three-year, full-time position with teaching, advising, committee responsibilities
- Teach the following courses:
 - COM 3618. Public Relations Writing
 - COM 1300. Journalism Matters
 - COM 3312. Crisis Communication
 - COM 3200. Internet Communication
 - COM 3537. Media Relations
 - COM 3717. Social Media Strategies
- Serve as PRSSA chapter advisor 2022-23 academic year to present
- Utilize in-person, online and hybrid formats
- Nominated for college teaching award

January 2018-July 2020, University of Northwestern Ohio

- Adjunct faculty member
- Courses:
 - Introduction to Human Communications (100 level)
 - Group Dynamics (400 level)
- Taught in classroom, online and blended formats
- Students included traditional and non-traditional learners

January 2002-May 2020, Ohio University

- Adjunct faculty member
- Courses:
 - Public Relations Writing and Advertising
 - Strategic Communication Research and Theory
- Taught classes in classroom setting, online format and blended format, combining weekly classes with online interactions

November 2013-July 2016, Ohio Christian University

- Adjunct faculty member
- Course
 - Oral Communication
- Taught courses in weekly classroom setting
- Students included traditional and non-traditional students

EDUCATION

- Master's Degree in Communication & Marketing from Franklin University (Columbus, Ohio). Graduated with honors
- Bachelor's Degree in English/Journalism from Ohio Northern University

AREAS OF TEACHING EXPERTISE

- Public relations
- Crisis communication
- Strategic communication research
- Public speaking
- Journalism
- Interpersonal communication

PROFESSIONAL SERVICE, ACCOMPLISHMENTS

- Published article on trends and best practices for media relations in August 2022 edition of "PR Say," a blog published by the Public Relations Society of America
- Published article on value of op-ed column writing in the February 2013 edition of *Tactics*, a publication of the Public Relations Society of America
- Sidebar article on tailoring a homecoming event to a commuter campus published in *CURRENTS*, publication of CASE (Council for Advancement and Support of Education)
- PRism Award for Excellence for op-ed/editorial writing (2011, 2019, 2020, 2021), media placement of feature story (2012, 2014), feature writing (2015) and speechwriting (2013, 2015) from Central Ohio chapter of the PRSA.
- APR-certified member, Central Ohio Chapter of Public Relations Society of America
- Former co-advisor to PRSSA chapter at Ohio University
- Delivered presentations on attaining national publicity and strategically integrating social media to Ohio University public relations practitioners

RESEARCH INTERESTS

- Developing a smart media relations effort for today's newsroom realities
- Constructing public relations strategies for traditional university campuses and non-traditional, commuter campuses

PROFESSIONAL EXPERIENCE AS A PRACTITIONER

August 2016-August 2020, Ohio Northern University

Associate Director for Media Relations

December 2006 to July 2016, Ohio University-Chillicothe

Coordinator of Communications and Marketing

May 2000-December 2006, Ohio University-Athens

Director of Media Relations

Senior Media Specialist

Media Specialist

July 1992-May 2000, Ohio Northern University

Associate Director of Public Information

September 1988-June 1992, Alabama State University

Sports Information Director

November 1982-September 1988. Professional Newspaper Journalist

General assignment reporter, sports reporter and copy editor for newspapers in Ohio, Texas and Florida