


JENNIFER SMITH

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 341 Dudley Road, Lexington, Ky. 40502

EDUCATION

University of Kentucky Lexington, Ky. 40506

Graduated summa cum laude in 2008 with bachelor's degree in journalism

Western Kentucky University Bowling Green, Ky. 42101

Graduated with a master's degree in Sports Media and Branding in May 2020 with a 4.0 grade-point average. Degree included graduate certificates in Strategic Sport Communications as well as Hootsuite and Social Marketing.

GROUPS, SERVICE

- Member of Association for Women in Sports Media, planning to begin a local student chapter at University of Kentucky in fall of 2022
- Member of Association for Education in Journalism and Mass Communication
- Serve on KHSAA Hall of Fame nominating committee, 2011-present
- Served on Dean's National Advisory Board for the UK College of Communication and Information, 2016-2019
- Served on Kentucky Athletic Hall of Fame nominating committee, 2006-2016
- Member of UK School of Journalism and Media ad hoc curriculum committee working on creating and refreshing journalism courses to meet current industry standards, 2019-present
- Regular speaker at area schools and community organizations discussing women in sports media, Kentucky sports as well as journalism
- Regular judge for national and statewide journalism competitions

PROFESSIONAL HIGHLIGHTS

University of Kentucky, Lexington, Ky.

Lecturer, Jan. 2021-present

Instructor, Jan. 2019-Dec. 2020

- Serve as the primary instructor for journalism courses across the spectrum, including Introduction to Journalism, News Editing, Sports Reporting, Issues in 21st Century Sports Journalism and History of Journalism. Refreshed curriculum in all of them to bring them into 2022, including launching online versions.
- Member of ad hoc committee to refresh curriculum to meet current industry standards. Have helped develop and create curriculum for several courses already approved.
- Developed full curriculum for a sports journalism path, which will be instituted starting in fall 2022.
- Fluent in Microsoft Office Suite, Adobe Office Suite, including InDesign, Twitter, Tweetdeck, Cue, Blogspot, Quark XPress, Videolicious, iMovie, WordPress, Hootsuite as well as most other digital publishing and social media platforms.

Lexington Herald-Leader, Lexington, Ky.

Sports staff writer, Oct. 1998-Jan. 2019

- Award-winning University of Kentucky beat writer responsible for covering football for seven seasons. Duties included deadline stories, operating individual blogs, daily web updates, interacting with readers on Twitter and various other social media platforms. Regularly served as guest on national and state radio programs. Also covered Kentucky women's basketball program from 2001-2019.
- Spent more than a decade as a general assignment sports reporter with an emphasis in local features, state-wide high school sports coverage as well as gender-related issues. Served in several other roles at paper, including copy editor and page designer. In more than 20 years in journalism, I wrote about everything from NASCAR races to NCAA Tournaments to the Kentucky Derby.

Kentucky Kernel, Lexington, Ky.

Editor-in-chief, 1997-98

- National Pacemaker finalist. Oversaw a more than 50-person newsroom staff; worked with advertising and production staff to publish independent, daily newspaper. Aided in design as well as editing and writing. Helped develop fiscal budgets and also served as chief spokesman.

HONORS

- Kentucky Sports Writer of the Year from National Sports Media Association, 2016 and 2017
 - Associated Press Sports Editors national Top 10 in beat writing, 2017
 - Outstanding Alumnus Award from University of Kentucky College of Communication and Information, 2016-17
 - Distinguished Alumna Award from UK School of Journalism, 2018
 - National and state sports writing awards, including multiple first place honors in Kentucky Press Association's story and design competitions.
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REFERENCES

PETER BANIAK

EXECUTIVE EDITOR AND GENERAL MANAGER

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JIM HOST

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