

# Megan E. Ward

403K Journalism  
New Media Institute  
Grady College of Journalism & Mass Communication

m.ward@uga.edu  
706.542.0893

## Education

2013 **Master of Arts in Journalism and Mass Communication**  
Grady College of Journalism and Mass Communication, University of Georgia

### Thesis

Tools of the Blogging Trade: A Study of How Dialogic Principles Help Organizations Structure Blogs to Build Relationships

### Chair

Kaye Sweetser

2009 **Bachelor of Arts in Journalism**  
Grady College of Journalism and Mass Communication, University of Georgia

## Academic Appointments

**Administrative Director**, New Media Institute, University of Georgia  
July 2016 to Present

**Part-Time Instructor**, New Media Institute, University of Georgia  
July 2014 to to June 2016

**Program Coordinator**, New Media Institute, University of Georgia  
August 2013 to June 2016

**Program Coordinator**, Department of Advertising and Public Relations, University of Georgia  
January 2014 to June 2014

**TEDxUGA**, Licensee, Organizer, Curator, Instructor  
August 2011 to Present

**Graduate Assistant**, New Media Institute, University of Georgia  
January 2010 to May 2013

### New Media Institute

The New Media Institute (NMI) is an interdisciplinary academic unit dedicated to exploring the critical, commercial, and creative dimensions of emerging technologies. The NMI houses the University of Georgia's largest certificate program. The New Media Certificate supplements any undergraduate degree and is a credential that demonstrates a student's understanding of new media technologies and their application in a chosen field. As Administrative Director, I oversee daily operations of the Institute, including but not limited to, instruction and curriculum, advising and scheduling, supervision of faculty and staff, managing facilities and equipment, and planning all communication and event efforts. I also chair the NMI Advisory Council and advise the Student Ambassadors program.

### TEDxUGA

TEDxUGA brings the spirit of ideas sharing to the UGA community. Since 2013, TEDxUGA, and year-round sub-events, have featured student, faculty, staff, and alumni presenters whose talks have sparked deep discussion and created connections among audiences of UGA affiliates and guests. Each event is carefully coordinated to not only uphold the exceptional standards set by TED, but to also reflect the excellence associated with UGA, and establish our movement as a standard of quality for TEDx university-events nationwide. As TEDxUGA licensee, I chair the advisory council, advise the student council, teach the course, and lead all presenter curation and event organization efforts.

## Professional Development

- 2016 Duarte Persuasive Presentations eCourse, Participant
- 2015 Social Media Bootcamp, Participant

## University Service

- 2016 Grady College Hunger Bowl, Committee Member Since 2014
  - Dating in the Digital Age, Panelist
  - Hosted by the University Health Center
- 2013 The Peabody Awards, Judge

## Presentations

- 2017 UGA Career Center - College Update Day
  - Presentation on the New Media Institute, New Media Certificate, and New Media Studies
- 2016 New Media & Agricultural Communication
  - Presentation about New Media's application in Agricultural Communication
- 2015 UGA Career Center - College Update Day
  - Presentation on the New Media Institute, New Media Certificate, and New Media Studies

## Publications

### Journal Articles

- Ward, M. E. & Sweetser, K. D. (2014). Connecting to a Cause: An Experiment Testing Dialogic Theory and Relationships within Social Marketing. *Public Relations Journal*, 8(1), 33 pages.

### Instruction Manuals

- Ward, M. E. (2016). *Resonate & Curate: TED*
  - Prepared for NMIX 4200: New Media & TED. Shared with University TEDx Licensees and Organizers.

### Project Reports

- Shamp, S. A., Ward, M. E. & Gerlach, C. (2014). *Permeable Date Sources: Personalized Facebook Campaigns*
  - Prepared for Danya International for smoking cessation contract with the Center for Disease Control.
- Shamp, S. A. & Ward, M. E. (2012). *Really Gets Me Big Data Guide*
  - Prepared for 2012 New Media Institute Clients: WebMD, Valpak, Sharpie, CNN, Pandora, The Weather Channel, Delta, Chick-fil-A, the FDA.
- Shamp, S. A. & Ward, M. E. (2012). *The Lay of the Land: Media Programs in Higher Education*

## Advising, Instruction, Curriculum

### Certificate Student Advising, Applications, Enrollment

**2017:** 540 Institute Students, 62 Certificate Graduates

**2016:** 1046 Institute Students, 106 Certificate Graduates

**2015:** 913 Institute Students, 71 Certificate Graduates

**2014:** 784 Institute Students, 59 Certificate Graduates

**2013:** 749 Institute Students, 75 Certificate Graduates

### Instruction

**JRMC 7015:** Emerging Media Masters Capstone  
Summer 2017, Grady College Emerging Media Masters Concentration

**JRMC 7220:** Graduate Internship  
Spring 2017, Grady College Emerging Media Masters Concentration

**NMIX 6490:** Graduate New Media Independent Study  
Spring 2017, New Media Institute

**HONS 4801H:** Honors Internship  
Spring 2017, UGA Honors College

**NMIX 5010:** New Media Internship  
Since Fall 2015, New Media Institute

**NMIX 4490:** New Media Independent Study  
Since Fall 2015, New Media Institute

**NMIX 4221:** Digital Brown Bag – New Media Topics II  
Since Fall 2015, New Media Institute  
Average Enrollment: 75, Fall & Spring

**NMIX 4220:** Digital Brown Bag – New Media Topics I  
Since Fall 2015, New Media Institute  
Average Enrollment: 95, Fall & Spring

**NMIX 4200:** New Media & TED  
Since Fall 2014, New Media Institute  
Average Enrollment: 20, Fall & Spring

**ADPR 5760:** Digital & Social Communication Strategies  
Summer 2015, Department of Advertising & Public Relations

### Curriculum Proposals

**Graduate New Media Certificate:** Proposal to offer New Media Certificate for Graduate Students  
In Progress, New Media Institute

**NMIX 2020:** Proposal to be included in University Core Curriculum  
In Progress, New Media Institute

## Curriculum Updates

**NMIX 6221:** Graduate New Media Industries 2  
In Progress, New Media Institute

**NMIX 6220:** Graduate New Media Industries 1  
In Progress, New Media Institute

**NMIX 6200:** Graduate New Media Topics  
In Progress, New Media Institute

**NMIX 5410:** Advanced New Media Production  
In Progress, New Media Institute

**NMIX 4221:** New Media Industries 2  
In Progress, New Media Institute

**NMIX 4220:** New Media Industries 1  
In Progress, New Media Institute

**NMIX 4200:** New Media Topics  
In Progress, New Media Institute

**NMIX 6110:** Graduate New Media Production  
Approved Fall 2016, New Media Institute

## Curriculum Development

**NMIX 6510S:** Graduate New Media Capstone Service  
In Progress, New Media Institute

**NMIX 6200S:** Graduate New Media Topics Service  
In Progress, New Media Institute

**NMIX 6111:** Graduate New Media Design  
In Progress, New Media Institute

**NMIX 4510S:** New Media Capstone Service  
In Progress, New Media Institute

**NMIX 4200S:** New Media Topics Service  
In Progress, New Media Institute

**NMIX 6310:** Graduate Rich Media Production  
Approved Fall 2016, New Media Institute

**NMIX 6110E:** Graduate New Media Production Online  
Approved Summer 2016, New Media Institute

**NMIX 2020E:** Intro to New Media Online  
Approved Summer 2016, New Media Institute

**NMIX 4110E:** New Media Production Online  
Approved Summer 2015, New Media Institute

## Project Facilitation

- 2016 GVRA: E3  
Mobile app developed for the Georgia Vocational Rehabilitation Agency.
- Stall  
Mobile app developed for the UGA LGBT Resource Center's Gender Neutral Restroom Initiative.
- NMI + TWC  
Photography beta testing for Weather Channel user-generated content platform.
- myNMI.net Launch  
Development and launch of new department website.
- 2015 NMI:EMST Affiliation Agreement  
Operating agreement between the New Media Institute and Department of Entertainment & Media Studies within Grady College.
- New Media Certificate 3-Year Assessment  
Curriculum assessment required by the Office of the Vice President for Instruction.

## Event Administration

### Student Recruitment

- 2016 New Media Mixers: 4 Student Orientation & Recruitment Events, 276 Attendees
- 2015 New Media Mixers: 5 Student Orientation & Recruitment Events, 356 Attendees
- 2014 New Media Mixers: 3 Student Orientation & Recruitment Events, 166 Attendees

### Educational Events

- 2016 Design Disruptors Screening + Panel Discussion  
Design Disruptors reveals a never-before-seen perspective on the design approaches of 15+ industry-shaking companies, and how they're using the power of design to disrupt billion dollar industries. 156 Attendees
- 2015 Atlanta Tech Village Start-up + Student Connection  
ATV's Start-up + Student Connection provides NMI students the opportunity to meet with dozens of start-ups, and learning first-hand how they can apply their digital skills to build innovative new products and services.
- 2014 UGA Give Back Hack  
As part of Thinc. Week 2014, the Give Back Hack was a 24-hour lock in dedicated to finding technology solutions to help community organizations address vexing social problems such as homelessness, mental health issues, sexual violence, and cancer awareness. 29 Participants

### Industry Speaker Series

- 2017 Digital Brown Bag Speaker Series - 8 Sessions  
Nebo Agency, DT Productions, Amper Music, 106.7FM, Make a Wish Foundation, TORQWorks, Travel Spike, Lamar Outdoor Advertising
- 2016 Digital Brown Bag Speaker Series - 14 Sessions  
ComicBook.com, Private Bank of Buckhead, HW Creative, SEOtheric, Roundshpere, ThenSleep Foundation, SIM Digital, VML Atlanta, The O Network, GameSkinny.com, Dropbox, Terminus,vBipper Media, TORQWorks
- 2015 Digital Brown Bag Speaker Series - 6 Sessions  
HW Creative Marketing, VML Atlanta, TORQ Works, Studio MDS, Travel Spike, Docebo

## Alumni & Industry Events

- 2017 SLAM  
SLAM is the NMI's end of semester celebration that showcases student projects. The projects represent how technowledgable our students have become during their New Media Certificate journey and are debuted to industry and community clients and friends, campus allies, and NMI alumni. I have hosted SLAM every semester since May 2010. Every semester, 40 to 60 students debut 10 to 15 projects to more than 100 guests.
- 2016 Calling all NMI Dawgs: UGA v. UK Watch Party  
An opportunity for NMI faculty, staff, alumni and allies to get together, reminisce about the past, plan for the future, and once again, watch the Dawgs defeat the Wildcats.
- 2015 The NMI Takes NYC  
An opportunity for NMI alumni in NYC to meet up, network, and watch the Dawgs defeat the Wildcats.

## TEDxUGA

- 2017 TEDxUGA 2017: Spectrum  
Prisms transform light into a spectacular display of colors; the ordinary becomes the extraordinary. Ideas have the power to act as prisms. They challenge us, they change us—and when we hold them up to the light—they help us to see the world differently than before. TEDxUGA 2017 will explore the full spectrum of ideas that exists within the UGA community.
- TEDxUGA 2017 Salon: Clarke Middle Scholars, Take a Stand in History  
The TEDxUGA team planned and executed a salon for 100 Clarke Middle School student scholars with the theme Taking a Stand in History. TED Talks were selected and activities were designed to explore ways that each of us can take a stand in history develop our own ideas worth spreading.
- 2016 TEDxUGA 2016: Illuminate  
In 2016, TEDxUGA: Illuminate brought UGA's brightest minds into the spotlight to share their stories, experiences, and ideas worth spreading. Great ideas light a fire within us, and often the biggest ideas start with the smallest of sparks. UGA strives to seek out those sparks and illuminate the brilliance within us all. Today's ideas illuminate tomorrow's possibilities. All it takes is a single spark.
- |                 |  |  |
|-----------------|--|--|
| 2016 Highlights | Event Attendees <b>765</b><br>Talk Views <b>14,111</b> | Livestream Attendees <b>1,096</b><br>Total Reach <b>97,035</b> |
|-----------------|--|--|
- TEDxUGA 2016 Salon: Georgia Downtown Development Association, Transforming Communities  
The TEDxUGA team planned and hosted a salon for the Georgia Downtown Association, introducing these city-slickers to inspiring TED talks surrounding the theme transforming communities.
- 2015 TEDxUGA 2015: Plus  
In 2015, TEDxUGA introduced Plus to the TEDxUGA community. Why Plus? UGA is an ever-growing institution saturated with innovative and creative thinkers ready to spread their ideas beyond campus and add to the global good. Always improving. Always expanding. The status quo is merely a starting point for UGA students, staff, faculty, and alumni. TEDxUGA 2015 celebrated the contributions of our presenters and their ideas as they explored UGA's Plus.
- |                 |  |  |
|-----------------|--|--|
| 2015 Highlights | Event Attendees <b>615</b><br>Talk Views <b>26,862</b> | Livestream Attendees <b>699</b><br>Total Reach <b>78,864</b> |
|-----------------|--|--|
- 2014 TEDxUGA 2014: [insert your idea here]  
In 2014, TEDxUGA [insert your idea here] showcased the individuality of our presenters and their ideas. Audience members were given the opportunity to display their own ideas and engage with others' perspectives during interactive session breaks. Linked by a common thread, presenters inserted their ideas in dynamic community maps, life-saving scientific developments, and outer space — all with the goal of fostering meaningful discussion for the entire UGA community.

2014 Highlights      Event Attendees **415**      Livestream Attendees **391**  
 Talk Views **75,065**      Total Reach **114,230**

Return to the Arches Salon  
 TEDxUGA's first Salon explored Lifelong Learning as four TEDxUGA students showed three TED Talks and facilitated discussion with attendees of the inaugural 2014 Return to the Arch Alumni Seminar.

2013      TEDxUGA 2013: Healthy  
 The inaugural TEDxUGA explored ideas around the theme of Healthy. Presenters and performers explored health through a multitude of unique lenses, from medicine and music to ecology and poetry. With the spirit of TEDx already thriving on campus, TEDxUGA 2013 drew some of UGA's leading thinkers and innovators as presenters as well as attendees. The result was a vibrant and multifaceted conversation that fostered a love for TEDxUGA and anticipation for its future.

2013 Highlights      Event Attendees **240**      Livestream Attendees **1,508**  
 Talk Views **66,797**      Total Reach **105,819**

### **TEDxUGA License Development**

2016      TEDxAmsterdam: New Power  
 Level 2 License Development

2015      TEDGlobal: Critical Junctures > Geneva  
 Level 1 License Qualifier

TED Talks Live, New York  
 Educator

TEDxAtlanta: Bold Moves  
 Participant

TEDxFSU: Against the Current  
 Participant

## Grants & Fundraising

2017      **\$6,853**  
 Destination Dawgs Media Campaign  
 Destination Dawgs

**\$13,000**  
 TEDxUGA 2017: Platinum Level Sponsors  
 UGA Alumni Association, Grady College of Journalism & Mass Communication

**\$5,000**  
 TEDxUGA 2017: Gold Level Sponsors  
 Terry College of Business, UGA Graduate School

**\$3,000**  
 TEDxUGA 2017: Silver Level Sponsors  
 College of Family and Consumer Sciences, UGA Division of Academic Enhancement, Thinc. UGA

**In-Kind**  
 TEDxUGA 2017: In-Kind Sponsors  
 Insomnia Cookies, Mayfield Dairy

- 2016 **\$1,000**  
NMI SLAM Sponsor: Fall 2016  
HW Creative Marketing
- \$5,000**  
NMI SLAM Sponsor: Fall 2016 & Spring 2017  
Grady College of Journalism & Mass Communication
- \$30,000**  
TEDxUGA 2016: Platinum Level Sponsors  
UGA Office of the Vice President for Research, UGA Alumni Association, Division of Student Affairs,  
Grady College of Journalism & Mass Communication
- In-Kind**  
TEDxUGA 2016: In-Kind Sponsor  
UGA Broadcast, Video, Photo Services
- 2015 **\$10,000**  
NMI/Verizon Connected Campus, Connected City  
Verizon Foundation
- \$5,000**  
NMI SLAM Sponsor: Fall 2015 & Spring 2016  
Grady College of Journalism & Mass Communication
- \$2,300**  
NMI SLAM Sponsor: Spring 2015  
President's Venture Fund
- \$1,600**  
NMI SLAM Sponsor: Spring 2015  
VML Atlanta
- \$2,015**  
NMI 30 for 30  
Crowdfunding Campaign
- \$28,000**  
TEDxUGA 2015: Platinum Level Sponsors  
UGA Office of the Vice President for Research, UGA Alumni Association, Division of Student Affairs,  
Grady College of Journalism & Mass Communication
- In-Kind**  
TEDxUGA 2015: In-Kind Sponsor  
UGA Broadcast, Video, Photo Services, Hotel Indigo Athens
- 2014 **\$800**  
NMI SLAM Sponsor: Fall 2014  
Vert Mobile
- \$18,000**  
TEDxUGA 2014: Platinum Level Sponsors  
UGA Alumni Association, UGA President's Venture Fund, UGA Division of Student Affairs
- \$2,700**  
TEDxUGA 2014: Gold Level Sponsor  
Grady College of Journalism & Mass Communication



**In-Kind**

TEDxUGA 2014: In-Kind Sponsors  
UGA Broadcast, Video, Photo Services, Hotel Indigo Athens, Jittery Joes, Your Pie

2013 **\$24,500**

TEDxUGA 2013: Platinum Level Sponsor  
UGA Alumni Association

**In-Kind**

TEDxUGA 2013: In-Kind Sponsor  
UGA Broadcast, Video, Photo Services

## Professional Experience

**Prevent Blindness Georgia**, Community Education, Vision Screening and Training Associate  
2009 to 2014

Establish and coordinate award-winning Pediatric Partnership and Volunteer Program and serve on the Georgia Children's Vision Task Force. Establish North Georgia Children's Vision Screening Program: 12 north Georgia counties serving 2,500 children. Train health care providers on new research data pertaining to proper vision screening techniques. Manage web presence including pbga.org, social profiles, and online registrations and store.

**United Way of Hall County**, Public Relations and Volunteer Resources Consultant  
2009 to 2010

Establish and coordinate inaugural Volunteer Program, Volunteer Resources Workgroup, Corporate Partner Volunteer Groups, and Partner Agency Educational Series. Manage volunteer Web pages and Web based registration forms. Update Hall County Community Connection volunteer database with 250+ community volunteer agencies.

## Community Affiliations

**Girl Scouts of Historic Georgia**  
Senior Gold Award Advisor

**Delta Gamma**  
New Member and Foundation Advisor