

KRISTEN SMITH

PRINCIPAL LECTURER
GRADY COLLEGE OF JOURNALISM & MASS COMMUNICATION
UNIVERSITY OF GEORGIA
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Education

Master of Arts | Journalism, University of Georgia, 1992

Bachelor of Arts | Psychology, University of Georgia, 1989 CUM LAUDE WITH HONORS + PHI BETA KAPPA

Professional Experience

Principal Lecturer, Grady College of Journalism & Mass Communication, University of Georgia, Athens, Georgia | August 2008–present; promoted to senior lecturer in 2014; promoted to principal lecturer in 2023.

Teach six classes each year and advise the student-led advertising and PR agency. Serve on university-level committees and college committees as part of service related to instruction.

Director of Public Relations, School of Social Work, University of Georgia, Athens, Georgia | May 2005–June 2008

Wrote content and edited the alumni magazine. Designed brochures, displays, and flyers to promote the SSW and its programs. Wrote calling scripts and designed print materials to support development efforts of the School. Profiled faculty for campus media and assisted reporters looking for academic experts. Wrote speeches for the dean.

Public Relations Coordinator, Office of the Vice President for Public Service & Outreach, University of Georgia, Athens, Georgia | September 2004–May 2005

Researched, wrote, designed and coordinated the production of public relations pieces such as newsletters, magazines, and news stories that pertained to the seven units reporting to the vice president. Served as the liaison between the vice president's office and university public affairs. Maintained the PS&O website. Wrote speeches for the vice president.

Public Relations Coordinator, Institute for Women's Studies, University of Georgia, Athens, Georgia | May 2001–September 2004

Planned, coordinated and promoted the many events sponsored by women's studies including Friday Speaker Series, Women's History Month, Andrea Carson Coley Lecture, New Women Faculty Reception and Student Symposium. Wrote, designed and disseminated newsletters, posters, flyers, handbooks and annual report. Designed and maintained women's studies website.

Graphic Designer, Bel-Jean Copy/Print, Athens, Georgia | April 1997–May 2001

Designed newsletters, brochures, business cards, invitations and ads for a locally-owned copy and print shop.

Cartoonist, Freelance | 1997–2001

Created cartoons published in *The Funny Times*, *The American Enterprise*, *On the Issues*, *Reader's Digest*, *Z Magazine*, *Georgia Magazine*, *The Flagpole*, and in the textbook, *Rereading America: Cultural Contexts for Critical Thinking and Writing* published in 1998 by Bedford Books.

Exhibits & Direct Mail Manager, UGA Press, Athens, Georgia | April 1995–January 1997

Coordinated scholarly and trade exhibits and the direct mail program for the marketing department of a university press that published about 70 books a year. Wrote abstracts of books for use on jackets and covers and in seasonal catalogs.

Ethnographer/Media Research, Center for Children & Technology, New York, New York | October 1992–May 1995

Conducted ethnographic research for Media Education Across the Curriculum project funded by the Bertelsmann Foundation and implemented at a private school in Athens, Georgia. Conducted and analyzed in-depth interviews with students, teachers, and administrators. Co-wrote yearly reports.

Instruction

Courses Taught Three classes per semester. Three credit hours each. Classes capped at 20 students.

EVERY SEMESTER | ADPR 3520: Graphic Communication & ADPR 3515 Foundations of Graphic Communication

REGULARLY | Summer Studio: Creative Portfolio Program & ADPR 3910: Graphic Communication History

OCCASIONALLY | ADPR 5920: P.R. Communication

TWICE | FRES 1020: Typographic for the People (First Year Odyssey program now tenure-track only)

Courses Developed Special topics course

ADPR 3910: GRAPHIC COMMUNICATION HISTORY | Created this active-learning history course through the Special Collections Faculty Fellows Program. Students learn about 20th century graphic design styles using primary materials and other archives and add to a virtual archive by researching and writing class Instagram posts.

Capstone Portfolio Review UGA English Department

INTERDISCIPLINARY WRITING CERTIFICATE PROGRAM | Provided an assessment of ADPR student Jordan McGuire's writing skills and ability to present her work in the program's capstone ePortfolio | November 23, 2021–December 7, 2021. Did the same for Alex Eastland in April 2025.

Instructional Grants Received Total of \$3500

WRITING FELLOWS PROGRAM 2019 | \$1000

SPECIAL COLLECTIONS LIBRARIES FACULTY FELLOWS PROGRAM 2016 | \$2000

MAYMESTER INSTITUTE: INTEGRATING COURSE DESIGN AND TECHNOLOGY 2009 | \$500

Recognitions & Achievements Teaching awards, fellowships, student awards

DARWIN–DAVIS AWARD RECIPIENT | The award honors a faculty or staff member who demonstrates the dedication and friendship shown by Arthur Darwin and Harold Davis, two 1950 alumni who epitomized the Grady Spirit. | April 2023

OUTSTANDING PR TEACHER OF THE YEAR | Chosen by PR faculty in the Grady College and with input from former students | AY 2021–2022

UGA WRITING FELLOWS PROGRAM | Selected to participate in monthly meetings with a cohort of faculty from across campus to discuss readings and best practices in teaching writing. A \$1,000 stipend accompanied the fellowship | AY 2018–2019

UGA SPECIAL COLLECTIONS LIBRARIES FACULTY FELLOWS PROGRAM | Selected as part of the inaugural cohort of this program. Participated in a series of workshops and seminars to develop an archives-centered approach to a class. A \$2,000 stipend funded student projects and teaching materials | AY 2015–2016

TEACHER OF THE WEEK | Center for Teaching and Learning at UGA. Chosen by the CTL and profiled online profile about my teaching and active learning | 2016

PRSERVING AMERICAN AWARD | Student team led by Whitney Jinks won second place in a national competition sponsored by PRSA for campaign for Books for Keeps. Students were in competition with professionals not PRSSA chapters. \$500 prize to Creative Consultants | 2013

FACULTY AWARD FOR EXCELLENCE IN TEACHING IN PUBLIC RELATIONS | Chosen by PR faculty in the Grady College | 2012

AWARD OF EXCELLENCE | Council for Advancement and Support of Education (CASE) for redesign of UGA *Outreach Magazine* | 2006

Advising & Internship Supervision Student-led advertising & PR agency

TALKING DOG AGENCY | Co-advise and supervise an integrated advertising & PR agency with a 12-person board and a staff of approximately 80 students. With the hiring of a full-time manager in 2021, advising duties are shifting to evaluating student work for internship credit | 2017–present

CREATIVE CONSULTANTS | Advised a student-led PR agency with a three-person board and approximately 60 members. Guided the agency towards professionalism in systems and through

growth. Expanded the agency from working with only local non-profits to serving regional and national clients. Established partnership for students with Atlanta Porter-Novelli | 2009-2017

Exhibits Educational, public experiences designed by students

“DOES IT MAKE SENSE?” APRIL GREIMAN’S ICONIC GRAPHIC DESIGN POSTER AT 35 | Students in ADPR 5520 created an exhibit in the Lamar Dodd School of Art that displayed and contextualized the poster “Does it Make Sense?” an important piece of graphic design history rarely seen at actual size and on loan from the University of Georgia Libraries. Part of the 2021 Spotlight on the Arts Festival | November 4, 2021–November 26, 2021

PAVING THE ROAD TO PROGRESS: GEORGIA INTERSTATE HIGHWAYS | Students in ADPR 3520 worked with three faculty from the Russell Library to learn about the Interstate Highway System and how it affected the culture, economy and people of Georgia. Students researched the history of the highway system to create posters on the themes of the exhibit | On display January 2020–August 2020

OUR PLASTIC, OUR PROBLEM | Students in two sections of ADPR 5520 (one taught by Kim Landrum) created and displayed social media messaging, infographics, posters, PSAs and motion graphics highlighting the problems and possible remedies of plastics in the environment. Plastics pulled from the Georgia coast by Georgia Sea Grant and Marine Extension were used to create a sculpture. Students used the research of Dr. Jenna Jambeck and the UGA College of Engineering. Spotlight on the Arts exhibit | November 6–22, 2018

WRESTLING TEMPTATION: THE QUEST TO CONTROL ALCOHOL IN GEORGIA | Students in ADPR 5520 created a poster display as part of an exhibit on prohibition in Georgia in the Russell Library This project was part of Spotlight on the Arts at UGA | On display November 9, 2017– September 21, 2018

DESIGNING HISTORY: POSTERS EXPLORING TWENTIETH CENTURY DESIGN STYLE & THE UGA SPECIAL COLLECTIONS LIBRARIES ARCHIVES | Exhibit in the Grady College at UGA by students in ADPR 3520 and funded by a special collections fellows stipend. Images in the exhibit were from the Hargrett Rare Book and Manuscript Library and the Richard B. Russell Library for Political Research & Studies at UGA. Part of Spotlight on the Arts at UGA | November 2–18, 2016

Agency Tours Students meet with and shadow professionals

PR FOR GOOD: NONPROFIT TOUR | Planned visits and escorted students to speak with industry professionals working in regional and national nonprofits in Atlanta and to discuss internship possibilities. Visited one or two days in spring semester | 2014–2018

WASHINGTON D.C. AGENCY TOUR | Set up shadowing experiences for 12 students in Washington, D.C. at PR agencies and in the House of Representatives. Served as a chaperone on visits to agencies and to the Pentagon set up by Dr. Bryan Reber | January 31, 2017–February 4, 2017

NEW YORK CITY AGENCY TOUR | Planned visits with seven PR agencies and escorted eight students to NYC and to visits with professionals. Students got advice about the profession and about internships | Fall of 2010

Professional Development In-person and online activities

GAIT: GENERATIVE AI & TEACHING | Attended a two-day intensive workshop for UGA faculty, focused exploring and engaging in the literature and best practices associated with teaching in an age of AI. | August 5&6, 2024

CHATGPT FOR CREATIVES: AI-POWERED SEO, MARKETING & PRODUCTIVITY | Completed a self-paced online class on the platform Skillshare to increase my knowledge of AI use for creatives. | January 2024

HONING SKILLS & COMMUNICATING STRENGTHS—PREPARING STUDENTS FOR POST-UNDERGRADUATE SUCCESS: FACULTY LEARNING COMMUNITY | Participate in an FLC through UGA’s Center for Teaching & Learning to explore ways to help students recognize and communicate the skills they hone in the classroom that prepare them for post-undergraduate success | Spring 2022–present

UNGRADING: FACULTY LEARNING COMMUNITY | Co-lead a faculty learning community through UGA’s Center for Teaching & Learning based on the book *Ungrading: Why Rating Students Undermines Learning (and What to Do Instead)* edited by Susan Blum. Revised syllabi to prioritize learning

over ranking students. Meetings every few months to share experiences and discuss learning and teaching with new members | June 2021–February 2022

INNOVATION BOOTCAMP PROGRAM | Selected to participate in the second cohort of an intensive entrepreneurship program for women at UGA sponsored by the Office of Research. Met weekly to learn the basics of commercialization and to receive one-on-one support from experienced coaches | February 2020–May 2020 (*program went online in March/COVID-19*)

CREATING CONTENT FOR YOUR ONLINE COURSE | Attended a four-hour class (one hour/four days) to learn how to set up online materials for classes using eLC. Sponsored by the Office of Online Learning | May 12–15, 2020

HISTORY OF SLAVERY AT THE UNIVERSITY OF GEORGIA: A SYMPOSIUM ON RECOGNITION, RECONCILIATION, AND REDRESS | Attended most sessions of this two-day virtual conference as part of my service to the UGA Arts Council and as an interested faculty and community member | April 30, 2021–May 1, 2021

HOW CAN ORGANIZATIONS AND ARTISTS WORK TOGETHER TO SUPPORT VIBRANT COMMUNITIES? | Attended this 2-hour online program because of my role on the community subcommittee of the UGA Arts Council. Part of UGA's Idea Lab Conversation: Arts + Community hosted by Mark Callahan | February 24, 2021

NON-TENURE-TRACK FACULTY FLC | Participated in a UGA Faculty Learning Community, which met monthly to discuss issues such as teaching portfolios, balancing multiple departmental roles, actively engaging students and pay equity for non-tenure-track faculty | AY 2012–2013

TOWARD A BETTER UNDERSTANDING OF OUR STUDENTS: ETHOS, EXPERIENCE AND EXPECTATIONS | Participated in a UGA Teaching Academy Faculty Symposium that explored student culture and motivation. Unicoi Conference Center | March 25–26, 2011

MAYMESTER INSTITUTE: INTEGRATING COURSE DESIGN AND TECHNOLOGY | Participated in a four-day workshop sponsored by the UGA Center for Teaching and Learning on the redesign of a course for significant learning and including technology integration. \$500 teaching stipend | May 12–15, 2009

CREATIVITY ACROSS THE DISCIPLINES | Participated in a three-day program funded by the NSF and coordinated by UGA faculty in engineering, art and education and focused on incorporating creative strategies in teaching | AY 2009–2010

Scholarly Activities & Creative Work

Presentations Invited lectures, conference poster, performance

LECTURER APPOINTMENT AND PROMOTION GUIDELINES | Invited by Elizabeth Weeks, Associate Provost for Faculty Affairs, to speak to fellow lecturers at UGA about preparing the dossier for promotion. | Feb. 8, 2024

HONOR YOUR CONTENT THROUGH GOOD DESIGN | Presented typography and design basics to highschool students working on literary magazines, newspapers, and yearbooks in the state of Georgia as part of the Georgia Scholastic Press Association Conference hosted by the Grady College of Journalism and Mass Communication | Sept. 20, 2022, Oct. 25, 2023, Oct. 24, 2024

“YOU ARE WELCOME TO ENTER & ENJOY YOUR SENSES”: USING ARCHIVES TO TEACH GRAPHIC DESIGN HISTORY | Presented to in-coming UGA special collection faculty fellows about my work with students using the archives in the Special Collections Libraries | May 25, 2021 and May 19, 2023

USING SPECIAL COLLECTIONS TO FOSTER STUDENT AND FACULTY ENGAGEMENT & LEARNING | Spoke to Dr. Nicholas Holt's Active Learning Faculty Roundtable group in the UGA College of Education | March 30, 2018

THREE GOVERNORS CONTROVERSY: PERFORMING THE ARCHIVES | Performed a small role as a supporter of the New South during the 1940s Three Governors Controversy. Richard B. Russell Library for Political Research and Studies. The performance was written by students in Amma Y. Ghartey-Tagoe Kootin's class THEA 4800 | November 10, 2016

STEP AWAY FROM THE COMPUTER AND INTO THE ARCHIVES: USING SPECIAL COLLECTIONS TO FOSTER STUDENT AND FACULTY ENGAGEMENT & LEARNING | Presented a poster at the 2017 Innovation in Teaching Conference in Athens, Georgia | October 20, 2017

DOES DESIGN MATTER IN POLITICAL CAMPAIGNS? | Guest lecturer in Dr. Audrey Haynes's Applied Politics class at the University of Georgia | October 19, 2017

SPECIAL COLLECTIONS FACULTY FELLOWS PANEL | Spoke as part of a panel to incoming special collections fellows about using archives in undergraduate classes at UGA | December 5, 2017

DESIGNING PROFESSIONAL DOCUMENTS | Spoke to Dr. June Griffin's Technical and Professional Communication class in the UGA English Department | February 15, 2005 and September 20, 2006

POLITICAL CARTOONS OF THE CIVIL WAR | Invited presentation for the symposium Picturing the Civil War at the Morris Museum of Art, Augusta, Georgia | March 26, 2004

GIRL STRIPPERS | Presented a talk about female cartoonists to the Women's Studies Student Organization at UGA | 2001

POLITICAL CARTOONS & THE PRESS | Presented to high school students as part of the Georgia Journalism Academy sponsored by the Georgia Scholastic Press Association and the Grady College, Athens, Georgia | June 1999

Edited Book Publisher, Hill Street Press

THE LINES ARE DRAWN: POLITICAL CARTOONS OF THE CIVIL WAR | Researched and edited a mass marketed book of historic cartoons. Chosen as a History Book of the Month Club Selection | 1999

Gift Book Publisher, Historic Athens

VINTAGE ATHENS | Proposed, researched and designed a postcard book of Athens, Georgia as a fundraiser for the Church-Waddel-Brumby House.

Creative Awards Local and National

MIDDLE-AGED BARBIE | Winner Gawker.com best Halloween costume | 2010

WHIRLPOOL MOTHER OF INVENTION GRANT | Finalist for an entrepreneurial grant for the design of a diaper bag/nursing pillow | 2007

PEOPLE'S CHOICE WINNER | Participated in Dancing with the Athens Stars, an annual fundraiser that raised \$90,000 for Project Safe, a shelter for victims of domestic violence | 2009

Focus Group Member Portfolio Resources UGA

UGA CAREER CENTER | Served in a focus group giving feedback to colleagues in Career Services on their portfolio resources website, which students can use to develop an online portfolio. | November 21, 2025

External Evaluator Promotion Dossiers and Judging

DIVISION OF ACADEMIC ENHANCEMENT DOSSIER | Served on a review committee within the Division of Academic Enhancement at UGA to recommend or suggest revisions to the dossier of a lecturer going up for senior lecturer | October 8, 2021–October 15, 2021

COMMUNITY NEWSPAPERS, INC., JUDGE | Along with my colleague Mark Johnson, judged 36 newspapers from around Georgia in terms of design and photography to determine Best Overall Design and Best Front Page | June 12, 2018–June 13, 2018

GRADY CENTER FOR HEALTH & RISK COMMUNICATION | Reviewed posters and brochure submissions for a national award sponsored by the National Public Health Information Coalition for public health communication | September 12, 2013 - September 13, 2013

External Reviewer Textbook

PRACTICAL PUBLIC RELATIONS WRITING | Provided written feedback on a textbook under contract with Bedford/St. Martin's Publishing, New York, NY | February–March 15, 2011

GRAPHIC DESIGN BOOK PROPOSAL | Provided written feedback for the graphic design publishing program at John Wiley & Sons in exchange for \$150 worth of design books for our students to use in the graphics lab | 2010

Design Consulting & Assistance Campus activities

MYRA BLACKMON ADPR ACADEMY FOR DIVERSITY & INCLUSION | Designed a new logo for an existing UGA program. Attended many meetings and provided three rounds of revisions and supplied final

Professional Service

files in many formats as pro-bono service over the summer | June 2022–July 2022

THE LIFE AND LEGACY OF JOSEPH LECONTE | Assisted Dr. Akela Reason, UGA history department faculty and head of the museum studies certificate program, with a display that her students were organizing on the legacy of Joseph LeConte for whom LeConte Hall is named. Advised and gave ideas about how to display the information given the space and the wainscoting and then designed posters, which featured her students research | On display April 28, 2019–May 8, 2019

Committee Service Departmental, College & University

SEARCH COMMITTEE FOR ADVERTISING & PR | On the committee that hired a lecturer to teach ADPR 5920: PR Communications | AY 2024–2025

THIRD YEAR REVIEW COMMITTEE, CHAIR | Chaired the third year review committee of Tom Cullen, a lecturer in the AdPR department. After reviewing his materials and meeting with the committee, I wrote a summary letter to the department head. | Sept. 2024

AD HOC ENROLLMENT WORKING GROUP | Represented the AdPR department at meetings of Grady College faculty and staff designed to generate ideas and to design short-term and long-term plans to recruit more students, reimagine our admissions process, and increase diversity. Attended two recruiting events in the summer of 2023 | Jan. – December 2023

UNIVERSITY COUNCIL LIBRARIES COMMITTEE | Represent the Grady College on this university committee. Consider and recommend general policies for the development and use of the UGA libraries and relay information to Grady faculty | January 25, 2021–Present

SPECIAL AWARDS COMMITTEE | Represent the ADPR department on this college committee, which meets twice a year. In 2021 reviewed 20 applications for the Koonin and Abney Scholarships and awarded over \$16K to Grady College students. | August 20, 2021–Present

CORA MILLER SCHOLARSHIP IN THE ARTS COMMITTEE | Dr. Jean Martin-Williams, an associate dean in the Franklin College of Arts & Sciences, asked me to join this committee to evaluate 12 applications for the Cora Miller Scholarship in the Arts awarded to five first year undergraduates in the amount of \$3,000 a year for their college careers as long as they stay in an arts major and are in good academic standing. | March 2023

POST-PROMOTION REVIEW COMMITTEE, CHAIR | Chaired the post-promotion review committee of Kirsten Strausbaugh, a senior lecturer in the AdPR department. | March 2023

UGA ARTS COUNCIL | Represented the Grady College at monthly meetings and served on the community engagement subcommittee. The council fosters awareness and appreciation of the arts and an environment conducive to artistic innovation. Individually and collectively, the member units of the Arts Council promote excellence in the arts through academic programs, performances, exhibitions, scholarship and outreach activities to advance the university's goals of serving students, the state and the nation. In 2022, I served on the Arts Lab Selection Subcommittee, which reviewed six student packets and awarded two graduate assistantships to students conducting innovative scholarly and creative research. | AY 2019–2023

GRAPHIC DESIGN DEPARTMENT SEARCH COMMITTEE | Invited to serve as the outside member of a search committee in the graphic design department at UGA. Evaluated 30 candidates and conducted short interviews with nine; then full interviews with four candidates. This incredibly intense search resulted in the hiring of a National Design Award Winner | February 18, 2021–May 13, 2021

SCHOLARSHIP COMMITTEE | Represent the ADPR department on this college committee. Read and rank approximately 100 scholarship applications each spring semester and help decide on award amounts for students | January 2017–March 2022

SEARCH COMMITTEE FOR ADVERTISING & PR | On the committee that hired a creative lecturer in advertising and PR | AY 2018–2019

SEARCH COMMITTEE FOR JOURNALISM | Outside member of search committee for Journalism that hired a lecturer to teach newsriting | AY 2018–2019

PARKING APPEALS COMMITTEE, UGA | Reviewed appeals for parking violations and made recommendations based on parking rules and extenuating circumstances | Fall 2016–2019

INFORMATION RESOURCES COMMITTEE | Met each spring as part of this committee to determine

the three-year student technology plan priorities and to communicate requests from the ADPR department | 2011-2017

SECRETARY FOR DEPARTMENTAL FACULTY MEETINGS | Took incredibly detailed minutes of ADPR faculty meetings and distributed approved minutes to the faculty | Fall 2012-Fall 2016

SEARCH COMMITTEE FOR JOURNALISM CLINICAL FACULTY | Served as the outside committee member on a search for a clinical faculty position in Journalism | Fall 2015

SEARCH COMMITTEE FOR ADPR VISUAL/GRAPHIC COMMUNICATION LECTURER | Served on the committee charged with hiring a new faculty member in PR to teach graphic communication and to advise PRSSA | Spring 2014

GRADY COLLEGE HUNGER BOWL | Helped the Grady College collect approximately 1,000 pounds of food and \$2K to benefit the Food Bank of NE Georgia in their annual Thanksgiving Hunger Bowl. Our college won the UGA Small Group Category for three consecutive years | 2013-2015

GRADY COLLEGE CENTENNIAL | Represented the ADPR department on a committee that planned the celebration of the centennial of the college. Events included a gala at the Classic Center, a retired faculty reception, a party at the Smithonia Barn and a student showcase | AY 2014-2015

GRAPHIC DESIGN SEARCH COMMITTEE | Invited by chair of graphic design in the Lamar Dodd School of Art to serve as an outside member on a search committee for a new assistant professor. Reviewed 30 portfolios and conducted interviews | May-June 2012

DIVERSITY COMMITTEE, CHAIR | Chaired the committee charged with updating and implementing the Diversity Plan for the College and with meeting AEJMC accrediting standards. Began meeting monthly as per our bylaws. Reported the activities of the committee to Grady faculty. Among other programs and activities the committee sponsored a campus-wide read of Charlayne Hunter-Gault's book *In My Place* and hosted a conversation between her and our students about her book | Spring 2010-Spring 2012

DIVERSITY COMMITTEE, MEMBER | Fall 2009-Spring 2012

FOUNDATION FOR EXCELLENCE IN PUBLIC EDUCATION AWARDS | Evaluated eleven dossiers of teachers in Athens-Clarke County who entered the Walter Allen Excellence in Teaching Award competition | March-April, 2015

RABBIT BOX STORYTELLING | Designed monthly posters, social media graphics and printed programs for an urban storytelling group in Athens, Georgia | December 2013-2014

CLEAN AIR ATHENS | Founded an environmental group in Athens, Georgia that won two victories to improve air quality for residents | 2004-2006

NANCY TRAVIS HOUSE | Founding board member of nonprofit that provided child care assistance for homeless families in Athens, Georgia. Wrote successful grant proposals that resulted in \$78,000 in funding from HUD and the Georgia Housing and Finance Authority | 1995-1997

Community Service