

## CATHY HUGHES SCHOOL OF COMMUNICATIONS

### Department of Communication Studies

**DR. SHERYL C. JOHNSON- PH.D.**

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### PROFESSIONAL OBJECTIVE

**Strategic Communications, Developmental Psychology, Pedagogy**

### EDUCATION

Institution & Location	Degree	Year
College of Arts and Sciences Department of Psychology Howard University, Washington, DC.	Ph.D. Major: Developmental Psychology Minor: Social Psychology	2024/2025
School of Education Johns Hopkins University Baltimore, MD.	MS Clinical Counseling/Psychology	2007
School of Communications Howard University, Washington, DC.	BA Media Management/Business	1986

### ACADEMIC EMPLOYMENT

School and Location	Position/Responsibilities	Dates
Department of Communication Studies Howard University, Washington, DC.	<b>Associate Professor</b> <ul style="list-style-type: none"><li>Serves as Strategic Communications Sequence Coordinator.</li><li>Serves as a tenured professor, teaching a variety of courses both online and offline.</li><li>Provides leadership to students and faculty in the Strategic Communications discipline.</li><li>Advises students in discipline.</li></ul>	August 2015-Present

<p>Department of Strategic, Legal and Management Communication Howard University, Washington, DC.</p>	<p><b>Assistant Chairman and Associate Professor</b></p> <ul style="list-style-type: none"> <li>• Provided leadership and support to the entire Department and Chairman.</li> <li>• Served as a tenured professor teaching a variety of courses both online and offline.</li> <li>• Provided leadership to students and faculty in all disciplines.</li> <li>• Advised faculty on all important matters related to pedagogy, scheduling of classes and student academic and grievance matters.</li> </ul>	<p>August 2016-August 2019</p>
<p>Department of Strategic, Legal and Management Communication Howard University Washington, DC.</p>	<p><b>Assistant Professor/Sequence Coordinator.</b></p> <ul style="list-style-type: none"> <li>• Provided leadership to students and faculty in the Strategic Communications discipline.</li> <li>• Advised regarding major/minor selection, course selection and all other important matters related to student development and success.</li> </ul>	<p>August 2013-August 2015</p>

Department of Journalism Howard University Washington, DC.	<b>Assistant Professor</b> <ul style="list-style-type: none"> <li>Served as professor (expert in discipline) teaching a variety of courses as needed.</li> </ul>	August 2009-August 2013
Department of Journalism Howard University Washington, DC.	<b>Adjunct Professor</b> <ul style="list-style-type: none"> <li>Served as professor (expert in discipline)</li> </ul>	AY 2008

### **Undergraduate Courses**

Howard Entertainment Capstone  
Howard Entertainment Strategic Communications  
Howard Entertainment Advanced PR Writing  
Advertising and Storytelling  
Capstone Communications  
Introduction to Advertising  
Intro to Strategic Communications  
Advertising Sales  
Media Planning and Buying  
Research and Marketing  
Advertising Campaigns  
Interviewing Techniques

### **Professional Courses**

Ethics  
Customer Service  
Presentation and Public Speaking  
Advertising Media Buying and Digital  
Consultative Sales Skills  
Selling Against Yellow Pages, Television and Radio Courses  
Advertising Research & Development

## PROFESSIONAL EMPLOYMENT

Subject	Position	Dates
Counselor/Life Coach Services	Counselor/Life Coach	2010-Present
Communications Expert and Consultant	Communications and Media Expert	August 2009-Present
Newspaper Association of America - Washington, DC.	Director of National Advertising and Marketing	December 2005 – August 2009
The Washington Examiner – Washington, DC.	Director of Advertising	April 2005 – December 2005
WJLA TV – ABC 7 – Rosslyn, VA.	Account Executive– Business Development	April 2004 – April 2005
The Washington Post – Washington, DC.	<ul style="list-style-type: none"> <li>• Advertising Sales Training Executive</li> <li>• Advertising Branding and Sales Manager</li> <li>• Washington Post Magazine Executive</li> <li>• Major National Accounts Executive</li> <li>• National Automotive Advertising Executive</li> </ul>	October 1990 – April 2004
WKYS Radio – Washington, DC.	Account Executive – Business Development	January 1989 – October 1990
WMAL Radio – Washington, DC.	Account Executive – Business Development	September 1987 – December 1988
Ogilvy & Mather, Inc. – New York, New York	Network TV Buying	August 1986 – August 1987
CBS Television Network - New York, New York	National Marketing/Sales Proposals	May 1986 – August 1986
WHMM TV – Washington, DC.	Development/Marketing	August 1984 – May 1986

WHUR FM Radio – Washington, DC.	<ul style="list-style-type: none"> <li>• Traffic</li> <li>• Copy Writing</li> <li>• Sales</li> <li>• Research</li> <li>• Production</li> </ul>	August 1981 – August 1984

## PUBLICATIONS/ MAJOR PRODUCTIONS / CREATIVE PROJECTS

**Johnson, S.** *African American Caregivers Aged 50+ Who Care for Their Elderly Parents (Dissertation)*, ProQuest 2024/2025.

### ARTICLES (Peer-reviewed / Refereed)

Sturgis, I., & **Johnson-Ross, S.** (2019). Kerner issue: The role of HBCUs in training journalists to improve media images post-Kerner. *Howard Journal of Communications*, 30(4), 336-354.

**Oliver-Johnson, S.**, Murphy, M., & Tag, N. R. (2014). Advertising summer camp for high school students: A recruitment tool for industry diversity. *Journal of Advertising Education*, 18(2), 36-44.

### MANUSCRIPTS UNDER REVIEW

Bland, D., **Johnson, S.** et al., BET Awards Advertising Themes and Implications, Revised and under review AEJMC.

**Johnson, S., Ferguson, Y.**, *Building an Inclusive Industry: Key Characteristics of Successful Black Senior Level Advertising Executives*, *Journal of Marketing Intelligence and Planning*, Under-review.

### MAJOR CREATIVE PRODUCTION

**Johnson, S.** Sloan, L. (2024) *Situational Measures - Print Advertising Perceptions and Body Image* Contribution: Key researcher with Department Chairman Psychology at Howard University. Society for Personality and Social Psychology – SPSP.

**Johnson, S.** (2024) – Howard Entertainment Scriptment/Capstone: Lead development of 5 student teams, professional entertainment scriptments, and supporting documents to green-light a film TV project.

**Johnson, S.** (2024-2025) Teaching Advertising Ethics to College Students and Practitioners Contribution: Key researcher with AAF's Institute for Advertising Ethics. Works directly with the director, Wally Snyder, on the advertising ethics certificate program for practitioners and college students. Key academic researcher.  
*Continued initiative*

## MAJOR PRODUCTIONS / CREATIVE WORKS

### **(1) Series of Three High-Profile Advertising Industry Whitepapers**

Major Production: American Advertising Federation (AAF) Note: A collection of whitepapers written for the advertising industry and disseminated nationally/globally by the AAF.

Ford, R.L., Jenkins, **Oliver, S.** (2012) *“Project Offers Insights on Engaging Millennial Students”*

Contribution: Wrote an article based on the five-city Thought Leadership Forum sponsored by the AAF. Assisted with analyzing the video tapes and editing the white paper. The paper was approved for presentation at the 2012 Social Media Conference at Howard University and the ASJMC published the article in Spring 2013.

Ford, R.L., J. Jenkins, **Oliver, S.** (2012), *“A Millennial Perspective on Race and Multiculturalism”*.

Published in/by: The American Advertising Federation (AAF).

Contribution: The whitepaper was published on the AAF’s website and was distributed to sponsors and AAF members’ websites nationally in the fall of 2012. Oliver served as writer, editor, and researcher.

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Ford, R.L., J. Jenkins, **Oliver, S.** (2012), *“Boomers Perspective on Multicultural Brand Messaging”*.

Published in/by: The American Advertising Federation (AAF)

Contribution: The whitepaper was published on the AAF’s website and was distributed to industry leaders and AAF’s board of directors. Oliver served as writer, editor, and researcher.

**Oliver, S., Ford, R.L.** (2010-2011), “AAF’s Mosaic Center’s C-Suite Agency Roundtables on Supplier Diversity”.

Published in/by: The American Advertising Federation

Contribution: The whitepaper was published on the AAF’s website and was distributed to industry leaders and AAF’s board of directors. Oliver served as writer, editor, and researcher. The research was subsequently published in the July 2014 edition of the Business Studies Journal. Oliver served as *first author*, writer, researcher and editor.

### **(2) Oliver, S., (2010) John H. Johnson School of Communications, Howard University Center for Excellence in Advertising, Making a Lateral Move in Advertising Pilot Program,**

Published in/by: American Association of Advertising Agencies (4As)

Contribution: Major advertising industry initiative and grant to Howard University from the American Association of Advertising Agencies geared to increase racial diversity in the advertising industry. Center for Excellence in Advertising Pilot Program consisted of a training

program for diverse individuals with transferable skills to make a lateral move into the

advertising field. Oliver played a leadership role as Director of Research, Director of Curriculum Development and Director of the Lateral Mover Pilot Program.

- (3) Oliver, S. (2013)** *“Institute for Advertising Ethics (IAE): Certificate for the Practice of Enhanced Advertising Ethics for Professionals, Academics and College Students”*.

Published in/by: The Institute for Advertising Ethics and the American Advertising Federation (AAF)

Contribution: The Institute for Advertising Ethics (IAE) in partnership with the American Advertising Federation (AAF) has instituted an opportunity for advertising, PR, marketing professionals and students to earn a certificate in advertising ethics. Due to the increased importance of advertising ethics to consumers, it is imperative that advertising professionals and students practice the highest ethical standards. Oliver leads the research effort and the execution and development of training programs across the country with professionals and universities.

- (4) Oliver, S. (2012-2018)** *Howard University and the American Advertising Federation (AAF) Summer Advertising Camp – July 2012 – July 2018*

Published in/by: The American Advertising Federation (AAF) – (Funded Major Production)

Contribution: National recognition from advertising agency community. The program was nationally recognized and promoted to the advertising agency community by the American Advertising Federation. Oliver conducted the following activities: Curriculum Development, execution of industry immersions in New York City and Washington, DC., student marketing and recruitment efforts, created/developed student surveys for all courses, produced post analysis reports. Initiative execution for 3 consecutive years - 2012, 2013 and 2014.

## **OTHER GENERAL ARTICLES / PUBLICATIONS**

Ford, R.L., Jenkins, J., **Oliver, S.** (2013), *“Project Offers Insights on Engaging Millennial Students”*, Journal of the Association of Schools of Journalism and Mass Communication – (Invited Journal Article)

**Oliver, S.** (2010) *John H. Johnson School of Communications, Howard University Center for Excellence in Advertising Making a Lateral Move in Advertising*, American Advertising Federation (Contribution: Whitepaper to advertising industry leaders and top 10 advertising agency leadership.)

### **Peer-reviewed / Refereed Conference Proceedings and Articles**

**Oliver, S., Ford, R.L.,** (2014). *“Exploring Qualifications for Senior-Level Advertising Agency Positions”*, AEJMC 2014 Conference, Montreal, Canada.



## INDUSTRY ARTICLES

**Oliver, S.**, (2009) Newspaper Association of America, Retail Advertising Industry – (Note: White Paper to advertising industry leadership.)

**Oliver, S.**, (2008) Newspaper Association of America, National Newspaper Advertising – (Note: White Paper to advertising industry leaders.

## PROFESSIONAL ACCOMPLISHMENTS

<b>Accomplishments</b>	<b>Company/Organization</b>
Successfully managed \$150M Advertising Sales Department (3 business units – Print, Online, Niche Publications)	Washington Post Co., Washington DC.
Responsible for generating over \$15 million dollars in new and incremental business in newspaper industry	Washington Post Co., Washington, DC.
Trained over 400 advertising sales representatives and created professional advertising sales training curriculum and courses	Washington Post Co., Washington, DC.
Generated \$250,000+ in new television advertising at WJLA-TV by taking market share from media competitors	WJLA-TV (ABC Affiliate) Rosslyn, VA.
Created numerous products and thriving marketplaces geared to increase company revenue (Print, Online)	Washington Post Co., Washington, DC. WJLA- TV, Rosslyn, VA.
Created Customer Service Training Course – Audience: DC Public Schools supervisors and bus drivers responsible for transporting special needs children. Trained over 500 of the aforementioned	District of Columbia Public Schools System, Washington, DC.
Counseled over 50 inmates suffering from various psychological disorders and life challenges, and group counseling courses were created on demand.	Montgomery County Pre-Release Center

## CONTRIBUTIONS TO FIELD

### Technical Publications

- Oliver, S. C.** (technical writer). (2009). *The Value Proposition of Newspaper Digital Media*. (report). Arlington, VA: Marketing Department.
- Oliver, S. C.** (technical writer). (2006). *Newspaper Media Sales Training* (manual). Arlington, VA: Marketing Department.
- Oliver, S. C.** (technical writer). (2004). *Customer Service Training* (manual). Washington DC: District of Columbia Public Schools – Office of the COO.
- Oliver, S. C.** (technical writer). (2003). *Selling Against Radio* (manual). Washington, DC: Advertising Sales Division – Washington Post.
- Oliver, S. C.** (technical writer). (2003). *Selling Against Yellow Pages* (manual). Washington, DC: Advertising Sales Division – Washington Post.

## GUEST LECTURES AND OTHER PROFESSIONAL SERVICES

### Venue, Role and Contribution

Presenter (2007), “The Value Proposition of Newspaper Media”, American Press Institute, Washington, DC.

Presenter and Panelist (May 2006), “The Newspaper Digital Value Proposition”, MIXX Conference, Arizona

Presenter (May 2006), IMEDIA Interactive and Digital Conference, New York, New York

Presenter (April 2006) IMEDIA Interactive and Digital Conference, Las Vegas, Nevada

## GRANTS

Year	Funding Source	Amount	Purpose
2012	AAF Advertising Camp	\$6,700	AdCamp DC. grant to Department of Journalism
2010	Center of Excellence in Advertising Making a Lateral Move into Advertising Initiative	\$750,000	To serve as curriculum director/developer and research professional to \$5 million initiative with the American Association of Advertising Agencies (4As)

2010	American Advertising Federation	\$1,500	Travel grant for work on Supplier Diversity Whitepaper for advertising industry, Los Angeles, California.
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### **HONORS, AWARDS AND OTHER DISTINCTIONS**

<b>Date</b>	<b>Award &amp; Source</b>
2013	Summer Research Competitive Grant Award, Howard University, Washington, DC.
2012	Summer Research Competitive Grant Award, Howard University, Washington, DC
2011	Summer Research Competitive Grant Award, Howard University, Washington, DC
2011, 2012	AAF Academic Award (Most Promising Minority Student Nomination)
2007	Advertising Newspaper Industry Award, National Retail Association
2004	Advertising Sales Excellence Award, WJLA-TV ABC 7
1999	Publisher's Award for Advertising Excellence, Washington Post Company
1991	Publisher's Award for Advertising Excellence, Washington Post Company

### **MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS**

<b>Organization</b>	<b>Position or Role</b>	<b>Year</b>
Institute for Advertising Ethics	Board/Advisory Council	Present
American Advertising Federation (AAF)	National Education Executive Committee	2010- present
American Advertising Federation (AAF)	National Mosaic Committee	2010-Present
American Advertising Federation (AAF)	Mosaic Awards Judge	2012
American Academy of Advertising (AAA)	Member	2010, 2011, 2014
Association for Education in Journalism and Mass Communications (AEJMC)	Member	2010-present

### **SCHOLARLY PRESENTATIONS**

**2022-2023** SPSP Conference – Situational Measures Research Poster Presentation

**2018-2019** IAE – Advertising Ethics Presentation (American Advertising Federation)

**2014** Social Media Technology Conference and Workshop, “Social Media Analytics in Advertising and Marketing Practices”, Howard University, Washington, DC. – (peer reviewed)

**2014** Distinguished Lecture Series, “Communications and Politics in the Digital Age”  
Bowie State University, Bowie, MD. – (invited)

- 2012** Social Media Technology Conference and Workshop, “Social Media and Millennials”, Howard University Washington DC. – (peer-reviewed)
- 2012** Presenter, AAA Annual Convention - Teaching Advertising Ethics to University Professors, AAA Annual Convention, Myrtle Beach, SC. - (March, 2012).
- 2011** Lecturer, Howard University Media Sales Institute – Washington DC. (June 2008 - 2011).
- 2010** Presenter, “APA Style Writing and Techniques”, Howard University School of Education, Washington, DC. (April, 2010).
- 2010** Lecturer, Developing a Sound Business Plan”, Center for Entrepreneurship Research Resource Center
- 2010** Lecturer, “Novelteens – Summer Media Literacy and Multi-Media Journalism Workshop”, Howard University School of Communications, Washington, DC. (June-August, 2010).
- 2009** Panelist, “Interviewing Techniques,” Howard University Office of Career Development, Washington, DC. (March, 2009).

#### **PROFESSIONAL DEVELOPMENT**

<b>Title</b>	<b>Place</b>	<b>Date</b>
CETLA SPSS Intermediate	Howard University	Spring 2019-2020
CETLA SPSS Advance	Howard University	Spring 2019-2020
CETLA DSL Certification	Howard University	Spring 2018
CETLA Best Practices in Distance Learning	Howard University	Summer 2017
NAEP-Howard Summer Research Methods and Statistics Workshops 2017	Howard University	Summer 2017
CETLA Teaching in A Smart Room	Howard University	Spring 2017
CETLA Teaching with the Epson 485	Howard University	Spring 2017
CETLA Getting Started with the Epson 1410	Howard University	Spring 2017
CETLA Unconscious Bias Workshop	Howard University	Spring, 2016
CETLA E-Portfolio Workshop	Howard University	April, 2014
AEJMC Advertising Workshop	Washington, DC.	August, 2014
CETLA E-Portfolio Workshop	Howard University	April, 2014

Leadership Workshop	First Baptist Church of Glenarden	April, 2014
IRB Certification	Howard University	April, 2013
CETLA Intermediate SPSS	Howard University	February, 2012
CETLA Infusing Entrepreneurship in Curriculum	Howard University	February, 2012
IRB Certification	Howard University/Online	February, 2011
Grant Writing Workshop	Howard University	February, 2011
PI Grant Certification Training	Howard University/Online	December, 2010
AEJMC Advertising Workshop	Denver, CO.	Summer, 2010
AEJMC Syllabus Writing Workshop/Training	Denver, CO.	Summer, 2010
AEJMC Curriculum Workshop	Denver, CO.	Summer, 2010
Promotion and Tenure Workshop	Howard University	April, 2010
Blackboard Certification and Training	Blackboard training suite including: Blackboard 101, Posting Announcements, Creating Assignments etc.	Spring and Fall 2010-2011

#### **DEPARTMENTAL COMMITTEES/ACTIVITIES**

- Member, Strategic, Legal and Management Communication Sequence Coordinator Strategic Communications – Present
- Member, Strategic, Legal and Management Communications, Departmental APT Committee – Present
- Member, Strategic, Legal and Management Communications, Departmental Curriculum Committee – Present
- Member, Strategic, Legal and Management Communications, Departmental Name Change Committee – Present
- Assistant Chairman, Strategic, Legal and Management Communication, 2017-2019
- Member, Strategic, Legal and Management Communication, PPT Committee, 2018-2019.
- Member, Strategic, Legal and Management Communication, APT Committee, 2012- 2016
- Member, Strategic, Legal and Management Communication, Curriculum Committee, 2013-Present
- Member, Strategic, Legal and Management Communication, Departmental Redesign Committee, 2012- 2013
- Member Student Affairs Committee, 2011-2013
- Member, Department of Journalism Curriculum Committee, 2010-2011
- Member, Technology Committee, 2010-2011
- Member, Executive Committee, 2010-2012
- Advertising Sequence Coordinator, 2010-2013

## **SCHOOLWIDE COMMITTEE**

- American Advertising Federation College Chapter Advisor, 2009-Present
- School-wide APT Committee 2017-2021
- 150<sup>th</sup> Anniversary Fundraising Co-Chair 2016-2017
- 45<sup>th</sup> Anniversary Committee 2015-2016
- Center of Excellence for Learning, Teaching and Assessment (CETLA) 2017-2018
- Communications Committee/Dean's Office – 2012-2013
- 101 Magazine Advertising Sales Academic Consultant – 2010 – 2012
- Faculty Marshall School of Communications Commencement 2010 and 2011
- John H. Johnson Legacy Day Business Plan Competition - 2009-2012
- Future of the School Committee (Department redesign and Advertising Division redesign of course scheme) – 2012-2013

## **UNIVERSITY**

- Business Manager/Advisor – Hilltop Newspaper (2018-Present)
- Key member and strategist of President W. Frederick and Provost's Strategic Initiative Committee (2017-2019)
- Provost's Office - Summer Research Grant Research Proposal Reviewer (Spring 2017)
- Member of the National Obesity Research Center (NORC) Interdisciplinary Grant Team – Representing the School of Communications - 2012

## **PUBLIC AND COMMUNITY SERVICE**

- Volunteer – Youth Group Instructor - Liturgical Dance Ministry, First Baptist Church of Glenarden, 2011- Present
- Member, Delta Sigma Theta Sorority, Inc. – 1985-Present
- Volunteer, Feed the Homeless, First Baptist Church of Glenarden, (Mitchellville, MD.) 2012-2013
- Volunteer -- Dance Instructor, Lynn Welters Dance, (Chevy Chase, MD.), 2008-2012.
- Clinical Counselor, Sisters4Sisters - Diverse Women's Organization (Washington, DC.), 2008-present.
- Volunteer, Adopt A Road, Jack and Jill Inc. Montgomery County MD. (Silver Spring, MD.), 2000- 2013.
- Member/Counselor, Women's Prison Ministry, First Baptist Church of Glenarden, (Mitchellville, MD.), 2010 - 2011.
- Clinical Counselor, Immanuel's Church, (Silver Spring, MD.), 2004-2006.

## **LANGUAGES**

Spanish and Russian (some reading and spoken)