

# Lorri Allen

## Contact Information

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## Current Position

Position Title: Senior Lecturer  
Start Date: August 2015  
  
Position Title: General Manager, KVUT Radio  
Start Date: August 2020

## Degrees

Degree: MMC  
Year Conferred: 2013  
Discipline: Mass Communication  
Granting Institution: Arizona State University  
Level of Degree: Masters  
City: Phoenix  
Title of Dissertation or Thesis: Cronkite News Service  
  
Degree: BJ  
Discipline: Broadcast Journalism  
Granting Institution: The University of Texas at Austin  
Level of Degree: Bachelors

## Professional Licensures and Certifications

Certificate in the Effective Teaching Practice Framework  
Organization: The Association of College and University Educators  
Further Details: In ACUE's course in effective teaching practices, educators learn and implement the essential, evidence-based teaching practices shown to promote student success. Working across five comprehensive units of study, educators collaborate with peers, receive expert facilitation, and develop practices for every aspect of teaching.  
Type: Certification  
Year Conferred: 2025  
  
Title: Certified Speaking Professional  
Organization: National Speakers Association  
Further Details: This certificate is only earned by 17% of the world's speakers. It requires peer review, ethical training, client satisfaction and more.  
Type: Certification  
Year Conferred: 2021  
  
Title: Entry Level Sales Training Completion - P1 Plus  
Organization: P1 Learning - Real World Training Solutions  
Further Details: Sponsored by the Texas Association of Broadcasters, this eight-week course focused on TV and Radio sales. I learned strategies for 99.7 KVUT sponsorships as well as material I can use for the classes I teach. Not only did I complete the course with Honors, I earned the 'Top of Class' designation. Because of the lessons I learned, P1 and TAB asked me to help introduce a college version of the program to UT Tyler. TAB is now sponsoring 13 Marketing students in a pilot project.

Type: Certification

Year Conferred: 2021

Title: College Media Adviser Certification

Organization: College Media Association

Further Details: The CMA is the only national organization that helps student media advisers learn the ropes. At the annual convention in 2015, I attended the 10 basic sessions to earn the certification. It helped me in all aspects of student media the next 5 years.

Type: Certification

Year Conferred: 2015

## **Honors and Awards**

Title: Teaching of Writing Award: Toward Real-World, Authentic Writing for Students

Organization: Professional Learning Community for Student Writing

Description: The application for this award required describing a real-world assignment and the results. For several years, I've given Feature Writing students exactly this kind of exercise to help them learn to deal with a client or interview subject.

Year Conferred: 2021

Award Type: Teaching

Title: Top of Class

Organization: P1 Learning

Description: An online broadcast sales class. Points were accrued for assignments, quizzes, the final presentation and extra credit. As a result of the course, TAB and P1 Learning offered a shorter course to UT Tyler marketing students!

Year Conferred: 2021

Award Type: Research or Other Creative Endeavors

Title: First Place, Short Story - Fiction/Humor

Organization: Texas Authors

Description: As Dr. Dennis Cali said, our job is to teach storytelling. So the fact that I won an award for telling the tall tale of Cactus Anne is quite gratifying.

Year Conferred: 2016

Award Type: Research or Other Creative Endeavors

Title: Cavett Robert Scholarship

Organization: National Speakers Association

Description: This \$5,000 scholarship is one of four the NSA bestows annually for students who plan to speak professionally.

Year Conferred: 2013

Award Type: Research or Other Creative Endeavors

Title: Religion Communicator of the Year

Organization: Dallas-Fort Worth Chapter of Religion Communicators Council

Year Conferred: 2005

Award Type: Research or Other Creative Endeavors

## **Community Engagement / Civic Service Activities**

Start Term: Fall 2021

End Term: Ongoing

Title: Member

Organization: Student Media Advisory Board

Description: Talon Student Media's board comprised of professional journalists, professors and students. In 2021-22, I'm represented the Faculty Senate, appointed by President Sarah Sass. From 2022-2025, Dean Gray asked us to stay on, due to institutional changes. From 2025, I'm the Communication Department liaison to the Board.

Responsibility: Member

Scope: Local

Number of People Impacted: 50

Student Participation: Yes