**Elizabeth Crisp Crawford**

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**Academic and Professional Experience**

2009-present Assistant Professor, Department of Communication, North Dakota State University

2007-2009 Assistant Professor, Department of Journalism,

University of Wisconsin – Oshkosh

2004-2007 Graduate Teaching Associate, School of Advertising and Public Relations, University of Tennessee

2003-2004 Merchandiser, Consumer Marketing Department, The Post-Crescent

2002-2003Visiting Instructor, Communication and Performance Studies Department, Northern Michigan University

1999-2002 Graduate Assistant, College of Communication, Marquette University

**Education**

Ph.D. in Communication & Information, August 2007

School of Advertising and Public Relations

University of Tennessee, Knoxville, TN

Dissertation: *Cigarette Papers: Cigarette Advertising and Promotion in College and University Student Newspapers, A Case Study of The Orange and White at the University of Tennessee.*

Advisor and Dissertation Committee Chair: Dr. Ronald E. Taylor

M.A. in Communication, May 2002

Marquette University, Milwaukee, WI

Concentration: Advertising & Public Relations

B.A. in Communication, Media, & Theatre, *Magna Cum Laude*, Dec. 1999

St. Norbert College, De Pere, WI

Major: Communication

Minors: French & Spanish

**Primary Teaching Interests**

Advertising Creative Advertising Campaigns

Visual, Social, and New Media Media Planning and Analytics

**Primary Research Streams**

Advertising Message Strategy Advertising and Media History

Social Identity & Individual Differences Mass Communication Education

**Research and Scholarship**

Academic Book

**Crawford, E. C.** (May 2014). *Tobacco Goes to College: Cigarette Advertising in Student Media, 1920-1980.* McFarland: Jefferson, NC. IBSN: 078646819X **(\*\*\*2014 Choice Outstanding Academic Title: Business, Management, & Labor\*\*\*)** Reviewed in *American Journalism* and *Journalism History*.

Academic Journal Publications

Hubbard, G. T., **Crawford, E. C.,** & Platt, C. A. (2014). Who’s really converging anyway? A survey of broadcast and print journalism student and faculty attitudes on cross-platform journalism education. *Atlantic Journal of Communication,* 22(2), 93-110. DOI: 10.1080/15456870.2014.890100

**Crawford, E. C.,** Fudge, J., Hubbard, G. T., & Filak, V. F. (2013). The Mass Comm Type: Student personality traits, motivations, and the choice between news and strategic communication majors. *Journalism & Mass Communication Educator,* 68(2),104-118. **(Top Journal in Field)**

Beseler-Thompson, E., Oster-Aaland, L. Stastny, S., Heley, F. & **Crawford, E. C.** (2013). The impact of a student-driven social marketing campaign on college student alcohol-related beliefs and behaviors. *Social Marketing Quarterly*, 9(1), 52-64**.**

DeArmond, S. & **Crawford, E. C.** (2011). Organization personality perceptions and attraction: The role of social identity consciousness. *International Journal of Selection and Assessment,* 19(4), 405-414. **(ISI Listed)** Impact Factor 1.318

Yu, N., **Crawford, E. C.,** & Gold, A. (2011). Combating childhood overweight: Effects of informational and narrative radio messages on parents of children and teenagers. *Journal of Health & Mass Communication,* 3(1-4), 258-275.

**Crawford, E. C.,** Gleason, T. R., & Yu, N. (2011). Driving the blues away: *Yuan* and letting go in Wong Kar-Wai's *My Blueberry Nights*. *Asian Cinema,* 22(2), 381-398.

Hubbard, G. T., **Crawford, E. C.** & Filak, V. F. (2011). Social identity and convergence: News faculty and student perspectives on web, print, and broadcast skills. *Electronic News,* 5(1), 20-40.

Hubbard, G. T. & **Crawford, E. C**. (2008). Music in political advertisements: Music to the ears or background noise? A study of music’s influence on message-relevant thinking. *Journal of Radio and Audio Media,* 5(2), 167-181. Impact factor .137

Essays and Chapters Published in Academic Books

**Crawford, E. C.** (forthcoming - May 28, 2015). Exceptional people: An exceptional medium. In D. Abrahamson and M. Prior-Miller (eds.), *The Routledge Handbook of Magazine Research: The Future of the Magazine Form.* Routledge: New York.

**Crawford, E. C.** & Okigbo, C. (2013). Strategic Communication Campaigns. In C. Okigbo (ed.), *Strategic Urban Health Communication*, Springer: New York.

**Crawford, E. C.** & Gleason T. R. (2010). “Spotlight on Green Day” in *9/11 in Popular Culture* In Sara Quay and Amy Damico (editors) Greenwood Publishing: Westport: CT.

Other Academic Publications and Projects

*Published Educational CD Project*

Contributed original research to DVD Documentary: Gartside, W. & Soley, L. (2009). *Research with projective techniques*. Insight Media: NY.

*Conference Proceedings*

**Crawford, E.C.** (2008). Using advertising and public relations related initiatives to increase circulation. *Proceedings of the 2008 Conference of the American Academy of Advertising,* pp. 278-286.

Academic Conference Presentations

Farrell, L., Yu, N., **Crawford, E.C.,** & Burns, M. (2012). Realism, relevance, and desirability: An investigation of the effects of anti-drinking ads among high and low sensation seekers. Paper presented at the annual meeting of National Communication Association (NCA), Orlando, FL.

Hubbard, G.T., & **Crawford, E.C.** (2011). Who’s really converging anyway: A survey of broadcast and print journalism student and faculty attitudes on cross-platform journalism education. Broadcast Education Association (BEA) Convention, Las Vegas, NV. **(Top Paper Award).**

Yu, N., **Crawford, E. C.,** & Gold, A. (2011). The effects of informational and narrative evidence messages about childhood overweight: Targeting parents of children and teenagers. Paper presented at the annual meeting of NCA, New Orleans, LA.

DeArmond, S. E. & **Crawford, E. C**. (2010). Organization personality, perceptions and attraction. Presented at a session titled “Person environment fit.” at the Academy of Management, Montreal.

Hubbard, G. T., **Crawford, E. C.,** & Filak, V. T. (2010). Social identity and convergence: News faculty and student perspectives on web, print, and broadcast skills. Presented for the “Radio-Television” division at Association for Education in Journalism and Mass Communication (AEJMC), Denver.

**Crawford, E. C.,** Hubbard, G. T., & Filak, V. T. (2009). The Influence of Personality and Motivation on Mass Communication Students’ Choices between News Media and Strategic Communication. Presented for the Scholastic Journalism division at AEJMC, Boston.

**Crawford, E. C.** & Gleason, T. R. (2009). A fractured femininity: A narrative analysis of Ellen von Unwerth's commercial and artistic creative. Presented for Visual Communications Concepts, NCA National Convention, Chicago.

**Crawford, E. C.** (2008). Using student media to market cigarettes on campus: A case study of the *Orange and White* at the University of Tennessee, 1920-1940.” Presented for the History division at the AEJMC Convention, Chicago.

**Crawford, E. C.** (2008). Using advertising and public relations related initiatives to increase circulation. Presented for the Advertising and Publicity Session at the American Academy of Advertising (AAA), San Jose, CA.

**Crawford, E. C.** (2008). Constructivism goes to Hollywood: The influence of the Soviet aesthetic on Hollywood poster design. Presented for the Media and Society Session at Central States Communication Association (CSCA), Madison, WI.

**Crawford, E. C.** (2007). Up in Smoke: The FTC’s role in ending tobacco advertising in student newspapers on college campuses. Presented for the History Session at AAA, Burlington, VT.

**Crawford, E.C.** (2006). Study buddies, matchmakers, and career advisors: Cigarette promotion in the University of Tennessee Newspaper *The Orange and White* 1926-1963. Presented for the History Session at the AEJMC Convention, San Francisco.