**Elizabeth Crisp Crawford**

P.O. Box 6050 elizabeth.c.crawford@ndsu.edu

Fargo, ND 58103 work telephone: 701-231-8720

**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

2002-2003 Visiting 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

Primary Area: Advertising; Secondary Area: Art

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

Thesis Committee Chair: Dr. Lynn Turner; Comprehensive Exam Chair: Dr. Joyce M. Wolburg

B.A. in Communication, Media, & Theater, *Magna Cum Laude*, December 1999

St. Norbert College, De Pere, WI

Major: Communication; Minors: French & Spanish

Advisor: Dr. James W. Neuliep

**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 and Individual Differences Mass Communication Education

**Academic Book:**

**Crawford, E.C**. (May 2014). *Tobacco Goes to College: Cigarette Advertising in Student Media, 1920-1980.* McFarland: Jefferson, NC. IBSN: 078646819X

**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)**

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 and 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.** (expected fall 2014). Exceptional people: An exceptional medium. In D. Abrahamson and M. Prior-Miller (eds), *The Future of the Magazine Form: Research Perspectives and Prospects.* Peter Lang: NY.

**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.

**Research Grant**

Principal Investigators: Drs. Nan Yu, Abby Gold, & **Elizabeth C. Crawford**

Title: “Investigating communication strategies to promote children's physical activities and diet choices.” Sponsor: Dakota Medical Foundation Amount: $2,000

**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.

**Publications Under Review:**

 Hubbard, G.T., Kang, J. & **Crawford, E.C.** (under review). Crossing cross-platform: Comparing skills preferences and convergence attitudes in strategic communication and news disciplines. *Journalism & Mass Communication Educator.*

**Selected 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.

 Palenchar, M.J. & **Crawford, E.C**. (2006). A new typology of risk communication variables. Presented for the Public Relation division at the AEJMC Convention, San Francisco.

**Invited Presentations:**

Invited presenter for February 2014 NDSU Department of Communication Lunch Colloquium Series, *Are you satisfied or are you just wired that way? Satisfaction, Personality, Economics and Communication.*

 Invited panelist for May 2011 NDSU pedagogical luncheon, *It’s Everyone’s Problem: How Faculty and Advisors Across Disciplines Can Help Change the Culture of High-risk Alcohol Use.*

Invited panelist for 2009 AAA special session, *The Six-Segment Message Strategy Wheel: A Ten-Year Perspective on Research,* Cincinnati, OH.

Invited presenter for the Marketing and Diversity Group 2006-2007, The University of Tennessee

**Teaching Assignments:**

**North Dakota State University**

COMM 700: Seminar in Research Methods

 COMM 477: Research for Strategic Communication

COMM 476: Advertising Campaign Practicum

COMM 377: Media Planning

COMM 376: Creative Strategies

COMM 375: Principles and Practices of Advertising and Public Relations

COMM 216: Intercultural Communication

**University of Wisconsin – Oshkosh**

 JOUR 351: Advertising Design, Copy, Layout, and Production

JOUR 331: Visual Media Design

JOUR 250: Principles of Advertising

**University of Tennessee**

PR/ADVT 310: Advertising and Public Relations Design

 ADVT 250: Advertising Principles

**Northern Michigan University**

 BC 415: Intercultural Communication

PR 330: Public Relations Message Design

PR 231: Introduction to Public Relations

 SP 100: Public Address

**Marquette University**

CMST 2100: Interpersonal Communication

CMST 1000: Human Communication

**Awards and Honors:**

**Teaching**

2010 Apple Polisher Award (Bison Ambassadors)

 2010 Award for Dedicated Service (NDSU AdClub)

**Student Competitions**

2008 National Student Advertising Competition (NSAC) District 8, 1st Place, AOL Campaign, assistant to coaches

2010 Student Gold Addy Award (AAF-ND), advisor

2011 NSAC District 8, 4th Place, JCPenney Campaign, coach

2011 North Dakota Professional Communicators, 1st Place, Fuel Magazine – co-advised with

Dr. Ross Collins

2013 NSAC Olson Award Winner (Honorable Mention), Walmart-Glidden Campaign, coach

2014 NSAC District 8, Mary Kay Campaign, coach

**Research**

 2012 Top Paper Award, Broadcast Educators Association (BEA) – with Glenn Hubbard

**Academic Achievement**

2007 Kappa Tau Alpha, Journalism Honor Society, University of Tennessee

 2000 Distinguished Student Achievement Award in Communication, St. Norbert College

 1999 Phi Sigma Iota, Foreign Language Honor Society, St. Norbert College

 1998 Lambda Pi Eta, Communication Honor Society, St. Norbert College

**Extracurricular Activities and Memberships:**

**North Dakota State University**

Faculty Advisor of NDSU AdClub 2009-2014

 National Student Advertising Competition/NSAC Coach 2011, 2013, 2014

 President’s Council for Alcohol and Other Drugs (PCAOD) member 2010-2013

PCAOD Education Subcommittee member 2010-2012

Department of Communication Curriculum Committee member 2010-2014

Department of Communication Search Committee member 2012-2013

Department of Communication Scholarship Committee member 2010-2011, 2012-2013

Department of Communication Scholarship and Events Committee chair 2013-2014

Department of Communication Beautification Committee member 2013-2014

AHSS Faculty Senate alternate 2013-2014

Member Association for Education in Journalism and Mass Communication (AEJMC), 2009-2010

Member National Communication Association, 2009-2010

Member American Advertising Federation (AAF-ND) 2009-2013

Library Liaison 2010-2011, 2011-2012

Live Real Mentor 2010-2014

**University of Wisconsin – Oshkosh**

AdClub Faculty Advisor 2007-2009

 Faculty Chair of the Journalism Advisory Board/Alumni Committee 2008-2009

 Member of the Curriculum Committee and the Faculty Search Committee 2007-2008

 Coordinated the Faculty Service section of the ACEJMC reaccreditation documents 2008-2009

 American Academy of Advertising (AAA) member 2007-2009

AEJMC member 2007-2009

 Central States Communication Association (CSCA) member 2008-2009

**University of Tennessee**

 Marketing and Diversity Interest Group member

AAA member

AEJMC member

 Organization for the Study of Communication, Language, and Gender (OSCLG) member

**Service to the Discipline**

 Guest Reviewer for *Journal of Radio and Audio Media*

 Reviewer Advertising Division, AEJMC 2008

 Chair of Media Forms and Functions Panel, CSCA 2008

 Reviewer Mass Communication & Society Division, AEJMC 2010

**Graduate Student Service:**

**Master’s Committee Memberships**

 Lezhao Ren 2014 (Communication)

 Heidi Kruse 2013 (Communication)

 Ruoxu Wang 2013 (Communication)

 Jaishikha Nautiyal 2013 (Communication)

 Danielle Teigen 2011 (Communication)

 Christopher Mattix 2011 (Communication)

 Carmen Gonzalez 2010 (Criminal Justice)

**Ph.D. Committee Memberships**

 Andrew Pritchard 2014 (Communication)

 Julie Fudge 2013 (Communication)

**Advisees**

 Steven Listopad (Communication Ph.D. student)

 Joyce Eisenbraun (Communication Master’s student)