

CURRICULUM VITAE

NAME: **Charles C. Okigbo**
On leave until January 2013

ADDRESS: Department of Communication
North Dakota State University
Minard Hall 321
Fargo, ND 58105
Tel: 701 231 8720
Tel: +234-706-759-7824
Charles.Okigbo@ndsu.edu
Charles_Okigbo@ksg06.harvard.edu

ACADEMIC AND PROFESSIONAL QUALIFICATIONS:

Ph.D. Education, Southern Illinois University, Carbondale, 1983.

Ph.D. Journalism, Southern Illinois University, Carbondale, 1982.

MPA. Public Policy and Administration, Kennedy School of Government, Harvard University, Cambridge, 2006.

M.A. European Management, University of Leicester, England, 1999.

M.A. Social/Political Philosophy, University of Nigeria, Nsukka, 1992.

M.S. Journalism (Advertising), Ohio University, Athens, 1980.

M.A. International Affairs, Ohio University, Athens, 1979.

B.A. English/Philosophy, University of Ife, Ile-Ife, 1976.

WORK EXPERIENCE:

2011 – 2012 Visiting Professor, University of Nigeria, Nsukka. On Leave from North Dakota State University.

2009 – 2012	Vice President, ORBICOM – The UNESCO Global Network of Communication Professors and Practitioners, Headquartered at the University of Quebec, Montreal, Canada.
2008 – 2010	Head of Policy Engagement and Communication, African Population and Health Research Center, Nairobi, Kenya. On leave from North Dakota State University.
2008 – 2009	University Adviser to the NDSU Student Newspaper, <i>The Spectrum</i> .
2006 – 2007:	Associate Head, Department of Communication, North Dakota State University. Temporary consultant to Plateau State University, Bokokos, Plateau State for workshop on American Funding for Nigerian Higher Education.
2005 – 2006:	Sabbatical Leave at the Kennedy School of Government, Mason Fellows Mid-career Program, Harvard University.
2002 - Present	Professor of Communication, North Dakota State University, Fargo, ND.
1998 - 2002:	Associate Professor of Mass/Development Communication, North Dakota State University, Fargo. Teaching courses in Action Research , Strategic Communication Campaigns, Advanced Media Writing, and Public Relations.
1993 -1997:	Executive Coordinator, African Council for Communication Education, Nairobi. Social Marketing, Public Affairs, Project Development and Fundraising tasks. Visiting teacher in Advertising and Public Relations at the University of Nairobi, and Daystar University, Nairobi, Kenya. Appointed Honorary Visiting Fellow, Centre for Mass Communication Research, University of Leicester, Leicester, United Kingdom.

1990 -1993:	Registrar, Advertising Practitioners Council of Nigeria (APCON). Public Affairs, Public Relations and Media Relations Consultant. Part-time teacher of Advertising and Public Relations at the University of Lagos.
1985 -1990:	Senior Lecturer in Mass Communication, University of Nigeria, Nsukka. Taught undergraduate and graduate courses in Development Communication Advertising, Public Relations, Communication Research, and International Communication.
1982 -1985:	Lecturer in Mass Communication, University of Nigeria, Nsukka, with responsibilities for teaching, research, community service, and supervision of undergraduate and graduate theses.
1979 -1982:	Graduate Research Assistant and Health Research Consultant, Southern Illinois University, Carbondale, Illinois.
1976 -1978:	Lecturer in English Composition and Writing, Government College, Ikorodu, Lagos, Nigeria.
1974 -1975:	Editor, Ijala Literary Journal, English Dept. University of Ife. Contributor to Renaissance and Daily Star Publications. PRO for Catholic Students, University of Ife.

PUBLICATIONS:

Academic and Professional Journals.

1. Charles Okigbo, "Changing Times," in Verderber, K. S., Verderber, R. F., & Sellnow, D. D. (2012). *Communicate!* (14th ed.). Boston: Wadsworth Cenage Learning, p. 103-104.
2. Charles Okigbo, Jennifer Reieron, and Shelly Stowman, "Leveraging Acculturation through Action Research: A Case Study of Refugee and Immigrant Women in the United States" *Action Research*, Vol. 7, Issue 2, June 2009. Pp. 127-142.
3. Charles Okigbo, Jennifer Reieron, and Shelly Stowman, "Social Change and Acculturation in the Adjustment of New African American Women: A Case Study" *Communication and Social Change*, A Scholarly Journal of the Center for Excellence in Communication Arts, Clark Atlanta University, Georgia, Volume 2, June 2008. Pp. 159 – 173.

4. Matthew Attansey, Charles Okigbo, and Mark Schmidt, "Preparing PR Students for the Brave New World: Students' Perceptions of Problem-Based Learning" *Public Relations Quarterly*, Vol 52, Number 2. Pp. 29 – 37.
5. Charles Okigbo, Drew Martin, and Osabuohien P. Amienyi "Our Ads 'R Us: An Exploratory Content Analysis of American Advertisements" *Qualitative Market Research: An International Journal*, Vol. 8 Number 3, 2005. Pp. 312 – 326.
6. Charles Okigbo and Sonya Nelson "Precision Public Relations: Facing the Demographic Challenge" *Public Relations Quarterly* Vol. 48 No. 2, Summer 2003. Pp. 29 – 35.
7. Charles Okigbo and Osabuohien P. Amienyi "Globalization of Broadcasting: Challenges and Strategies for African Broadcasters" *Southwestern Mass Communication Journal*, Vol. 18 No. 2, 2003. Pp. 92 – 102.
8. Charles Okigbo and Cornelius Pratt "Teenage Pregnancies in Kenya: Implications for Social Development" *Journal of Development Communication* (Malaysia). Vol. 1 No. 11, June 2002. Pp. 1-15
9. William Nganje, Eric C. Schuck, and Charles Okigbo, "An Economic Analysis of Information, Education, and Communication (IEC) in the Adoption of Slash and Burn Agriculture" *The Journal of African Communications*, Vol. 4 No 1, Winter 2002, Pp. 136 – 158.
10. Charles Okigbo, Carol Okigbo, and Cosmas Nwokefor, "Strategic Communication and Education for Community Development in Africa" *The Journal of African Communications*, Vol. 4 No 1, Winter 2002, Pp. 1 – 31. (Based at California State University - Sacramento)
11. Charles Okigbo, Carol Okigbo, William Hall, and Dhyana Ziegler, "The HIV/AIDS Epidemic in African American Communities: Lesson from UNAIDS and Africa" *Journal of Black Studies*, Vol 32 No. 6, July 2002 Pp. 615 – 653. (Sage Publications).
12. Cornelius Pratt, Isaac Obeng-Kwaidoo, E. Lincoln James & Charles Okigbo, "Health-information Sources for Kenyan Adolescents: Implications for Continuing HIV/AIDS Control and Prevention in Sub-Saharan Africa," *The Western Journal of Black Studies* (24, 3) Spring 2001.
13. Mark Meister and Charles Okigbo, "Service Learning in the Intercultural Communication Course: Promoting Civility, Engagement, and Understanding of Global Development Issues" *North Dakota Journal of Speech and Theatre* 2000 Vol. 13. Pp. 40-49.
14. Charles Okigbo and Mark Meister, "Sustainable Development of Africa: A Cultural Communication Perspective" *The Journal of Development Communication* (Malaysia) June 2000 Vol. 11(1). Pp. 1-15.
15. Cornelius B. Pratt, Louisa Ha and Charles C. Okigbo, "Marketing Communications in Sub-Saharan Africa: Toward an Ethics-bases Framework." *Ecquid Novi*, Journal for Journalism in South Africa, 1999 Vol. 20(1). Pp. 50-61.
16. Charles Okigbo and Carol Okigbo, "The Challenges of Communication and Education in Africa" *Education for All: Change in Action - Opinions*. Paris: UNESCO AND UNICEF, 1997. Pp. 21-23.
17. ___ and Cornelius B. Pratt, "Curricula for Media Education in Anglophone Africa" *Journalism and Mass Communication Educator*, Fall 1997, Vol. 52 (3). Pp. 8-16.

18. "Contextualising Freire in African Sustainable Development" *Africa Media Review*, Vol.10 No. 1. 1996. Pp. 31-53.
19. "Media Education in Anglophone Africa: Perspectives and Problems." *Africans on Africa*. Rome: International Documentation Centre (IDOC), Jan/March 1/1995. Pp.20-26.
20. "National Images in the Age of Information Superhighway: African Perspectives." *Africa Media Review*. 9(2), 1995, pp.105-121.
21. "Communication and National Development." *Unilag Communication Review*. 1989. Pp.77-84. (University of Lagos, Nigeria).
22. "Death and Funeral Ads in the Nigerian Press." *Journalism Quarterly*. Summer 1987. Pp.629-633.
23. "Informativeness of Advertisements." *Nigerian Journal of Mass Communication*, Journal of the Nigerian Mass Communication Association. Vol.1, Dec. 1990. Pp.8-17.
24. "The Print Media and National Development in Africa." *Communication Teaching and Training Materials* No.5 Nairobi: ACCE, 1989. Pp.1-8.
25. "Sex in the Newsroom: Male-Female Differences in Perceptions of Media Professionalism" *Communications, The European Journal of Communication*, (Germany) 14 Jahrgang, 1988. Pp.7-22.
26. "American Communication Theories and African Communication Research" *Africa Media Review*. Vol.1 No.2, 1986. pp. 18-31.
27. "Television in the Lives of Nigerian Youths." *The Third Channel*. IBS-Korea. No.5, July 1987, pp.708-726.
28. "The Role of the Mass Media in Nigerian Education." *Technical Education Review*. Vol.1, 1987. Pp.79-97.
29. "Nigerian Radio News and the New Information Order." *Gazette*. Vol. 41, 1988. Pp.141-150. (The Netherlands).
30. "The News Flow Controversy: Professional Journalists' Evaluation of News Imbalance." *Africa Media Review*. Vol.2, No.1, 1987. Pp.104-119. (Nairobi, Kenya).
31. "Professional Orientations of Nigerian Journalists." *Television Journal*, (Journal of the Nigerian Television Authority) Oct - Dec. 1985. pp.36; continued in March 1986. pp.10 and 37.
32. "Horse Race and Issues in Nigerian Elections." *Journal of Black Studies*. Sage Publications Vol.22, No.3 March 1992. Pp.349-365.
33. "Is Development Communication a Dead Issue?" *Media Development* (London). Vol. XXXII, No.4, 1985. Pp.23-25.
34. "News Flow Imbalance: Qualifications of Nigerian Press Content." *Gazette*. Vol.36 No.12, 1985. Pp.95-107. (The Netherlands).
35. "Journalism Students' Attitudes to Broadcast Journalism" *Television Journal*, (Journal of the Nigerian Television Authority), Lagos, July-Sep. 1986, pp.20-22, 24.

36. "Nigerian News People: An Intermedia Comparison" *Television Journal*, (Journal of the Nigeria Television Authority) Lagos, September 1986, pp.6-8.
37. "Media Use by Foreign Students" *Journalism Quarterly*. Winter 1985, Vol.62 No.4 Pp.901-904.
38. "Advertising as a Tool in a Depressed Economy" *Advertising in Nigeria, Journal of the Advertising Association of Nigeria (AAPN)* Vol.4 No.2 1985. Pp9-29.
39. "High Schools Students' Attitude Towards Journalism." *Media Development*, Journal of the World Association for Christian Communication London. September 1984.
40. "Nigerian-High School Boys and Girls Evaluate Journalism." *Journalism Quarterly*, Winter 1984. Pp.907-909.
41. "The Use of the USP in Nigerian Advertising." *Advertising in Nigeria, Journal of the Association of Advertising Practitioners of Nigeria*, January 1984. Pp.14-15, 38
42. "Big Endorsers: Do They Bring Benefits?" *Advertising in Nigeria, Journal of the Association of Advertising Practitioners of Nigeria*, July 1983. Pp.8, 31-33.

Book Chapters.

1. Charles Okigbo "African Communication Patterns and he Black Studies Inheritance" in Molefi Kete Asante and Maulana Karenga (Eds). *Handbook of Black Studies*. Thousand Oaks: Sage, 2005.
2. Charles Okigbo "The African World: The Public of African Communication" in Charles C. Okigbo and Festus Eribo (Eds). *Development and Communication in Africa*. New York: Rowman and Littlefield. 2004. Pp. 31 – 46.
3. Ali A. Mazrui and Charles C. Okigbo "The Triple Heritage: The Split Soul of a Continent" in Charles C. Okigbo and Festus Eribo (Eds). *Development and Communication in Africa*. New York: Rowman and Littlefield. 2004. Pp. 15 – 30.
4. Cornelius Pratt and Charles Okigbo "Public Relations and Social Change in Africa's Emerging Democracies" Donn James Tilson and Emmanuel Alozie (Eds.). *Public Relations in Emerging Democracies*. Ames: Iowa State University Press, 2003.
5. Charles Okigbo "African Television in the Age of Globalization – Recipes for Promoting Mutual Understanding." In JAMCO (2003). *TV in the Age of Globalization from the Viewpoint of Promoting Mutual Understanding*. Tokyo: The Japan Times and Japan Media Communication Center, 2003. Pp. 101 – 118.
6. Goran Hyden and Charles Okigbo "The Media and the Two Waves of Democracy" in Goran Hyden, Michael Leslie, and Folu F. Ogundimu (Eds.). *Media and Democracy in Africa*. New Brunswick: Transaction Publishers, 2003. Pp. 29-54.
7. Carol Okigbo, Charles Okigbo, and Suzanne Williams, "AIDS Communication in Africa: Towards a Practical Framework" in Andy Alali and B. A. Jinadu (Eds.). *Health Communication in Africa: Contexts, Constraints, and Lessons*. Lanham, MD: University Press of America, 2002.
8. "Media and Civil Society in Africa" in Ritchard M'Bayo, Chuka Onwumechili, and R. Nwafo Nwanko (eds.). *Press and Politics in Contemporary African States*. New York: Mullen Press, 2001.

9. "Communicating and Poverty: The Challenge of Social Change in Africa" in Claude-Yves Charron (ed.). *New Partnerships in Communication for the 21st Century*. Montreal: ORBICOM/UNESCO, 1999. Pp. 84-97.
10. "La Liberalisation de la Radiotelevision: Incidences sur les Fonctions Educatives et Culturelles de la Radiotelevision en Afrique Sub-Saharieene" in *La Radio Television de Service Public: Dimensions Culturelles et Educatives*. Paris: UNESCO, 1998. Pp. 157-180.
11. "Sports as an Effective Advertising Tool" in Josef Bel-Molokwu and 'Dozie Obiaku (eds.) *Advertising in Nigeria: Some Fundamental Issues*. Lagos: APCON, 1997. Pp. 269-280.
12. "Advertising and Marketing" in Josef Bel-Molokwu and 'Dozie Obiaku (eds.) Pp. 206-218. As in #11 above.
13. "Commercial Advertising in Broadcasting" in Josef Bel-Molokwu and 'Dozie Obiaku (eds.) Pp. 164-179. As in #11 above.
14. "Agency/Client Relationship: Key Factors of Success" in Josef Bel-Molokwu and 'Dozie Obiaku (eds.) Pp. 120-132. As in #11 above.
15. "Professionalism in Advertising" in Josef Bel-Molokwu and 'Dozie Obiaku (eds.), *Advertising in Nigeria: Some Fundamental Issues*. Pp. 17-24. As in #11 above.
16. "Publishing by an NGO: ACCE Case Study" in Bro Raymond Boisvert and Sr Paulines Publications Africa, 1996. pp.129-130.
17. "Integrating Marketing Communications: The New Approach to Advertising," in Ikechukwu Nwosu and Uchenna Ekwo (eds.). *Mass Media and Marketing Communications*, Enugu: Thought Communication Publishers, 1996. pp.197-216. Formerly published in *Advertising Annual*, Volume 11, Lagos: Advertising Practitioners Council of Nigeria (APCON), 1995. Pp.215-225.
18. "International Information Flow and the Challenges of the Twenty-first Century to Communication Research," in Luke Uka Uche (ed.), *North-South Information Culture*. Lagos: Longmans, 1996. Pp.284-300.
19. "Media and Sustainable Development: A Prologue", in Charles Okigbo (ed.) *Media and Sustainable Development*. Nairobi: ACCE, 1995. Pp2-24
20. "Broadcasting and Development in Equatorial Africa," in Marc Raboy (ed.), *Public Broadcasting for the Twenty-first Century*. London: John Libbey, 1995. Pp.264-282.
21. "Africa: The History of Television" in Anthony Smith (ed.), *An International History of Television*. New York: Oxford University Press, 1995. pp.358-380
22. "Towards a Theory of Indecency in News Reporting" in Francis Kasoma (ed.) *Journalism Ethics in Africa*. Nairobi: ACCE, 1994. Pp.71-87.
23. "Rural and Urban Imbalance in Media Coverage" in Charles Okigbo (ed.) *Reporting Politics and Public Affairs*. Nairobi: ACCE, 1994. Pp. 307-325.
24. ___ and Nwabu Mgbemena, "The Media and National Security" in Charles Okigbo (ed.) *Reporting Politics and Public Affairs*. Pp.265-284. As in #23 above.
25. "Horse-Races Elements in Political Reporting" in Charles Okigbo (ed.) *Reporting Politics and Public Affairs*. Pp.101-109. As in #23 above.

26. "More on Writing Political Features," in Charles Okigbo (ed.) *Reporting Politics and Public and Public Affairs*. Pp.167-190. As in #23 above.
27. "Public Relations Skills for Contemporary Corporate Environment" Donald Egwuonwu (ed.) *Boardroom Management: A Book of Readings*. Lagos: Stride, 1994. Pp.343-357.
28. "Information in Ads: A Case Study," in Charles Okigbo (ed.), *Advertising and Public Relations*. Enugu: CRP/University of Nigeria-Nsukka. Pp.200-206.
29. "Planning National Ad Campaigns," in Charles Okigbo, (ed.) *Advertising and Public Relations*. Pp.139-143. As in #28.
30. "Advertising Media Sales" in Charles Okigbo, (ed.), *Advertising and Public Relations*. Pp.119-124. As in #28.
31. "Consumer Behaviour in Advertising" in Charles Okigbo (ed.), *Advertising and Public Relations*. Pp.14-18. As in #28 above.
32. "Making Ad Presentations," in Charles Okigbo (ed.), *Advertising and Public Relations*. Pp.107-112. As in #28 above.
33. "The Context is the Message," in Charles Okigbo, (ed.) *Advertising and Public Relations*. Pp. 99-109. As in #28 above.
34. "Product or Service Positioning" in Charles Okigbo, (ed.). *Advertising and Public Relations*. Pp.92-97. As in #28 above.
35. "Advertising Copy and Layout," in Charles Okigbo (ed.) *Advertising and Public Relations*. Pp.55-72. As in #28 above.
36. "New Directions in the News Flow Controversy," in Charles Okigbo and Yaya Abubakar (Eds.). *New Perspectives in International News Flow*. Lagos: CRP/Reads and Mark, 1992. Pp.247-254.
37. "World News in the Nigerian Media," in Charles Okigbo and Yaya Abubakar (eds.). Pp.89-102. As in #36.
38. "Sources of Political Information in a Rural Community" in Nur Alkali, Jerry Domatob and Abubakar Jika, (Eds.), *African Media Issues*. Enugu: Delta, 1990. Pp.18-30.
39. "Rural-Urban Imbalance in Information Management," in *The Role of Journalists in Modern Nigeria*. Enugu: The Nigerian Union of Journalists. 1990. Pp.30-41.
40. "News Flow and Media Effects: Some Perplexing Questions on National Images," in Ike Nwosu, (ed.) *Mass Communication Environments of Development*. Aba: Frontier Publishers, 1990.
41. "Communication Ethics and Change: A Nigerian Perspective," in Tom Cooper and Clifford Christians (ed.) *Communication Ethics and Global Change*. New York: Longmans 1989.
42. "Bad News in Nigerian Newspapers: A Case For Content Analysis Textbook," in Ike Nwosu, Tom Adaba and Olalekan Ajia,(eds.) *Communication Industry in Nigeria: The Crisis of Publications*, Nairobi: ACCE, 1988. Pp.129-147.

43. "Three Perspectives of Nigerian Journalism," in Jerry Domatob, Abubakar Jika and Ike Nwosu, (eds.) *Mass Media and the African Society*. Nairobi: ACCE, 1987 pp.243-250.
44. "Photo Journalism" in Callix Udofia, (ed.) *Handbook for African Journalists*. Washington D.C.: World Press Freedom Committee, 1987. Pp.79-85.
45. "News of the World in Nigerian Newspapers" in Margaret McLaughlin, (ed.) *Communication Yearbook 9*. Beverly Hills. Sage, 1985. Pp.261-274.
46. "The Brain Drain and International Communication" in Robert N. Bostrom (ed.) *Communication Yearbook 7*. Beverly Hills: Sage, 1983, pp.554-573.

Books Edited:

1. *Development and Communication in Africa*. Boulder, CO: Rowman and Littlefield, 2004. [238 pages].
2. *Development Communication Principles*. Nairobi: ACCE, 1996. [360 pages].
3. *Media and Sustainable Development*. Nairobi: ACCE, 1995. [506 pages].
4. *Reporting Politics and Public Affairs*. Nairobi: ACCE, 1994. [370 pages].
5. *Marketing Politics: Advertising Strategies and Tactics*. Lagos: APCON, 1992. [151 pages].
6. *New Perspectives in International News Flow*. (co-edited with Yaya Abubakar). Lagos: CRP with Reads and Mark, 1992. [280 pages].
7. *Advertising and Public Relations*. Enugu: CRP/Department of Mass Communication, University of Nigeria, 1990. [288 pages].

Full-length Reports and Training Materials:

1. "Advocacy Strategy for AIDS Communication in Africa." Report for the UNAIDS Project on African Partnership, UNAIDS-Geneva and Fenton Communications, New York, August 1999.
2. "Radio in Population Communication." Consultancy Report for the Population Secretariat, Ministry of Finance and Development Planning, Botswana, Gaborone, August 1997.
3. "Media Management in Africa" Module Seven, Unit 40b, *MA Training Module*, Leicester: Centre for Mass Communication Research, 1996. Pp.181-214.
4. "Media in Africa: An Introduction." Tony Boyd-Barrett (ed.) *MA Training Module*. Module Three, Unit 16(b) Leicester: Centre for Mass Communication Research, University of Leicester, 1995. pp.181-224.

5. "Evaluation: Report on Survey" in Onuora Nwuneli, (ed.) *Rural Information Officers Corps: Communicating Rural Change and Development in Anambra State*. Enugu: Government Printers, 1987. pp.51-61.

Books Under Preparation:

1. *Strategic Health Communication in Urban Contexts*.
2. *Advertising and Public Relations* (Re-worked second edition of existing book).
3. *Applying Communication Theories to Social Change* (proposal requested by Mike Bester of Houghton Mifflin Publishing Company, USA).

Some Invited Presentations

Charles Okigbo "The Rural Information Officers Corps (RIOCC): An African Development Communication Paradigm" Nnamdi Azikiwe University Conference in Honor of Onuora Nwuneli, Awka, Anambra State, Nigeria, 2011.

Charles Okigbo "Developing Curricula for Health and Development Communication" The International Conference on Rethinking Development Communication in Africa. Daystar University-APHRC-Internews, Nairobi, Kenya, June 25-28, 2011.

Charles Okigbo "The Challenges of Reporting Health and Development Communication: Media Perspectives" The International Conference on Rethinking Development Communication in Africa. Daystar University-APHRC-Inter News, Nairobi, Kenya, June 25-28, 2011.

Charles Okigbo and Ike Ndolo "Optimizing E-Learning Opportunities for Effective Education Service Delivery in Nigeria." Lead Paper at the National Conference on Optimizing E-Learning, University of Nigeria Institute of Education, May 9, 2011.

Charles Okigbo, "Communication for Development: Adaptation in a Global World". Keynote Address at the Commonwealth Communication Conference, Kigali, Rwanda, March 2011.

Charles Okigbo "Why Research?" University of Nigeria/African Population and Health Research Center Summit on Health Research Communication, Abuja, Nigeria, December 14, 2010.

Charles Okigbo and JC Fotso "Health Research Communication: The New Frontier of Science and Knowledge Management" 2010 International Conference on Urban Health, New York City.

Charles Okigbo "The Journey of Development Communication: Challenges and Opportunities for Africa." Daystar University Launch of the Doctoral Program in Communication, Laico Regency Hotel, November 19, 2009.

Charles Okigbo and Joji Kangethe (Lowes Scannad Agency) "Strategic Advocacy Campaign Approaches Using Family Planning Research Results" The Johns Hopkins University Conference on Family Planning Research, Munyonyo, Kampala, Uganda, November 16 to 19, 2009.

Charles Okigbo, "Campaigns, Advocacy and Lobbying in Policy Making" The Regional NGO

Training Program on Policy Formulation, Analysis and Advocacy, Lenana Training Center, Nairobi, November 2 to 6, 2009.

Nancy Muturi and Charles Okigbo “Religiosity and Risk Perceptions in Urban Health Communication: A Case of Kenya” 8th International Conference on Urban Health (ICUH), Nairobi, Kenya, October 18 to 23, 2009.

Rose Oronje, Charles Okigbo and Nancy Muturi, “Engaging Parliamentarians with Research to Promote Reproductive Health in Kenya” 8th International Conference on Urban Health (ICUH), Nairobi, Kenya, October 18 to 23, 2009.

Charles Okigbo “Promoting Engagement around Population Policy Issues in Poor Countries” The XXVI/2009 Conference of the International Union for the Scientific Study of Population (IUSSP), Marrakech, Morocco, September 27 to Oct 2, 2009.

Jacob Ongala Owiti and Charles Okigbo, “Leveraging Opportunities for Health Equity in Kenya” Regional Health Equity Conference (EQUINET) in association with Partners in Population and Development (PPD), Kampala, Uganda, September 21 to 26, 2009.

Charles Okigbo “Research in Knowledge Management and Advocacy” Regional Training on Knowledge Management, Center for African Family Studies (CAFS), Nairobi, Kenya, September 19, 2009.

Charles Okigbo, “Working with the Media for Policy Advocacy” Orientation Workshop for Journalists, Policy Makers and NGO Leaders, Nicon Luxury, Abuja, August 18, 2009.

Charles Okigbo “Why Media Matter in Public Policy Making” Orientation Workshop for Policy makers and the Journalists, Nairobi, Kenya, June 18, 2009.

Rose Oronje, Charles Okigbo and Sam Oti, “The New Silent Epidemic in Kenya: CVDs in Kenya’s Informal Settlements” Kenyan Health NGO Network (HENNET) Launch, PanAfrique Hotel, Nairobi, Kenya, May 14, 2009.

Charles Okigbo, “Advertising in Nigeria” APCON 2008 Advertising Day Lecture, Sheraton Hotel, Ikeja, Nigeria. November 2008.

Charles Okigbo “Adapting Innovative Fundraising Techniques for Nigerian Higher Education” Ahmadu Bello University, Zaria, Nigeria. March 2007.

Charles Okigbo “Strategies for Grant Research and Writing” North Dakota Association of Fundraising Professionals Mid-American Conference, Fargo, ND June 3-5, 2007.

Charles Okigbo “Guide to American Funding Support for Research in Higher Education” University of Ibadan Post-Graduate School Workshop, June 25-27, 2007.

Charles Okigbo “Action Research Approaches in Communication and Language Arts” Department of Communication and Language Arts, University of Ibadan, June 26, 2007.

Charles Okigbo “Principles and Strategies for University Grants and Capital Campaigns” Kaduna State University, Kaduna, July 2007.

Charles Okigbo “The First Year Experience: Making the Best of University Studies” Plateau State University, Bokokos-Jos, July 2007.

Charles Okigbo “Endowment Planning and Management” North Dakota Association of Fundraising Professionals Annual Training Workshop, Bismarck, ND November 2007.

Charles Okigbo “Advertising in Nigeria: The Way Forward” National Advertising Day Lecture, The Advertising Practitioners Council of Nigeria, Lagos, December 6, 2007.

Charles Okigbo “Adaptive Leadership in Fundraising and Capital Campaigns.” Presentation at the NDSU/ORBICOM Fundraising and Capital Campaign Workshop, Fargo, ND Oct 16/19, 2006.

Charles Okigbo “Communicating Women’s Health” Inaugural Conference of the African Women’s Health Initiative, Abuja, Nigeria, January 6-8, 2005.

Charles Okigbo “Communication Campaign Approaches to Development.” Invited presentation, Denver University, Denver, March 1, 2004.

Charles Okigbo “Journalism and Public Relations in African Development.” Invited paper, Denver University, Denver, March 1, 2004.

Charles Okigbo “The Challenge of Projecting Africa’s Image to the World.” Invited conference presentation, International Conference of the Federation of African Public Relations Associations (FAPRA), May 24-26, 2004, Abuja, Nigeria.

Charles Okigbo “The Impact of the Digital Divide on the Media in Africa and the Arab States.” Keynote Address at the World Summit on the Information Society, Marrakech, Morocco, November 22-24, 2004.

Charles Okigbo, “An Overview of Civic (Public) Journalism in the United States” presented at the Civic Journalism Seminar, Department of Mass Communication, Nnamdi Azikiwe University, Awka, Anambra State, Nigeria, June 4, 2003.

Charles Okigbo, “Video Presentation of Civic Journalism Practice” presented at the Civic Journalism Seminar, Department of Mass Communication, Nnamdi Azikiwe University, Awka, Anambra State, Nigeria, June 4, 2003.

Charles Okigbo, “Human Communication in Society” presented to the Minority Leadership Training Program of the Cultural Diversity Resources, Fargo, May 2003.

Charles Okigbo “Communication, Environment, and Ethnic Conflicts.” Invited presentation at the Tri-College University World Studies Seminar on Africa Forgotten, Minnesota State University – Moorhead, February 12, 2002.

Charles Okigbo “The Security Dilemma.” Invited presentation at the Tri-College University World Studies Seminar on Africa Forgotten, Minnesota State University - Moorhead, February 19, 2002.

Charles Okigbo “African TV in the Age of Globalization: Recipes for Promoting Mutual Understanding” Special Internet Symposium, Japan Media Communication Center, February – March 2002.

Charles Okigbo “Strategic Planning in Communication Campaigns: A Multimedia Approach.” Presented at the Regional Training Seminar, Hill Station Hotel, Jos, Plateau State, Nigeria, November 1 – 2, 2002.

Charles Okigbo “Advertising Creative Strategies: Illustrative Radio and TV Commercials from the US.” Presented at the Regional Training Seminar, Hill Station Hotel, Jos, Plateau State, Nigeria, November 1 – 2, 2002.

African Studies Association (ASA) Section Head for Sub-theme on Media and Popular Culture: Representation, Interpretation, and Influence of the New Information Technologies, ASA 45th Annual Conference and General Meeting, Marriott Wordman Park Hotel, Washington DC, December 5 – 8, 2002.

Charles Okigbo, Dan Odallo, and Carol Okigbo, “Social Marketing and Strategic Communication campaigns for AIDS in Africa.” Poster presentation for the 6th Annual Innovations in Social Marketing Conference, June 11-13, 2000. Abstract accepted for publication in *Social Marketing Quarterly* (2001).

Charles Okigbo, “Globalization of the Media: Need for New Definitions of the Audience.” Scientific Congress of the International Association of Media and Communication Research (IAMCR), July 18, 2000, Singapore. [Represented by Professor Arnold deBeer].

Charles Okigbo “New Communication Technologies in Distance Education: Building New Bridges over Old Frontiers of Journalism Education.” Presented to the Professional Journalism Division of the IAMCR, Thursday July 20, 2000, Singapore [Represented by Professor Arnold deBeer].

Charles Okigbo, “Communication Networks in the Age of Globalization.” Plenary Presentation at the Biennial Conference of the African Council for Communication Education (ACCE), Cairo, Egypt, October 17, 2000.

Charles Okigbo, “Towards a Theory of Two Publics in African Communication.” ACCE Biennial Conference, Cairo, Egypt, October 16 – 19, 2000.

Carol Okigbo, Charles Okigbo, Baruk Opiyo, and Mary Kizito “The Knowledge Behavior Gap in AIDS Communication: Case of Kenyan AIDS NGOs” ACCE Biennial Conference, Cairo, Egypt, October 16 – 19, 2000.

Charles Okigbo, “Broadcasting in the Age of Globalization: Challenges of Programming and Audience Segmentation in the Context of Strategies for Making African Broadcasting Self-sustaining.” Biennial Conference of the National Broadcasting Commission of Nigeria, Abuja, Nigeria October 25 – 29, 2000.

Charles Okigbo and Carol Okigbo, “AIDS Communication and Behavior Change: Public Policy Implications.” 43rd Annual Conference of the African Studies Association, Nashville, Tennessee, November 16 – 19, 2000. [Represented by Dr. Kathleen Slobin].

Charles Okigbo, "The Global HIV/AIDS Pandemic: Implications for Population Communication." Tri-College Lecture, Minnesota State University, Moorhead, November 15, 2000.

Charles Okigbo, "The International Telecommunications Union." Presentation to International Communication students at Minnesota State University – Moorhead, December 12, 2000.

"The HIV/AIDS Pandemic and the Challenges of African Development: Implications for African American Communities." Annual Conference of the National Association of African-American Studies, February 9-13, 1999, Houston, Texas.

"Communication and Poverty: Rejecting the 'Have Not' Status." Biennial Conference of ORBICOM - International Network of UNESCO Chairs in Communication, Montreal, April 12-14, 1999.

Charles Okigbo and Ritchard M'Bayo "Communicating Human Rights in Africa: Cultural Considerations." Rochester Institute of Technology Human Rights Conference, Communication Department, July 8-10, 1999.

Advocacy Communication for the African Partnership in AIDS Communication, UNAIDS Conference, Geneva, Switzerland, July 21-22, 1999.

The Colors of Communication, NDSTA Annual Conference, Bismarck, ND September 16 - 18, 1999. "Panel Coordinator for Generational Communication", with NDSU students as presenters.

"Cross-border Marketing - The New Marketing." International Advertising Association's 4th Regional Conference, Abuja, Nigeria, September 21 - 24, 1999.

"Communication and Development - A Summation of Views." Response to Panel Presentation at the 1999 NCA Convention, Chicago November 6, 1999.

"The Imperative of Communication." African Studies Association Conference, Philadelphia, November 12-14, 1999.

"The Challenges of Newspaper Advertising in the Internet Age." Forum Communications, Fargo, December 8, 1999.

"Media and Civil Society in Africa." Presented at the Conference on Civil Society in Africa, Central State University, Wilberforce, Ohio, May 28, 1998.

"Strategic Education and Communication for Social Change." Presented at the 25th Scientific Conference and General Assembly of the International Association for Mass Media Research, Glasgow, Scotland, July 26-30, 1998.

"Global AIDS Communication Framework" (presented on behalf of the UNIADS Programme, Geneva, Switzerland) at the 11th Biennial Conference of the African Council for Communication Education (ACCE), Nairobi, Kenya, October 9 to 15, 1998.

Relevant Experience:

2003 – Present: University Professor in Communication and Leadership Studies.

Researcher in Communication and adviser to undergraduate and post-graduate students. Familiarity with development communication issues. Editorial reviewer for four international communication journals.

Integrated Marketing Communications Project Director for African Training Initiative, ORBICOM – Network of UNESCO Chairs, University of Quebec, Montreal.

Training Coordinator of Otto Bremer Foundation Grant on Management Consulting for Minority Nonprofits, North Dakota State University.

Director of International Programs, African Women's Health Initiative, a North Dakota-based nonprofit organization.

Member of Board of Student Publications, North Dakota State University, Fargo.

Board Member, ORBICOM – The International Network of UNESCO Chairs in Communication, University of Quebec – Montreal, Canada.

2002:

Professor of Communication, NDSU

Member, Team of American Visiting Professors to Prince Abubakar Audu (now Kogi State) University, Anyigba, Kogi State, Nigeria. July 2002. Head of Communication and Public Relations.

Member, NDSU President's Council on Diversity, from 2002 to 2008.

Part-time Director, International Education at North Dakota State College of Science, Wahpeton (January to June, 2002).

Member, Readers Advisory Board, Forum Communications (Newspapers), Fargo, North Dakota.

1998 - 2002

Associate Professor, Department of Communication, North Dakota State University, Fargo, North Dakota.

UNAIDS Temporary Advisor on Health Communication Strategies and Advocacy (United Nations Global Program on AIDS, Geneva, Switzerland).

Visiting Associate Professor in Advertising (one semester) at the University of North Dakota, Grand Forks, ND.

1993 -1997.

Executive Coordinator, African Council for Communication Education (ACCE), Nairobi. Responsibilities for designing, implementing, and evaluating development communication programs with donors, African partners, and UN agencies such as UNICEF, UNESCO, and WHO.

Communication Resource Person to Friedrich Ebert Stiftung's African Media Project.

Communication Training Consultant to UNICEF, UNESCO and UNFPA projects dealing with advocacy, social mobilization, social marketing, communication skills, IEC, and population communication.

Communication Officer for ACCE's UNESCO/SIDA Funds-in-Trust program for the development of journalism training materials in Africa.

Collaborator with FHI/AIDSCAP officers in Africa Regional Office for Research on Media and AIDS Communication.

Collaborator with staff of UNFPA's IEC Training Program for research and report writing on Teenage Sexuality, STDs and HIV/AIDS.

Assessor for Associate Professorial promotion exercises, Northwestern University's Department of Integrated Marketing Communications, and Bowie State University's Department of Communication (Illinois and Maryland, USA).

Post Graduate External Examiner to the School of Journalism, University of Nairobi, Kenya; and the School of Communication Studies, University of Ghana.

Guest teacher in Advertising, Marketing, and Public Relations at the Kenya Institute of Mass Communication (KIMC).

Member, Management Committee of the Communication Training Centre, All Africa Conference of Churches, Nairobi, Kenya.

Member, Joint Board for Communication, All Africa Conference of Churches, Nairobi, Kenya.

Consultant on Diplomatic Media Relations for the Nigerian High Commission, Nairobi, Kenya working with Ambassador Clarkson Umelo, High Commissioner and Dean of the Diplomatic Corps.

Editorial board member, *Journal of African Communication*, Department of Mass Communication, Bowie State University, Maryland, USA, and California State University – Sacramento.

Managing Editor, *Africa Media Review* (ACCE),
Nairobi, Kenya.

Visiting teacher of Public Relations, University of
Nairobi, and Daystar University (affiliate of Wheaton
College, Illinois).

Consultant to Johns Hopkins University-Population
Communication Services, Kenya Office, on Health
Communication Strategy for Kenya.

Consultant to the Government of Botswana on Health
Communication and Use of Radio for Population
Communication.

1990 - 1993.

Executive Registrar, Advertising Practitioners Council of Nigeria
(APCON), Lagos, Nigeria. Responsibilities for
advertising education and control in Nigeria.

Communication Adviser to professional advertising
associations. Close liaison and collaboration with Food
Drug Administration on advertisements for food
beverages and medicines.

Consultant to the Board of Strategic Advertising
Communications on the foundation, organizational
structure and positioning of the agency.

Creative reviewer for Zus Bureau Limited, promoters of
advertising creativity for the Association of Advertising
Practitioners of Nigeria.

Visiting instructor in Advertising, Marketing, and
Consumer Behavior at ADCOMS, Advertising and
Marketing Consultants.

External examiner and moderator, Department of Mass
Communication, Bayero University, Kano.

Member, and Secretary, Advertising Standards Vetting
Committee (APCON), Nigeria.

Public Relations training consultant to the Nigerian
Institute of Public Relations (NIPR).

Visiting instructor on Corporate Communications and
Advertising Media Sales for POTOMAC Training Group.

1985 -1990.

Senior Lecturer in Mass Communication, University of
Nigeria, Nsukka. Responsibilities for teaching Development
Communication, Advertising, Public Relations, Communication
Research, International Communication, and Intro
to Mass Communication to undergraduate and graduate

students.

Consultant to Dawn Functions Advertising and Public Relations Agency, on Beer Brand Preferences.

External examiner and moderator to the Nigerian Institute of Journalism, Lagos.

Communication consultant to the Federal Ministry of Information for Public Affairs and Public Enlightenment.

1982 - 1985.

Lecturer in Mass Communication, University of Nigeria, Nsukka, Nigeria, with emphasis on teaching responsibilities, student advising, and service in University committees.

Communication research consultant to Anambra State Commissioner of Information on Rural Information Officers Corps (RIOCC) Project.

Communication adviser on Public Relations and Images of States Study for Communication Research Projects Limited.

1980 - 1982.

Health communication research assistant to Professors Elaine Vitello, Paula Woehlke, Philip Belcastro and Robert Gold at Southern Illinois University, Carbondale, with responsibilities for research design, data collection, analysis, and result reporting.

Proficiency in quantitative research methodologies, including use of SPSS and SAS computer applications, through working with graduate students and faculty at the Mass Communication Research Center, School of Journalism, Southern Illinois University.

1978 – 1979

Graduate Assistant and Publications Officer for the Office of Off-Campus Housing, Southern Illinois University, Carbondale, responsible for publicity, student relations, and student affairs news.

Grants

International Development Research Centre, East Africa Office, Kenya, Grant for Research Communication and Knowledge Translation to APHRC's PEC Unit, \$24,000, October – December 2010.

Otto Bremer Foundation (St. Paul/Minneapolis), \$40,000.00 for Further Training of Minority Nonprofit Management Consultants among University Professors and Graduate Students, August 2005 to July 2007.

ORBICOM (Canada) African Journalism Training Project, 2005, \$10,000.00 for hosting conferences and workshops on professional development.

Otto Bremer Foundation (St. Paul/Minneapolis), \$46,000.00 for Training of Minority Nonprofit Management Consultants among University Professors and Graduate Students, August 2003 to July 2004.

Otto Bremer Foundation (St. Paul/Minneapolis), \$44,000.00 for Human Relations/Diversity Project (funded, December, 2002). Ms. Perez, Senior Program Officer.

ORBICOM (Canada) African Training Project, 2001, US\$15,000.00 (funded). Dr. Claude Yves, General Secretary.

ACCE – Ford Foundation (Kenya) Consultative Project, Nairobi, 1994 – \$76,000.00 (funded). Dr. Jonathan Moyo, Program Officer.

ACCE – UNESCO/SIDA Funds in Trust for Africa Book Project, 1993-1997, \$60,000.00 (funded). Messrs G. Kaliwo and Kwame Bofo, UNESCO Program Officers.

Teaching Areas:

Organizational Leadership

Public Relations (Principles, Campaigns, Strategies).

Development Communication

Strategic Communication Campaigns

Advanced Media Writing in Public Relations.

Media and Communication Ethics.

Capstone Course in Communication (Leadership Studies).

Communication Theory.

Action Research in Graduate Studies.

Social Research Methods.

Global and International Communication.

Intercultural Communication.

Health Communication.

Media Relations/Community Outreach:

Working well with journalists, public relations and advertising professionals, and academic journal editors.

Ability to work well with academic and practitioner groups.

Familiarity with mechanisms for regional and international debates on social issues, and public policy communication structures.

Abiding interest in mechanisms for regional and international media debates on social change and development.

Special skills in university relations, fundraising and capital campaign management.

Ability to work with international journalists to project the images of organizational entities such as universities and other nonprofit organizations.

Familiar with the challenges and strategies for promoting international exchanges and partnerships among academic institutions.

Special interest in promoting academic excellence and liaisons between academia and governments.