

communication news
department letter

2015
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An NDSU student explores equipment in the Interactive Media Lab.

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NDSU communication centers focus on outreach

Interactive Media Lab

Assistant professor of communication Dr. Nan Yu, in collaboration with Dr. Jun Kong, associate professor of computer science at NDSU, and Dr. Jing Shi, associate professor of industrial and manufacturing engineering at NDSU, received a National Science

Foundation grant for \$300,000. Awarded in 2011, the grant is titled "The Major Research Instrumental Program: Development of a Cross-Platform Infrastructure for Natural Interaction Research." When the newly refurbished Minard Hall was complete, the Interactive Media Lab emerged.

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Message from the Chair: Communication Research, Training and Beyond

By Mark Meister, Department Chair



Reaching off-campus audiences is one of the many challenges facing social scientific and humanities research. Research relevance and significance beyond campus gates is central to NDSU's land-grant mission.

from the corporate and nonprofit realm to the public policy, legal and journalistic arenas. Not to mention areas of social concern including gender equity, environmental sustainability and social justice. We are an academic department committed to teaching, research and service that goes beyond our classrooms, our labs, our disciplines, our journals and ourselves! The department's outreach and engagement trajectory is further bolstered by its three centers of research and extension excellence.

The Department of Communication is proud of its tradition of research outreach. Faculty and students in The Department of Communication bring their research to communities across North Dakota, Minnesota, the nation and the world!

I invite all of you to read about how faculty, staff and students of the Department of Communication are reaching out beyond our traditional comfort zones in the service and engagement of others. Thank you for your continued support and service to NDSU and the Department of Communication.

These interactions span a multitude of contexts,

Communication department celebrates second annual COMM Week in April

Every April since 2013, the Department of Communication has sponsored COMM Week, a campus-wide celebration of the department's undergraduate students and programs. In 2014, department-affiliated student groups like PRSSA, Ad Club, SUTV/BIN, Lincoln Speech and Debate, SPJ and communication related classes presented research, performed competitive activities and networked with department alumni, friends and NDSU administrators.



The last day of COMM Week 2014 included a standing-room-only crowd participating in a discussion about student media research. The panel combined the efforts of Dr. Charles Okigbo's Communication Analysis class and NDSU's SPJ student chapter. Matt Von Pinnon, editor of The Forum of Fargo Moorhead, gave feedback to the student presenters.

Looking Ahead--COMM Week 2015

The Department's Communication Research and Training Center will celebrate its grand opening and have its ribbon cutting during COMM Week in April 2015. Read more about this center on p. 12-13.



Communication students and faculty attended a keynote address by NDSU alumni and CEO of Spotlight Media in Fargo Mike Dragosavich (left) titled, "Keys for Success in the Communication Profession."

NDSU Department of Communication Fiscal Year Annual Report

30 June 2014 — Present

A. Department Goals and Priorities for the Past Year:

1. Implement curriculum changes to the COMM 110 program.
2. Increase applications to the Department's graduate program from 33 in 2013 to 50 in 2014.
3. Increase the number of accepted applications to the Department's graduate program from 8 in 2013 to 16 in 2014.
4. Prioritize the conceptualization and creation of research-focused centers by faculty and graduate students.
5. Re-conceptualize PhD student comprehensive examination and evaluation process.

B. Executive Summary of Accomplishments in Achieving the Goals and Priorities for this Past Year:

In 2014, the Department of Communication EXCEEDED in achieving its goals and priorities in the areas of teaching, research, and service.

Incorporating mass lectures, small group sections, and online learning components into COMM 110 Fundamentals of Public Speaking (a General Education course requirement) yielded greater student learning while serving more students. According to SROI information, course satisfaction and course quality measures have increased from 3.25 and 3.45 (in AY 2012; N = 3874) to 3.75 and 3.85 (in AY 2013; N = 4127). Moreover, innovative and excellent undergraduate and graduate teaching, advising, and graduate student recruitment continued in 2014. Three faculty members were awarded "Apple Polisher" awards, a new and engaged undergraduate advising program was established, the Ph.D. student comprehensive examination and evaluation process was revised, and the graduate student recruitment program generate twice as many master's and doctoral applications than in 2014.

The Department's rigorous faculty research standards spawned impressive totals in published books (3), ISI-equivalent publications (17), published book chapters (8), non-ISI-equivalent, peer-reviewed publications (16), research presentations (24), international research presentations (6), grants awarded (5), and grant funding (\$124,590).

Departmental faculty served as editors, review board members and guest reviewers for 23 different professional journals. Combined, the faculty served on 18 different civic, service or church-related boards, including the YWCA, Big Brothers and Big Sisters, and Forum Communication's Citizen's Advisory Board.

C. Goals and Priorities for the Coming Year:

1. Create and obtain approval NEW undergraduate major in Strategic Communication.
2. Increase the amount of research grant funding to \$200,000.
3. Increase the number of faculty successfully securing sponsored research.
4. Obtain NDUS approval the Department's Communication Research and Training Center (<http://www.comresearchtraining.com/>).
5. Increase the diversity of the students, faculty and staff in the Department.

Newsletter content compiled, written and edited by undergraduate students Megan Toso and Heather Milbrath.

Drs. Amy O'Connor and Michelle Shumate Receive \$300,000 NSF grant for corporate social responsibility research

For nearly a decade, Dr. Amy O'Connor of NDSU and Dr. Michelle Shumate of Northwestern University have been researching corporate social responsibility. They have recently been awarded a National Science Foundation Science of Organizations grant for nearly \$300,000 titled "Collaborative Research: Mind Mapping Consumers and Activists' Response to NGO-Corporate Partnerships."

Why did you choose corporate social responsibility as the focal point of your research?

"I decided early in my doctoral studies to focus on CSR. Mainly because I am intrigued by the ways corporations decide to engage society and what the implications (good and bad) of that engagement are for citizens, communities, employees, and organizations. I also like researching CSR because it has both historical and contemporary interest. Finally, I think research about CSR provides an opportunity to all of us to consider what the role of corporations should be in society...I think it is of critical importance because the corporation is quickly becoming the dominant institution of our time."

Tell us about the NSF grant you've received.

"In August of 2014, we were notified that we had received a three-year grant for \$296,406 to study how consumers and activists respond to communication about non- governmental organization-corporate partnerships. We are very excited about the grant because it will provide us with the opportunity to gain insight into how communication can persuade

"The grant is based on earlier research we have done and will explore how messages about NGO-corporate partnerships influence the consumer and activists beliefs and attitudes about both partners."
-Amy O'Connor

stakeholders about brand fit and what communication messages influence stakeholder information processing patterns."

You're very close with your research partner Michelle Shumate. How did your research relationship begin?

"We met when we were hired as assistant professors at NDSU in 2004 and began collaborating in 2006. I owe a debt of gratitude to my senior colleagues who took a chance on two young and unproven scholars 10 years ago when they hired us. That single decision has resulted in 17 publications / presentations and nearly \$300,000 in grant funding. I think part of the

appeal of our research is that it highlights the role of both nonprofits and corporations take in CSR initiative and identifies the different types of social issues that are likely to garner corporate support. I consider my collaborative research with Michelle to be one of the best parts of my professional and personal life."

What does moving forward look like?

"The NSF grant has opened up so many opportunities to expand my research. Through the grant, we will develop a mind-mapping computer program that will be open sourced for other scholars to use. We have a brilliant computer science graduate student, Pranav Dass, helping with this part of the project. In addition, we are looking at developing a new theoretical model to predict the types of NGO-corporate partnerships that are most likely to be sustainable. NDSU has provided me with a variety of opportunities to advance both as a scholar and a teacher."

What's your best advice for students?

"The best advice I've ever received came from my dad. He was a professor, too (math of all things!) and he told me: 'Work hard; very, very hard and never quit.' The current terminology for his advice is grit. I pass along my dad's advice by asking my sons and students, 'Got Grit?'"



Dr. Amy O'Connor and her research team are currently compiling information about the NFL's concussion crisis and will run focus groups later this spring.

O'Connor has assembled undergraduate students Hayley Horntvedt, Megan Toso and Emma Kramlich to author a literature review and research agenda of corporate social responsibility in communication as part of her National Science Foundation-funded project.

Timeline of Dr. O'Connor's CSR Work

2004
Dr. Amy O'Connor is hired at NDSU in the communication department.

2006
O'Connor and Michelle Shumate partner to do research on corporate social responsibility.

2010
O'Connor and Shumate author a piece titled "The symbiotic sustainability model: Conceptualizing NGO-corporate alliance communication" (an earlier piece that the new research is based on).

2010
O'Connor and Shumate publish two additional articles about corporate social responsibility.

2012/2013
O'Connor and Shumate's research is selected by a conference board for inclusion in their publications and a webinar.

2013
O'Connor and NDSU graduate student Katherine Gronewold publish "Black Gold, Green Earth: An analysis of the petroleum industry's sustainability discourse" in MCQ's newsletter.

2014
O'Connor, Shumate and Yuli Hsieh authored a piece titled "Top NGO partnerships with corporations: A test of the Symbiotic Sustainability Model" (another piece that the new research is based on).

2014
O'Connor and Shumate receive an National Science Foundation grant for nearly \$300,000.

Undergraduate Student

Logan Curti found it difficult to choose a major. After exploring pharmacy and accounting, he found himself “drawn to learning about why people communicate the way they do” while taking a required public speaking course at NDSU. He has since heedlessly plunged into communication studies,



most notably as Dr. Catherine Kingsley-Westerman’s teaching assistant. Westerman recruited Curti to help with a research study before choosing to be a teacher’s assistant

for her in the fall of 2014. “It’s nice to see things from the other side,” Curti said after teaching his first class on leadership. He has completed an internship for the Village Family Service Center in Fargo, where he organized events and communicated with donors. He is also the vice president of social media for NDSU Public Relations Student Society of America. Curti maintains that the biggest benefit of getting a communication degree at NDSU remains the “good-sized feel” of the university, its status as a top-100 research institution and the individualization the department provides for each student. Curti’s crucial comment to other students is to avoid having to catch up. “If I’d gotten my hands dirty earlier, it definitely would have been easier to get experience,” he said.

Logan Curti is a fourth-year student at NDSU majoring in public relations and advertising with a minor in psychology. He anticipates graduating in May 2015.

Graduate Student

Günther-Michael Jähnl, a Vienna, Austria, native was a corporate training professional in Las Vegas before moving to Fargo to train at Forum Communications.



He enrolled at NDSU after the recession hit in 2008. The economic downturn “fell in love with my job and then started an affair with my job. They eloped together,” Jähnl said. He graduated from NDSU in May of 2014 with a bachelor’s degree in public

relations with an emergency management minor. Jähnl attended NDSU for its reputation but chose the communication department after considering the program. “It’s the instructors who really know their specialties and through that can have a tremendous influence on your future,” he said. Jähnl is enrolled as a graduate student at NDSU working toward a master’s degree in communication. He wants to focus on strategic and crisis communication with an additional focus on persuasion in computer-mediated communication. Jähnl said graduate school different from his undergraduate education. Though it’s been difficult, he is finding it more gratifying. He teaches two sections of public speaking and two sections of intercultural communication in addition to owning his own photography business and selling real estate through Park Company Realtors in Fargo. Though he is considering the doctoral program after his master’s is complete, Jähnl is also considering a future in academia and teaching. “Knowledge is the one thing no one can ever take from you...it has immeasurable value and influence,” he said.

Michael Jähnl is a master’s student in communication at NDSU. He is interested in strategic and crisis communication.

Recent NDSU Graduate

Jacob Kubik chose to attend North Dakota State University out of the simplicity of tradition. He



is fifth in a line of family members to enroll at NDSU; however, the Manning, North Dakota, native began his undergraduate career undecided. While he was contemplating a business major, he began an internship at Edgewood Vista and Village in Fargo that nudged him in a different direction. Since Kubik declared a public

relations major in the communications department at NDSU, he has found no problems interacting with teachers, advisors or other students. “We’re good at communicating,” he joked incredulously. Kubik plans to pursue a profession in assisted living after graduation by ideally working his way up the ranks from a marketing director to managing as an executive director. Kubik credits the department with enriching his professional standing. As an undergraduate researcher focusing on health magazine coverage of cancer, a member of NDSU Public Relations Student Society of America and the Communication Director at the St. Paul’s Newman Center, Kubik’s advice to “set yourself up for success and take initiative, because no one is going to do it for you.”

Jacob Kubik graduated in December 2014 with a bachelor’s degree public relations and advertising with a minor in health communications.

NDSU Alumna

Dr. Katie Hasbargen is a Program Lead



with Microsoft Dynamics Academic Alliance on the Fargo campus. The program she leads interacts with more than 1,500 colleges and universities worldwide in addition to hundreds of Microsoft partners and consumers. She received her undergraduate degrees at Concordia College, Moorhead in business management and

communications in 1995. She began in the master’s program at NDSU in 1999, but decided to apply for the Direct to Doctorate program after completing her last class. She graduated from NDSU in 2011; however, she had been continuously building her career while furthering her education. Hasbargen said NDSU’s communication department has “done an excellent job of creating a program that appeals to full-time students as well as part-time students who are pursuing their careers at the same time.” Hasbargen started her career at GM Capital Fleet Services, but moved back to Fargo to work in marketing with Great Plains. After Microsoft acquired that company, she was transitioned into a strategic communications role, leaving her in charge of internal and external communications for Microsoft in Fargo. Hasbargen advises students to “keep an open mind. Communication degrees are applicable in almost every nook and cranny of an organization. Don’t underestimate the power or the applicability of a communication degree.”

Katie Hasbargen is responsible for public relations at the Fargo Microsoft Campus in addition to her program duties.

Student organizations in department help undergraduates and advisers excel

Public Relations Student Society of America

PRSSA is a college student faction of Public Relations Society of America. "PRSSA allows members to develop valuable skills that will enhance their professional development while networking with their peers and their community," NDSU PRSSA President Ashley Daanen said. The society is planning an etiquette dinner for the spring 2015 semester to encourage professionalism while dining in a business setting.



Thunder Radio

Thunder Radio teams with Radio Free Fargo to form KNDS 96.3, a nonprofit radio station "dedicated to bringing the FM area with quality independent music, news and sports coverage," KNDS Assistant General Manager Christine McClellan said. The station works with volunteer DJs from the community and is located across from Barry Hall in the basement of the High Plains Reader building. In May, KNDS organizes an end-of-the-year block party at The Aquarium downtown.

Society of Professional Journalists

The Society of Professional Journalists "looks into protecting our first amendment rights," SPJ President Joel Sipper said. SPJ is concerned with the exchange of fair, accurate and free-flowing information. The society has no exclusions on membership, but is generally directed toward communication students. SPJ enters an annual contest each March in the Midwest Region for journalism.

Photo Club

"Photo Club is about taking pictures, it's that easy," NDSU Photo Club founder and treasurer Jessica McCarthy said. Members share their photos to get feedback and attend workshops to learn new editing techniques. Some even have their own professional businesses. Joining does not require owning any equipment and students of all majors are accepted. Their group on Facebook—<http://on.fb.me/1satreF> is the easiest way to see when and where the club is meeting.

Lambda Pi Eta

"Lambda Pi Eta is a national scholarly student society that recognizes juniors and seniors enrolled in the communication program," said LPE President Hayley Horntvedt. Members must have a GPA of 3.0 and a communication GPA of 3.25. A one-time fee of \$35 purchases a lifetime membership. Members graduate with an honor cord and pin.

The Spectrum

NDSU's student-run newspaper produces two issues weekly. Any full-time student at NDSU can contribute to The Spectrum in terms of photography, writing, editing or circulation. "Being a part of The Spectrum is all about working together as a team and seeing that work pay off with each issue that is printed," Spectrum Editor-in-Chief Sam Herder said. The Spectrum received back-to-back first place finishes at the Best of the Midwest competition in Minneapolis in the four-year, non-weekly category.

Forensics

"The NDSU Lincoln Speech and Debate team offers students of any major the opportunity to cultivate their skills as an effective and persuasive speaker," said director Najla Amundson. The debate team meets 5:30 Mondays in Minard 338 conference room and the entire team meets 5:30 Thursdays in Minard 212. Membership is reserved for undergraduate students only. One credit of Communication 150 is earned each semester by students who compete in at least three tournaments per term. Follow the NDSU Forensics team on Twitter @ndsuspeechteam or like them on Facebook at www.facebook.com/NDSUSpeechTeam.



Ad Club

"Ad Club is about students coming together to create advertising campaigns and proposals for organizations around the community and within NDSU," said Ad Club member Brenna Johansen. There are no exclusions for membership.

Bison Information Network

"BIN is a student-led organization that runs the channel's SU TV 84 and produces its content such as 'SU TV News, updates, and other programming and remotes," said Amber Zolondek, a public relations executive for BIN. The studio includes a video-editing lab equipped with Macintosh computers with Final Cut Pro editing software for 20 students. In 2014, BIN provided live stream broadcasts of Bison softball and soccer home games and their third consecutive coverage of NDSU Winter Commencement ceremonies in December.



F-M companies look to NDSU department of communication for student interns

Joe Kerlin has interned at Spotlight Media in Fargo since January 2013. He is the editor of *Bison Illustrated*, a free magazine covering NDSU sports and events from August through April. A children's edition is also released in May. Kerlin found his position by chance while he was writing for the sports section of NDSU's student newspaper, *The Spectrum*. His editor received an email asking if there was interest in working for the magazine. Since Kerlin took his position, he has watched the company grow as *Bison Illustrated*'s distribution went state-wide. Kerlin estimates he puts in 35 hours each week as he works to build Bison brand and create positive relations with NDSU athletics through his writing assignments and editing duties on each 132-page issue. *Bison Illustrated* has also helped Kerlin in the classroom. He credits the magazine for his superb understanding in journalism classes today because the internship was offered to him early, when he had completed about 60 credits. Kerlin's advice to students seeking a journalistic internship or career is to "keep writing, even if no one sees it."



Photo Credit: J. Alan Paul Photography

Joe Kerlin graduated in December 2014 with a bachelor's degree in journalism and a minor in public relations and advertising. He is currently the editor at *Bison Illustrated*.

Ashley Daanen's internship at Sundog, a marketing and technology company in Fargo, began with a lot of networking and a little luck. Daanen nannies for a family who thought she'd be a good fit for the open internship and knew someone in the business. "I've always had it in



the back of my mind, but I didn't think I'd get it," Daanen said. Now, she's a proud "Sundogger," as they refer to themselves. Though her official title is simply "marketing intern," Sundog engages in 100 percent participation. For Daanen, that means working on campaigns, writing posts for social media, planning events and performing business competition analyses. With an agency-wide focus

on culture, Daanen said she believes her personality is allowed to come out through her work yet stay brand-centric for the company. Sundog is Daanen's fifth internship, complete with résumé builders like a stint as a student writer for University Relations. The president of NDSU Public Relations Student Society of America plans to stay in the F-M area after graduation, unsure if an agency or corporate setting is right for her. Daanen advises fellow students to immerse themselves. "Networking is huge," she said. Though Daanen admits it may be uncomfortable at first, the benefits outweigh the cost of awkward.

Ashley Daanen is a fourth-year student majoring in public relations and advertising with a minor in health communication. She anticipates graduating in May 2015.

Amber Zolondek is an intern at Radio FM Media in Fargo; however, the opportunity didn't come easy. She was denied outright upon applying the first time. While the position was granted to her upon trying again, one director said he didn't think it was the "right fit" for her. It's been six months since Zolondek took the internship. She is now a promotional team member and on-air DJ "Intern Jammies" for BIG 98.7. The radio



keeps Zolondek busy working events and recording for nearly 30 hours each week. She is surprised by the amount of responsibility that's been given to her. "You think you're just a kid, but you're the face of that station for six hours at a time," Zolondek said. She credits NDSU for giving her the background and literature required for obtaining an internship, but she described the actual experience as "baptism by fire, but that's the best part." Zolondek advises students seeking internships to put themselves out there without fear because "personality is key. Sometimes you gotta fake it 'til you make it."

Amber Zolondek is a third-year NDSU student majoring in public relations and advertising with minors in journalism and apparel studies. She anticipates graduating in May 2015.

Liz Keena is an intern at Unseen Ministries, a media and marketing nonprofit in Fargo. Unseen Ministries supports groups associated with ending worldly problems like hunger and poverty. Keena began as a social media intern but has since become an event planner. She begins her days answering emails from the previous night before attending class. She heads to the office afterward to meet with graphic designers and directors regarding social media posts or invitation copy before attending between two and four meetings with clients and potential partners for upcoming events. Though Keena said some meetings produce only promises for participation at a later date, she has learned that, "building long-term relationships is more beneficial than instant gratification." When Keena is finished with NDSU women's basketball practice and her homework, she checks in with her co-workers, even if they said they would get back to her. She said that her bosses appreciate her diligence and that set her apart from other intern candidates. Keena recommends other students continue to develop relationships after internships are complete. "Even



if these people don't respond, it is still beneficial for you in case you ever need to approach them in the future or if you need them for future networking," Keena said.

Liz Keena is a senior NDSU student majoring in public relations and advertising and health communication. She anticipates graduating in May 2015.

Are you a student looking for an internship? Be sure to check out the "Comm Advisees" group on Blackboard to see internship opportunities and information about how to get academic credit for your internship. For more information, contact department internship coordinator Patrick Schmiedt.

Continued from page 1

The center's primary goal is to create a base for valuable research in computer-mediated communication through the use of physiological measuring gear. The lab is equipped with a Gazep GP3 for eye-tracking studies, aiding scholars by noting where readers are focusing while absorbing media content on a screen. Gauging brain activity in the lab is possible through the Emotive EEG, which records how participants react to different types of stimuli digitally.

"Learning new tools and measures to study human-computer interactions is the future of research in the field," Yu said. "I encourage students to take this opportunity and explore new technologies that can help enhance the quality of their research."

Though the grant will end in the fall of 2015, the lab will continue to assist researchers, especially graduate students determined to use the lab for their projects. Yu will continue to assist the lab as founder and adviser. Student leaders may be designated in future semesters.



Dr. Nan Yu and others examine an eye-tracking image in the Interactive Media Lab.

Institute for the Study of Cultural Diversity

The Institute for the Study of Cultural Diversity was approved on the NDSU campus more than 20 years ago. Driven by about 20 faculty members involved in multicultural education, the center was created to promote diversity awareness on campus. Though it functioned actively from 1992 until 1995, the institute fell dormant because the campus lacked readiness for such a large diversity initiative.

"The ISCD has successfully secured external funding for projects studying Native American stereotypes, national and international food safety challenges, and local, regional and national health and human diversity promotion issues."

-Mark Meister, Department Chair

With a new home in Minard Hall, ISCD is making a comeback under the direction of Dr. Robert Littlefield, an original founder.

"It's wonderful to be in one big space again," Littlefield said. "I think that's positive."

Littlefield has revamped the institute to act an umbrella that could support his grants. Its purpose is to provide a place where students and faculty can work together on research about diversity. The institute can also act as a support mechanism for faculty members applying for grant money.

Funding for the institute is solely internal at this time. Master's student Noor Ghazal-Aswad and doctoral student Jenna Currie Mueller are staff advisers at the institute.

Posters and flyers will encourage students to learn more about the institute. Littlefield and his staff have begun promoting special events like a brown bag seminar from 11:30 until 12:30 on April 30 in the Room of Nations in the Memorial Union.

Littlefield said involvement with ISCD is not only beneficial for the university, but also from a research perspective. "We're open to collaboration and more people working together will create synergy," he said.

Communication Research and Training Center

An interest in NDSU's land-grant mission led Dr. Pamela Lutgen-Sandvik to develop the Communication Research and Training Center, which applies

translated research to real-world scenarios. Following land grant ideals, the center promotes the university serving the F-M community, including families, undergraduates, English as a second language, Distance and Continuing Education and general education development students.

Lutgen-Sandvik works with doctoral students Nancy DiTunnariello and Renee Bourdeaux to transform social scientific findings that might otherwise stay in academic verbiage and make the information accessible to the public in everyday language.

"It's so important for people to know the world and understand their place through scientific knowledge," Lutgen-Sandvik said.

The center's approach is creating summaries of research in online archives. Eventually, the site will link to additional scholars' translated work. While the process has begun in the communication department, Lutgen-Sandvik said it will branch out. Operating the center is one-fourth of Lutgen-Sandvik's job, as well as part of her doctoral students' duties; however, applying for funding through grants



Dr. Pamela Lutgen-Sandvik speaks with doctoral students Emily Paskewitz (left) and Kelli Chromey.

will be considered as it grows. Lutgen-Sandvik said housing the center at NDSU is beneficial because of its prominence as a research university that "really lives it."

The center was created in the fall of 2013 and recently achieved official status at NDSU; however, Lutgen-Sandvik and her doctoral students were not deterred by the delay.

"We have a title and we're doing business," she said.

Community Vitality Center Partners with Communication Department

The NDSU Extension Service's Center for Community Vitality in partnership with the College of Arts, Humanities, and Social Sciences is now located in the Department of Communication.

Extension Director Chris Boerboom, AHSS Dean Kent Sandstrom and CCV Director Lynette Flage all believe the educational programs promoted by the center are perfectly matched with the teaching, research and service activities of communication faculty. The CCV engages programs that improve business retention by focusing on community business development, specialty agricultural business resources, technology transfer, entrepreneurship and agritourism.

Department of Communication Chair Mark Meister

said having the CCV located in the department will benefit faculty research and student learning. "I anticipate a lot of collaboration between the faculty and the CCV's programs on community development, rural leadership and public engagement. The networks shared will certainly benefit North Dakotans," Meister said.

The CCV remains firmly connected to NDSU Extension and its mission. Its collaboration with the Department of Communication is another way the CCV can connect resources to North Dakota communities.



Faculty achievements accentuate 2014



Zoltan Majdik, Lambda Pi Eta adviser, has been promoted to an associate professor of communication.



Amy O'Connor, associate professor of communication, Emily Paske-witz, Ph.D. candidate, Derek Jorgen-son, Ph.D. student and Penn State University lecturer, and Jessica Rick, former NDSU graduate student, au-thored the accepted study "Millionaire managers and locked out laborers:

How changes in the work structure influence em-ployees perceptions of CSR" in the *Journal of Applied Communication Research*. This case study research defines how locked out union laborers define corpo-rate social responsibility.

The AHSS Annual College Awards Luncheon honor-ably mentioned O'Connor for the college's outstand-ing service award in May 2014.

More information about O'Connor's work can be found on p. 4-5.



Patrick Schmiedt, assistant pro-fessor of practice, was voted "Student's Choice" Teacher Award in May 2014 by NDSU students majoring in commu-nication. Schmiedt became adviser to The Spectrum and the department's internship coordinator in the fall of 2014.



Stephenson Beck was promoted to an associate professor of commu-nication and director of graduate studies. Beck received the College of Arts, Humanities and Social Sciences faculty award for "Outstanding Teach-

ing" in May 2014 and the National Communication Association's 2014 Stanley L. Saxton Applied Re-search Award with two European colleagues.

Beck has co-authored a book chapter accepted for publication. "Toward a theory of strategic meeting interaction," in Allen, Lehmann-Willenbrock and Ro-gelberg's *The Science of Team Meetings at Work* was written with NDSU doctoral student Emily Paskewitz.



Ann Burnett, professor of commu-nication and director of women and gender studies, was awarded the Out-standing Educator for Arts, Humanities and Social Sciences in October 2014.



Pat Venette has been named the communication department's Under-graduate Advising Coordinator. Venette worked in the College of University Studies for 17 years as an academic adviser for undeclared students and a

Senior Lecturer, teaching many undergraduate com-munication courses.



Charles Okigbo, professor of communication, organized the de-partment's contribution to the Global Media Research Project, a push to involve undergraduates in research.

The research is part of ORBICOM, the international network of United Nations Education, Scientific and Cultural Organization chairs in com-munication. Twelve teams of NDSU students will code 32 worldly newspapers.

Okigbo collaborated with assistant professor of com-munication and founder of the Interactive Media Lab



Nan Yu authoring the book chapter "Cultural considerations in healthcare practices," in *Applications in Health Communication: Emerging Trends*. The chapter discusses cultural practices and needs in healthcare situations.

Dr. Yu, Dr. Okigbo and Angella Napakol, a master's degree graduate of the department, produced another book chapter "HIV/AIDS in Africa: Contra-dictions, controversies, and containment" published in *Healthcare Management Strategy, Communica-tion and Development Challenges and Solutions in Developing Countries*.

Dr. Yu and three NDSU colleagues reached out to the local community and published "Discussion map and cooking classes: Testing the effectiveness of teaching food safety to immigrants and refugees" in the *Journal of Nutrition Education and Behavior*.



Elizabeth Crawford (Jackson), assistant professor of communication, published the book "Tobacco Goes to College: Cigarette Advertising in Student Media, 1920-1980." Read more about Crawford's piece in "Book Notes" (p. 17).



Carrie Anne Platt has been promoted to an associate professor of communication.

Platt was named a "Dean's Fellow" for the Teaching Café Program that will continue benefitting the college in its

expansion.

Platt was presented the 2014 "Student's Choice" Teaching Award by NDSU graduate students in com-munication.

Platt, in collaboration with former NDSU master's student Amber Rasche, authored a chapter in *SAGE Cases in Methodology*, edited by Patrick Brindle, titled "Online interviewing: Methods of investigating female undergraduates' perceptions of pornogra-phy."



Pam Lutgen-Sandvik, associate professor of communication and di-rector of the NDSU Communication Research and Training Center, has published two books and numerous articles. Lutgen-Sandvik's most recent

publications are the book, "Adult Bullying: A Nasty Piece of Work" (read more about Lutgen-Sandvik's book in "Book Notes" on p. 17) and two book chap-ters. "How Unaddressed Bullying Affects Employees, Workgroups, Workforces, and Organizations: The Widespread Adverse Effects of Toxic Communication Climates" in *Bullying in the Workplace: Symptoms, Causes, and Remedies* was co-authored with a Uni-versity of New Mexico graduate student. "Conflict Motivations and Tactics of Targets, Bystanders, and Bullies: A Thrice-Told Tale of Workplace Bullying" in the *"SAGE Handbook of Conflict Communication"* was authored with an Oregon State faculty member.



Robert Littlefield, professor of communication and director of the university's Institute for the Study of Cultural Diversity, collaborated with two current and one former graduate student to create a book designed

for COMM 216: Intercultural Communication titled "Intercultural competency: Learning, communicat-ing, and serving." The books will be sold on campus. Any proceeds will support the department's diversity programs. Read about Littlefield's accomplishments on p. 16.



Rich Lodewyk, lecturer, Bison Information Network adviser, received a Campus Kudos award from the NDSU Staff Senate in appreciation for his service, fellowship and integrity in February 2014.



Ross Collins, professor of commu-nication, was selected as the 2013-2015 Dale Hogoboom Presidential Endowed Professorship. The recogni-tion is awarded to a faculty member at

NDSU with professor status who has demonstrated excellence in teaching, research and service.



Catherine "Cat" Kingsley-Westerman, assistant profes-sor of communication, published an article with three University of Ten-nessee colleagues titled "What makes performance feedback seem just? Syn-

chronicity, channel, and valence effects on percep-tions of organizational justice in feedback delivery" in *Management Communication Quarterly*.



David Westerman, assistant pro-fessor of communication, is the lead author of "Introduction to Computer Mediated Communication: A Func-tional Approach," a textbook. Read more about Westerman's text in "Book

Notes" (p. 17).

Department professor receives prestigious Waldron Award

“The Waldron Award honors the late Fred Waldron, NDSU graduate, international geologist and an assistant professor of geology at NDSU. In 1998, the NDSU Development Foundation Board of Trustees established the Waldron Award to recognize a faculty member for outstanding contributions to research having a positive impact on the mission of NDSU. The Waldron Endowment was funded with a bequest from the estate of Fred Waldron.”

—NDSU Development Foundation

Dr. Robert Littlefield, professor of communication at NDSU, received the Fred Waldron Award in April 2014 for his contributions of research that clearly influence the NDSU’s mission.

Littlefield has been an instructor of communication at NDSU since 1978. He spent the first two decades researching speech and forensics; however, he said his most meaningful contribution to that research surfaced in 2013. In cooperation with Michael Bartanen, professor of communication and theatre at Pacific Lutheran University, Parkland, Wash., Littlefield published a book titled “Forensics in America: A History.”

“I wanted to understand why people do this [forensics] actively. It’s exhilarating and exhausting,” Littlefield said.

Littlefield’s research interests also lay in risk communication and crisis communication. He served as the principal investigator for two grants. One grant was from the National Center for Food Protection and Defense and the U.S. Department of Homeland Security. The other was from the U.S. Department of Agriculture to create culturally sensitive risk messages. It was through these grants that Littlefield resurrected the Institute for the Study of Cultural Diversity to serve as an umbrella to house his work.

Dr. Elizabeth (Betsy) Birmingham, associate dean of the College of Arts, Humanities and Social Sciences, nominated Littlefield for the Waldron.

“We have many amazingly talented scholars in our college, but Dr. Littlefield stands out in breadth and duration of his active scholarly career,” Birmingham said. “Personally, his work on intercultural issues is so important to our community, right now, as we become more richly multicultural.”

Throughout his professional career, Littlefield has written 65 peer-reviewed articles, 85 referred conference papers and 30 book chapters. He has received \$2.25 million in outside funding within the last five years and has been invited to speak at more than 100 presentations. Littlefield has held 32 elected positions and directed 13 doctoral dissertations. He has served nine national and statewide disciplinary organizations.

When Littlefield began teaching at NDSU, he knew of Fred Waldron; however, they ran in different academic circles. Littlefield said he was in awe when he received the Waldron because it is usually awarded to faculty member who dedicates their career to the hard sciences.

When he received the award, Littlefield met Waldron’s niece, one of his family representatives who are always present at the ceremony. She congratulated him and shared her uncle’s stories and successes. “I’ve never been a person that wears things on my sleeve,” Littlefield said, “but I like to be recognized for good work.”

Littlefield described himself as competitive, even in his senior professor status, but noted that nothing is ever completed alone. Littlefield even credited his wife who contributes to his successes by leaving him to write by himself when he researches from home. “To represent the college this way,” Littlefield said, “is unbelievable for me.”

Writing in the Margins: Book Notes

Three department professors publish books in 2014

David Westerman

Professor David Westerman spoke at the Maryland Communication Association conference in 2010. Afterward, he was asked to recommend a book for class based on his presentation, but he couldn’t give a title because an equivalent didn’t exist. A year later, the professor in the office next to his explained that Kendall-Hunt was looking for someone interested in writing an introductory computer-mediated communication textbook and he had given him Westerman’s name and a second co-author. When they recruited a third author, ideas expanded and the book, “Introduction to Computer Mediated Communication: A Functional Approach,” emerged.



Westerman wasn’t sure if he was ready to publish a book, but he knew that he had to “answer the door when he heard opportunity knocking.” This opportunity presented itself to Westerman, so he felt it was important to take advantage of it.

“The book is largely based upon my (and my co-authors’) approach to the study of communication technology,” Westerman said. “It is not a novel approach, but is based upon many other peoples’ thoughts, ideas, etc. First, technology changes fast, but people don’t. Therefore, rather than focus on the specific channels, applications, etc. that are popular at this moment and run the risk of having a MySpace moment, we focus more on people. Specially, we focus the book on why people communicate (information, relationships, persuasion, entertainment) and discuss ways in which characteristics of various media can be used for those four communication functions. In this way, we hoped to write a book about communication technology that was not completely out of date by the time it was published.”

Elizabeth Crawford (Jackson)

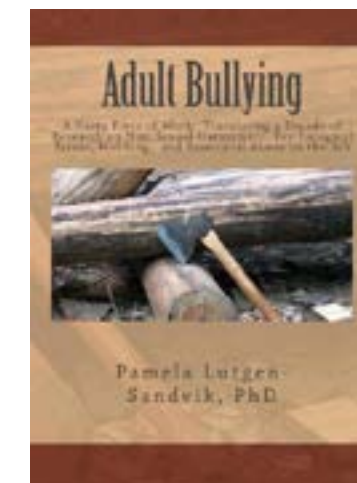
“Tobacco Goes to College: Cigarette Advertising in Student Media, 1920-1980” is the first book to analyze the history of cigarette advertising on college campuses. Her book examines the tobacco industry’s hold over student newspaper advertisements, promotion of cigarettes at school events and efforts to control cigarette marketing on college campuses.

“Tobacco Goes to College was named a 2014 Outstanding Academic Title by Choice magazine. The book was judged on its overall excellence, importance in the field, originality, and value to undergraduate students. The list of Outstanding Academic Titles comprises about 9 percent of the more than 25,000 titles submitted to Choice in 2014 and indicates the very highest level of academic scholarship in book form. Mention on this list is an extraordinary recognition from the community of academic librarians.” —Press Release provided by Dr. Crawford



Pam Lutgen-Sandvik

“This book translates a decade of scientific research about workplace bullying into an easy-to-read form for any audience. Learn about bullying in the US—how often it happens, how people recover from abuse, how they fight back, and how organizations can build more respectful climates. Use this book as a resource when filing complaints, speaking to HR, or reporting to upper-managers.”



—Amazon Book Description

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