



NORTH DAKOTA
STATE UNIVERSITY

Spring 2018 Newsletter

Department of Communication

NDSU NORTH DAKOTA
STATE UNIVERSITY

AdClub Offers Diverse Opportunities for Students

NDSU AdClub is a student organization that offers the opportunity to gain real-life experience, build a portfolio, and network with advertising agencies in the region. The organization produces a campaign every year for a real client and competes with other schools in the Midwest.

The main goal of AdClub is to facilitate a student-run advertising campaign for a client and present it to advertising professionals at the National Student Advertising Competition (NSAC). Throughout the fall semester, students conduct research that includes focus groups, interviews, surveys and analyzing consumer practices on Simmons Database. The team then focuses on the creative elements of the campaign in the spring.

In April, the team competed at the NSAC district competition in Minneapolis. Their project on the client Ocean Spray was presented to a panel of advertising professionals. They were

competing against eight to twelve other schools in the Upper Midwest. This includes schools in North Dakota, Minnesota, South Dakota, and Wisconsin. The team was awarded the Olson Award for Best Community Engagement.

“Internships don’t give students as much experience as NSAC does because they get to make their own creative campaigns,” said AdClub advisor Elizabeth Crawford. Dr. Crawford has been advising the organization for nearly 10 years. She started advising AdClub in 2009 with previous experience at the University of Wisconsin-Oshkosh. She stressed the importance of students gaining experience and networking with industry professionals. At the competition, many agencies scout for talent which can open up opportunities for students to land highly competitive agencies jobs after graduation.

Although many of the members are strategic communication majors, the club is beneficial to many fields at NDSU. The club is composed of students not only in communication, but also business, art, and retail. The experience that AdClub provides opens up doors for students outside of NDSU. ♦



At NSAC in Minneapolis, the AdClub of 2018 poses with their Olson Award for Best Community Engagement.

What Is It Like To Be a Graduate Student?

Amy Duchsherer is chasing her dream of completing her doctoral degree at North Dakota State University. To get some insight on what it really takes to go back to school, we asked, and she answered.



Why did you decide to go back for your degrees?

She told us that her decision to do so was anything but conventional. “I kind of went back to get my masters on a whim, not really knowing what I wanted to study,” she explained. “It ended up working out for me in the end, but I definitely recommend doing some research on the different areas of study before you decide to go back.”

Why did you choose NDSU for your continuing education?

“I chose to stay with my support system, and I’m very glad I did. The faculty is outstanding. There is no shortage of support and having that access to faculty beyond an advisor was extremely important to me. Not to mention, the atmosphere is supportive, and other grad students are there to help you as opposed to tear you down.”

What influenced you to pursue your Masters?

“I thought it would be helpful because I never really had a job within the public relations and advertising field. I kind of fell here, and it worked out in the end. It helped me figure out what I wanted to do with the rest of my life.”

What is your dream job?

“I’m looking to find a tenure track job, preferably one that has a nice balance of teaching and research.” Duchsherer identified a few key markers in her graduate education that lead her to take the next step and pursue a doctorate degree. She enjoyed teaching and research and soon came to the realization that she could see herself in a professor position.

What does a normal day as a graduate student look like?

Duschsherer usually starts her day early, “around 5:30 or 6 in the morning, but it depends on what my teaching day looks like.” In a typical week, she has classes 2-3 days per week, but that doesn’t mean she isn’t busy outside of class. For most graduate classes, you read the material before class and use class time as a discussion period. “It was very intimidating being a first-year grad student and having class with more experienced students pursuing their PhD,” she said, “but, it pushed me to perform at a level that was higher than I would have if I didn’t have those individuals in my class.”

What is the biggest piece of advice you would give anyone looking to go to graduate school?

“See if you could visit a class before you go, especially if you’re applying to a lot of different programs. It might be really nice if you can go visit and see the campus, just so that you can get a feel for what it is because that community and that atmosphere and that culture of the department and the place you are going is going to affect a lot of your experiences.” She also recommends researching the schools you are interested in. If you can see how a school works through researching and get a feel for things in person, your experiences will be better for you individually. ♦

NDSU Students Cover a National Football Title

The 2017 football season marked yet another trip to the National Championship for the North Dakota State University Bison football team. The success of the Bison proved to be more than just the football team representing NDSU, it also afforded a select group of students from NDSU the opportunity to attend and report on the game.

Selected to cover the big game and turn classroom knowledge into a real application of reporting, four NDSU students made the trek down to Frisco, Texas for game day. Sports Director Eric Burnel, reporters James Porter and Aidan Chadwick, and Taylor Flakker—who assured that all the behind the scenes support was taken care of—were the University representatives.

Upon their return from Frisco, we were able to catch up with Flakker to get a better understanding of the work they were involved in while covering the game. Taylor explained that their duties involved tasks such as operating the cameras, taking photos, posting to NDSU social media, and offering advice about editing stories beyond the game. There was also game footage that Taylor was responsible for sending back to The Bison Information Network (BIN). Once the footage was received at BIN, Engineer Jeff Anders uploaded the videos to the channel. Taylor was basically the unofficial coordinator, managing the three other students.

We asked Taylor what the atmosphere was like down in Frisco. She stated, “Before the game was surreal. Everywhere I went I was surrounded by green and gold and the crowd was electric and fired up. It was an experience I will remember for the rest of my life!” Taylor felt the entire experience was a highlight, but talking with students at the tailgate and interviewing players and coaches were standouts.

Not everything was smooth sailing for the student group. They did not have a photography/media passes which held them back from taking pictures during the game. They were only allowed to take photos before the game, at halftime, and after the game. Next year if the Bison make it to another championship, the group plans on getting a photography pass.

One story that was captured outside of the game was on the marching bands that were representing their schools. Reporter James Porter commented that both bands were convinced that their school was going to win the championship and played the school song and led cheers. “It was interesting to get a different perspective”, stated James on the energy that the bands brought to the stadium.



Bison pride at the National Championship game in Frisco.

Other projects included putting together a pre- and post-game show review. The group also became involved with the local radio station and provided game coverage for the Bison fans that were back in Fargo.

Overall Taylor and her group felt that representing NDSU as sports reporters was a phenomenal and valuable learning experience. Numerous connections were made during the “on assignment” coverage, the most memorable was with an ESPN reporter who remembered her.

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NDSU Students Cover a National Football Title (Continued)

With the 2017 season ultimately ending with the NDSU Bison football team taking home the national championship, you can show support for our reigning national champs September 1st when they defend their national championship against Cal-Poly. The game as well as the entire season will be covered by BIN this fall. Full coverage will be accessible at (http://www.ndsu.edu/communication/student_organizations/bin/) ♦

New Advisor for PRSSA

Leadership within the student-run organization PRSSA, or Public Relations Student Society of America, has shifted. Starting this past year, the faculty advisor of the organization is now Dr. Justin Walden. He was approached by several students that expressed interest in revitalizing the organization to make it better. This will be the first time in three years that the organization has a tenure track faculty member as their lead advisor.

With the help of students who have been a part of the organization in the past, Dr. Walden sees great potential in the organization for students. He has been in the fields of Journalism and Public Relations in the past and knows what it takes to be successful in those industries. When asked what benefits PRSSA provides for students he said, "It's a conduit to get access to learning outside of the classroom. We want you to learn the things you don't learn in the classroom, teaching professionalization, how to find mentors, awareness of major agencies, and making connections. I want students to be able to understand how to navigate professional interactions, and give them an opportunity to craft their own personal brand."

Moving forward the organization will begin competing in the Bateman Competition. This is put on by PRSSA's parent organization, Public Relations Society of America, or PRSA. It allows students to further gain experience of what it is like to take on real, high level clients, in real, public relations settings. It is clear that with the help of Dr. Walden, this organization will be a stepping stone for many NDSU students on their path to success. ♦

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A "Lifetime Passion" in 3 Minutes

"Trying to understand people" is what inspired graduate student Seseer Mou to begin research in such an important field of study. "Communication has been a lifetime passion," Mou said. "The communication world, both business and interpersonal sounded like so much fun."

North Dakota State University hosted its fourth annual 3-minute thesis competition on the 22 of February. The thesis competition was created to allow graduate students the opportunity to share their research and compete to win a grand prize of one thousand dollars. Since 2015, the competition has had nearly 60 participants and will be hosting the next competition in early February of 2019.

This year, Mou participated in the

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A "Lifetime Passion" in 3 Minutes (Continued)

competition in order to share her research, network, and get feedback from other students. Mou said, "The majority of the participants had completed a thesis." However, she was unaware that this would be the case and competed with only chapters one and two of her dissertation completed. "My thesis will be completely done in May of 2019, so I presented on what I have found so far," Mou said. "My research is in crisis communication in media and analyzing reports of terrorist communication and decoding text-based terrorist communication."

"One of the visitors from outside the University said to me 'One man's terrorist is another man's freedom fighter,'" Mou recounted as she spoke of the 3-minute thesis competition

in which she showcased her research on crisis communication.

Mou's interest in this topic stems from the terrorist activity in her home country of Nigeria. "A new terrorist group is torturing northern parts of Nigeria and I was curious about this group and what they do," Mou said. "Recently, they kidnapped over 200 girls which brought them to national attention. Since then around 180 of the girls have been returned."

Mou's passion for the topic of her dissertation is what motivated her to complete in the 3-minute competition. The opportunity for feedback from her peers was a great opportunity to make slight, but positive, changes to her work. ♦

This newsletter was prepared by the Spring 2018 NDSU Specialty Writing class instructed by Dr. Vosen Callens. In addition to each student contributing to the articles above, they were divided into the following teams.

FORMATTING & A "LIFETIME PASSION" IN 3 MINUTES :

Nate Doering, Elenore Franklund, Taylor Theisen, Cierra Steffensen, & Katherine Bulygo

ADCLUB OFFERS DIVERSE OPPORTUNITIES FOR STUDENTS & NEW ADVISOR FOR PRSSA :

Brianna Glaus, Lindsey Wagner, Carley Haugen, Ben Grundhauser, Mackenzie

WHAT IS IT LIKE TO BE A GRADUATE STUDENT & NDSU STUDENTS COVER A NATIONAL FOOTBALL TITLE :

Dean Schroeder, Angela Koshiol, Alexa Olson, Noah Simpson, Tony Ayala, & Lauren Mathison