

## New Media and Web Design emphasizes growing field

By Dr. Ross F. Collins

The communication department's major in New Media and Web Design, established in 2010, is one of the only undergraduate degree programs of its kind in the United States.

The department's Web Program Steering Committee evaluated programs around the country and found no comparable program offered through a communication depart-

ment. That makes this interdisciplinary major a particularly exciting way students interested in journalism and interactive media can prepare for a world in which integrated media, visual communication, Web programming and digital marketing will become prevalent, along with the traditional key skills of writing and editing for mass media.

The steering committee, consisting of Information Technology Services

and nanotechnology staff specialists Ludvik Hererra, Todd Holdman, Nancy Lilleberg, Lorna Olson and Cloy Tobola, coordinated by communication professor Ross Collins, established curriculum based on the principle that students may want to specialize in one area, but will need considerable theoretical and practical knowledge of the entire industry.

Requirements of all students include four classes in Web design,

development and scripting languages, and two classes examining digital media as a part of world culture. Students are also required to complete a capstone project/internship, in which the student works with an actual client to build a website or related project.

Advanced electives give students flexibility to specialize in areas of

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### Department of Communication 2012-13 scholarship recipients

#### Steve Berrell Memorial Scholarship:

Andrew Pedersen, Victoria Thelen, Mercedes Lee, Rylee Nelson, Kristen Fennell, Jacob Williams.

#### Howard Binford Scholarship:

Lindsey Kaufmann.

#### Dorothy Collins Memorial Scholarship:

Josie Tafelmeyer.

#### Brian D. Hansen Scholarship:

Terran Smith.

#### Department of Communication

**Scholarship:** Brittany Gefroh, Conner Swanson, Tanvi Sharma, Stephen Anderson, Kristen Fennell.

#### Forum Communications Company

**Scholarship:** Josie Tafelmeyer.

#### Betty Critchfield Herm Scholarship:

Crystal Phillips.

#### Tony Hanson Memorial Fund Scholarship:

Jacob Williams.

#### Arthur and Vera Johnson Scholarship:

Conner Swanson.

#### Littlefield Scholarship:

Sarah Budde.

#### Donald F. Schwartz Communications

**Scholarship:** Rylee Nelson.

#### Abner Selvig Scholarship:

Tanvi Sharma.

#### John Tilton Scholarship:

Stephen Anderson.

#### E. James Ubbelohde Scholarship:

Peta-Gaye Clachar, Aaron Boerner.

#### Walsh Communications Scholarship:

Travis Mack, Anne Debner.

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# NDSU GRADUATE STUDENT PROFILES

## Ruoxu Wang

A master's student, Wang came to NDSU from Hefei, China. She graduated from NDSU in 2010 with her bachelor's degree in mass communication and a minor in advertising. She spent two years working with NDSU's ITS division as a web and graphic designer. Wang learned Gongbi Painting (a highly detailed and careful Chinese traditional painting method) as a young child; she spent two years at Hefei University before coming to NDSU. She was a graduate teaching assistant in COMM 110 this year. Her research interests include social media and new media.



## Nigel Haarstad

A second-year master's student, Haarstad graduated from NDSU in the spring of 2012. A native of Abercrombie, N.D., Haarstad came to NDSU to study political science in 2005 but quickly switched to communication thanks in part to his time with the school forensics team. He graduated with his bachelor's degree in management communication in 2010 and began graduate school that summer. Using his experience as a volunteer firefighter and EMT, as well as his hobby as a storm chaser, Haarstad focused his master's studies on crisis communication, including the way Facebook influences people's perceptions of severe weather threats. He will attend the University of Kentucky to continue his studies as a Ph.D. student.



## Margaret Shepard

A first-year master's student, Shepard came to NDSU via Drake University, where she graduated in 2011 with her bachelor's degree in journalism and public relations and a concentration in music. Her time at Drake – including study abroad, time in the orchestra and numerous internships – helped her hone her area of study interest to social media, specifically people's interactions to Facebook pages done by organizations. Her internship with the Mayo Clinic's external public affairs department sparked this interest with a "Know Your Numbers" YouTube video. She was a teaching assistant for COMM 375 and COMM 485 this year.



## Tasha Carlson

A second-year master's student, Carlson attended Gustavus Adolphus College and majored in communication studies and minored in both theatre and women's studies. She competed for the Gustavus speech team for four years and was named a national quarterfinalist and state champion in persuasive speaking and prose; she was also the 2009 commencement speaker. After graduating, she worked for Dale Carengie Training as a sales representative and coached high school speech. She wants to use her education to help her achieve her goal of becoming a corporate public speaking trainer.



## Jordan Newgard

A first-year master's student, Newgard grew up in Battle Mountain, Nev., and graduated from Great Basin College in Elko, Nev. At Great Basin, he studied integrative studies – a mix of psychology, anthropology, history and political science. Those study interests, specifically history and political science, have carried over into his work at NDSU. A huge sports fan, Newgard hopes to one day coach football, basketball or track.



## Miwa Ito

A first-year master's student, Ito is originally from Tokyo but has spent time in Wisconsin, Minnesota, California and Kansas. Before coming to Fargo, Ito spent time as an executive assistant, an in-house translator and a Japanese language teacher. In those careers, she witnessed communication problems arise in organizational change, mergers, and workplace diversity. She has been interested in organizational communication but is expanding her research interests to include communication technology in organizational contexts.



## Nancy DiTunnariello

A first-year Ph.D. student studying interpersonal communication, DiTunnariello came to Fargo via New York and New Jersey. She graduated from Penn State with her bachelor's degree in communication studies and from Kean University in New Jersey with master's degree. In between, she worked for a luxury travel public relations agency in New York and also worked as a publisher's representative for a college textbook company. Her research interests are in interpersonal, family and nonverbal communication and gender studies.



## Emily Paskewitz

A first-year Ph.D. student studying organizational communication, Paskewitz grew up in Browerville, Minn., and was actively involved in 4-H growing up. Originally, she wanted to teach elementary-level students, but switched to organizational communication and Spanish while an undergraduate at Concordia. She finished her master's degree in communication education at Northern Iowa in 2010, focusing her studies on how extracurricular activities impact communication apprehension, before coming to NDSU.



# NDSU GRADUATE STUDENT PROFILES

## Julie Fudge

A third-year Ph.D. student, Fudge is originally from South Dakota. After completing her undergraduate degree in mass communication and public relations, she worked for a little more than seven years in marketing and public relations. She has her master's degree in business administration management.



## Jessica Rick

A first-year master's student, Rick is studying organizational communication at NDSU. Originally from Wahpeton, Rick attended the University of Nebraska and majored in communication studies, international studies and Spanish. She went to Spain after graduation, but later returned to North Dakota and worked for Arvato Digital Services and at 7 Day Clinic in Fargo. She taught sections of COMM 110.



## Jaishikha Nautiyal

A first-year master's student from Dehradun, Indian, Nautiyal was a teaching assistant in the Fundamentals of Public Speaking (COMM 110) this year. She is pursuing her advanced degree in communication after graduating with honors from Delhi University with a bachelor's degree in chemistry and a PGDM (Post Graduate Degree Management) in Marketing. She has worked in writing, marketing and consulting.



## Derek Jorgenson

A second-year Ph.D. student, Jorgenson took a circuitous route to return to school. He spent two years after college working at the North Dakota State Library in Bismarck and nine and a half years as the reference associate at the NDSU Libraries before attending grad school. He teaches Business and Professional Speaking as well as Fundamentals of Public Speaking; this fall, he will teach Argumentation and Advocacy and serve as the basic course director for COMM 110. He still teaches adult education and technology outreach courses at the West Fargo Public Library.



## Tara Freed

A first-year master's student, Freed grew up in Bowbells, N.D., and graduated from NDSU with a mass communication degree and a minor in business administration. She worked for MeritCare (Sanford) public relations department in Fargo before moving to Minneapolis, where she spent five years leading and directing marketing communications for a \$9 million federal grant working to improve the mental health system for children in central Minnesota. The pull of NDSU brought her back to Fargo for her graduate studies. She would like to continue in public relations after her graduation.



# UNDERGRADUATE STUDENT PROFILES

## Nathaniel Macy

A double major in management communication and political science, Macy is keeping his options open for after graduation, considering both law school and graduate communications programs and "pursuing each path with equal passion," he wrote. Macy wrote that his time at NDSU has been greatly influenced by the faculty at NDSU. "The professors within my major of communications especially have always been quick to listen and give advice to a young man looking for his path in life," he wrote.



## Shelby Deckert

A junior pursuing a double major in political science and public relations & advertising, Deckert started at NDSU as solely a political science major. However, after taking a public speaking class from Drs. Pearson and Nelson, she developed an interest in the subject. With an interest in working in politics, Deckert saw the benefits that a communication-based degree could offer in conjunction with her political science studies. She wants to attend law school after graduating from NDSU.



## Liz Sienkaniec

A public relations and advertising major and a management communication minor, Seinkaniec graduated from NDSU in the fall of 2011. She started at NDSU in 2007 intending to pursue a nursing degree, but changed to communication after taking Human Communication (COMM 114). She interned with the NDSU Alumni Association as the program director intern in 2009-10 and also interned with Target in Moorhead in 2011; Target offered her a full-time position as an executive team leader upon her graduation.





BY THE NUMBERS

NDSU Communication  
Department, 2011-2012

Undergraduate Student Majors	411
Undergraduate Degree Programs (B.A./B.S. in Agricultural Communication, Advertising and Public Relations, Journalism, Health Communication, Management Communication, and New Media and Web Design)	6
Graduate Students	52
Tenure-Track and Tenured Faculty	12
Full- and Part-time Faculty	18
Research Publications by Faculty	26
Books Published by Faculty	5
Research Presentations by Faculty	31
NDSU Students taught in 2011-2012 (about 41 percent of NDSU's student population)	5,421
Student Organizations Advised by Faculty	7
Student Service-Learning Hours by Students	about 15,500
Online Undergraduate Degree Programs (Journalism, Health Communication and Agricultural Communication)	3
Online Graduate Degree Programs (M.A./M.S. in Communication)	1
Undergraduate Public Speaking Students (spring 2011, summer 2011, fall 2012, spring 2012)	2,758

2011-2012 Faculty and Staff  
Accomplishments

By Dr. Mark Meister,  
Department Chair

Despite the Department of Communication's leadership changes in 2011-12, students and faculty continued its impressive tradition of learning, teaching and scholarship.

After 11 years as department head, Dr. Paul Nelson undertook professorial teaching and research duties in the department. Dr. Judy Pearson also accepted professorial responsibilities in the department after serving 11 years as the AHSS associate dean and director of the Ph.D. program in communication.

Presently, I serve as department chair and Dr. Amy O'Connor is the director of graduate studies.

The department served more than 400 undergraduate and graduate students in 2011-12. Undergraduate students interned and gained employment at ABC News, ESPN, Forum Communications, Sanford and Microsoft, among other organizations. The NDSU Career Center reported

that 91 percent of NDSU's graduating communication students gained employment in degree-related jobs.

The department also conferred six master's and five doctoral degrees. All have gained professional employment as academics or corporate leaders or are continuing their graduate education.

Since 2001, the department has placed its Ph.D. graduates at academic institutions such as the University of Arkansas, Boise State University, Kent State University, LaSalle University and the University of North Dakota, among others. Others are employed at agencies and organizations such as the USDA, Microsoft and the United States Air Force.

The department's 12 faculty members received four teaching awards, published six books and 26 research articles and secured more than \$400,000 in external grant funding in 2011-2012. The National Research Council ranked the doctoral program in the top half of all programs nationally.

UNDERGRADUATE STUDENT PROFILES

Andrew Young

A management communication and broadcast/journalism major, Young graduated from NDSU in the spring of 2102. The native of Napoleon, N.D., immediately became involved in the Bison Information Network as a freshman and ended up spending four years with the group, holding the position of general manager as a senior. He interned for ABC Network News in the summer of 2010 and again in the summer of 2011, working with Diane Sawyer.



Nathan Anderson

A junior studying new media and web design, Anderson was the production manager at the Bison Information Network, where he worked on producing commercials and other video projects. He worked with ESPN when the network came to Fargo to cover NDSU football playoff games and continued to work with the network for other NDSU events. He plans on staying in broadcast journalism in the future.



NDSU COMM RESEARCH AND PUBLICATIONS

Dr. Charles Okigbo

Dr. Charles Okigbo is an internationally recognized communication consultant and scholar in development communication and mass communication. During 2011-2012, Okigbo was on leave from his teaching duties in the department to serve as the head of public engagement and communication at the African Population and Health Research Center in Nairobi, Kenya. He will return to NDSU and the Department of Communication in January 2013.



Dr. Ann Burnett

Dr. Ann Burnett assumed duties as Associate Dean of NDSU's College of Arts, Humanities, and Social Sciences in January 2012. Burnett's research focuses on relational communication and fast-paced lifestyles and jury decision-making. In 2011-2012, Burnett's research appeared in the Atlantic Journal of Communication and in the Journal of Women and Minorities in Science and Engineering, as well as in two book chapters on legal communication and jury decision-making in the book "Forensic Communication: Application of Communication Research to Courtroom Litigation."



Dr. Ross Collins

Dr. Ross Collins' research focuses on media history, and he teaches courses in editing, print design, journalism history and photojournalism. In 2011, Peter Lang Publishers published his scholarly book "Children, War and Propaganda" and wrote and published the online textbook (and companion website) "Weird Ways of News: A User's Guide to News Values." Collins, Dr. Elizabeth Crawford and NDSU journalism students were recognized by the North Dakota Professional Communicators for their magazine Fuel, which focused on renewable energy in the Upper Great Plains.



Dr. Elizabeth Crawford

Dr. Elizabeth Crawford's research focuses on advertising, branding and message strategy. In addition to teaching advertising and strategic research and advising NDSU's AD club, Crawford published research in Electronic News, Asian Cinema and the Journal of International Selection and Assessment during 2011-2012.



Dr. Paul Nelson

Dr. Paul Nelson chaired the Department of Communication from 2000-2011. In 2011, he revised editions of his award-winning textbooks, "Human Communication" and "iSpeak," as well as serving as chair of the Sanford Health Foundation Board of Directors. An award-winning teacher, Nelson teaches courses in human communication, intercultural communication and public speaking.



Dr. Zoltan Majdik

Dr. Zoltan Majdik's research focuses on the rhetoric of science and expertise. He teaches courses in communication ethics, rhetorical criticism and communication theory. In 2011-2012, his research appeared in POROI, Argumentation, Rhetoric and Public Affairs, Quarterly Journal of Speech, Social Epistemology and Rhetoric Society Quarterly.



Dr. Robert Littlefield

Dr. Robert Littlefield directs the Risk+Crisis Communication Project, collaborating with the National Center for Food Protection and Defense of the U.S. Department of Homeland Security, and the NDSU Great Plains Institute of Food Safety. He is a co-principal investigator on a grant sponsored by the U.S. Department of Agriculture working with the American Indians on the Standing Rock Reservation. His research interests include risk and crisis communication, intercultural communication and forensic education and practice. In 2011-2012, Littlefield published his research in the International Journal of Business Continuity and Risk Management, Small Group Research, Journal of Risk Analysis and Visual Communication Quarterly. Littlefield is the editor of Communication Studies and a Blue Key Distinguished Educator for his teaching in intercultural communication and risk communication.



Dr. Nan Yu

Dr. Nan Yu teaches courses in journalism, health communication and mass media and conducts research on media effects, health communication and new media. Yu's 2011-2012 research appeared in the Journal of Health and Mass Communication, Health Communication, Journal of Sports Media, International Journal of Human-Computer Studies, Asian Cinema and the International Public Health Journal. In 2011-2012, Yu received \$300,000 in National Science Foundation funding for the creation of a media effect research lab at NDSU and received an Emerging Scholars Grant from the Association for Education in Journalism and Mass Communication.



Mr. Rich Lodewyk

Mr. Rich Lodewyk serves as the director of broadcasting and advisor of the Bison Information Network. Lodewyk teaches broadcasting production and mass media courses. BIN is a student organization, affiliated with the Department of Communication, that provides broadcast journalism and other students opportunities to write, produce and direct "SUTV News" as well as provide remote broadcasting services for Bison athletics and the NDSU Division of Fine Arts. Under Lodewyk's leadership, BIN operates as a student-focused TV station and offers NDSU and the Fargo-Moorhead community with NDSU-focused news programming, documentaries and commercial services.





## Ms. Kelly Paynter

Ms. Kelly Paynter serves as the department's academic assistant and office manager. Paynter coordinates the academic files of the department's 450-plus students and assists the chair in departmental administration.



## Mr. Patrick Schmiedt

Mr. Patrick Schmiedt joined the department in 2012 as an assistant professor of practice. Schmiedt teaches courses in print journalism and is the advisor of the NDSU student chapter of the Society of Professional Journalists. A former newspaper reporter in Wyoming, he is the author of "A Century of Fridays: Wyoming High School Football, 1894-2011," published in 2012.



## Dr. Carrie Anne Platt

Dr. Carrie Anne Platt teaches and conducts research on the influence of new media technologies on education and the family. In 2011-2012, Platt's research appeared in POROI, Rhetoric Society Quarterly, Quarterly Journal of Speech and Communication Teacher.



## Dr. Judy Pearson

Dr. Judy Pearson served as associate dean of the College of Arts, Humanities, and Social Sciences and director of the doctoral program in communication from 2000-2011. Pearson is an internationally renowned interpersonal and instructional communication researcher and past president and award winner from several professional organizations, including the National Communication Association. In 2011-2012, Pearson's research appeared in Communication Studies, Journal of the Communication, Speech, & Theatre Association of ND, Communication Quarterly, Atlantic Journal of Communication and Communication Research Reports.



## Dr. Stephenson Beck

Dr. Stephenson Beck's research focuses on social interaction and small group communication. An award-winning small group and conflict resolution teacher, Beck's 2011-2012 publications appeared in Small Group Research and Communication Studies. Beck is an active member and program planner for the Interdisciplinary Network for Group Researchers (INGroup).



## Dr. Amy O'Connor

Dr. Amy O'Connor serves as the department's director of graduate studies and her research focuses on corporate social responsibility. O'Connor teaches courses in organizational communication and advocacy and is Blue Key Distinguished Educator and recipient of teaching awards sponsored by the Department of Communication and the NDSU College of Arts, Humanities, and Social Sciences. In 2011-2012, she published in Business and Society and the book "Advertising in Developing and Emerging Economies: The Economic, Social, and Political Context."



## Dr. Mark Meister

In July 2011, Dr. Mark Meister became chair of the Department of Communication and teaches courses in rhetorical theory and message analysis. In 2011-2012 he published his research in the Quarterly Journal of Speech. In 2012 his book "Transitions: Rhetorical Leadership and Emerging Democracies in Georgia and Eurasia" was published. The book is based on his Fulbright-sponsored fellowship in the country of Georgia.



## Mr. Andrew Pritchard

Mr. Andrew Pritchard serves as the department's undergraduate advisor and internship coordinator. Pritchard is a former newspaper editor and designer and received his law degree from the University of Minnesota. His research interests include relationships between media and religion, student media, and media law and policy. He advises The Spectrum and teaches advanced media writing and communication law courses.



## Other Departmental Highlights:

The Department of Communication, in partnership with the NDSU's Office of Distance and Continuing Education, offers online Bachelor's degrees in Journalism, Health Communication and Agricultural Communication and a Master's degree

in Communication. For more information on these programs, please visit: [www.ndsu.edu/dce](http://www.ndsu.edu/dce)

The Department of Communication sponsors several extra-curricular student organizations directly related to student learning, including

BIN/SUTV, Lincoln Speech and Debate Society, PRSSA, AD Club, SPJ, Lambda Pi Eta, the Spectrum, and Thunder Radio. For more information on these organizations, please visit, [www.ndsu.edu/communication/student\\_organizations/](http://www.ndsu.edu/communication/student_organizations/)

## 2011-12 graduate student happenings

By Dr. Amy O'Connor

Congratulations to our recent communication graduates! They had a spectacular year. We are thrilled for their success and wish them all the best as they enter a new chapter in their lives.

Dr. Tamara Affi, University of California Santa Barbara, joined us as our summer scholar in mid-June, sharing her research in interpersonal communication.

"The seminar was fantastic and she is an amazing teacher," one student said.

The graduate student FAC (Friday Afternoon Club) hosted a series of events. The group, which was established this year, hosted an ice cream social, a curling outing and a kickball game (congratulations to Dr. Beck's winning team).

Graduate students attended seminars about working on research teams, finding a mentor and writing a thesis/dissertation.

The department gives its thanks to the graduate students for working to create community and their leadership in this endeavor.

### Students who completed graduate degrees in 2011-12

**Doctoral**  
Kai Western  
Michael Burns  
Fr. Matthew Attansey  
Cindy Larson-Casseltan  
Jean Ostrom-Blonigen

**Master's**  
Neil Schloesser

Sarah Adams  
Alicia Johns Phillips  
Gladys Namagunga  
Chris Mattix  
Tasha Carlson  
Ramya Chandrasekaran  
Nigel Haarstad  
Nathan Sand  
Pamela Osterfeld

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computer programming for the Web, design and image preparation for the Web, or Web marketing and management. These optional specialties reflect expectations prospective employers may have for communication graduates in this industry.

The specialties were established based on a survey of managers in related industries, input from the department's industry advisory board, as well as evaluation of employment advertisements for specialists such as interactive designer, corporate staff writer, digital media-Web designer, journalism copy editor

and television Web producer.

As the major is interdisciplinary, coursework includes requirements or electives in art, computer science, English, business and other areas. The faculty and Web Program Steering Committee believe students who graduate from this program will be well placed to join an industry that Journalism Educator's yearly mass media salary survey indicated was among the highest among media industry jobs.

As this is a new major, we do not yet have statistics regarding success of its graduates.

## COMM shorts

■ NDSU communication students were honored by the North Dakota Professional Communicators at the association's awards banquet April 27 in Bismarck. The award recognized student work in the creation, design and publication of Fuel, a magazine devoted to biofuel and renewable energy issues in Northern Plains. The 44-page magazine was created by journalism students at NDSU under the supervision of communication faculty members Dr. Ross Collins and Dr. Elizabeth Crawford. The free publication is available both in hard copy (by contacting Dr. Collins) and online by visiting <http://tinyurl.com/cgg5pgm>

Students included Danielle Boldenow, Carley Bishoff, Isaac Bolin, Jenna Currie, Jill Falck, Katie Johnson, Brittany Negaard, Austin Ressler, Tyler Ressler, Levi Satterlee, Liz Sienkaniec, Shelby Sorenson, Toni Tollefson and Jessie Topp.

■ NDSU communication Ph.D. student and Director of Forensics Amorette Hinderaker has accepted a tenure-track faculty position at Texas Christian University. She will coordinate TCU's public debate series and direct TCU's speech and debate program. Amorette received her master's degree in speech communication from NDSU and since 2008 has been completing her Ph.D. and directing NDSU's speech and debate team.

■ NDSU communication Ph.D. graduate Michael Burns accepted a position as assistant professor at Lasell College in Boston. Lasell is a small liberal arts college with 2000 students and offers a bachelor's and master's in communication. The communication department is five years old and leaders of the department have asked Burns to develop the interpersonal curriculum, assist in developing a new major track, and serve on the Ireland exchange program the department is developing.

■ Through support from the NDSU Provost, AHSS Dean, and several NDSU social science-based academic departments, including the Department of Communication, NDSU has become a member of the Consortium of Social Science Associations. COSSA is an advocacy organization that promotes attention to and federal funding for the social and behavioral sciences. It serves as a bridge between the academic research community and the Washington policymaking community. For more information on COSSA, please visit: <http://www.cossa.org/>.



# BIN prepares for busy 2012-13 school year

By Rich Lodewyk

The Bison Information Network has been busy over the summer getting set for the start of the 2012-13 school year.

New this school year are the daily “SU TV News Updates” sponsored by the NDSU Bookstore. Each daily, three-minute update will include news, sports and weather. The “SU TV News Updates” will be seen each Monday-Thursday on SU TV 84.

WDAY-TV weather anchor and Communication Department adjunct instructor John Wheeler will serve as “SU TV News Update” faculty advisor for BIN. NDSU seniors Aaron Boerner and Ali Were will be co-news directors for “SU TV News” this fall semester.

BIN has also secured agreements to televise numerous NDSU Division of Fine Arts events and all Bison home

## To watch SU TV News

BIN's weekly student-produced SU TV Newscast will begin Sept. 6. The show will air at 7 p.m. live on campus SU TV Channel 84. Cable One will rebroadcast SU TV News each weekend on Channel 14 in Fargo, Moorhead and West Fargo. Air times are 9 p.m. Friday, 9 a.m. and 9 p.m. Saturday and 9 a.m. Sunday.

volleyball and softball games. Chad Ekren, a department adjunct instructor who teaches the documentary and commercial production class, will serve as BIN remote team supervisor. Each BIN athletics telecast can be seen on campus channel 84 and on [www.gobison.com](http://www.gobison.com).

BIN is working closely with KNDS Thunder Radio to produce an NDSU sports talk show for the 2012-13 school year on SU TV 84. The tentative plan is to produce the show

live Saturday mornings from the SU TV Studio. Students from all three student media outlets – BIN, KNDS and the Spectrum newspaper – will be involved.

NDSU broadcast program graduates are getting full-time jobs in the broadcast industry. Becky Parker, the first news director for “SU TV News,” is working as a reporter for WDAY-TV News, and Brandon Clark, former “SU TV” news director, is a reporter for Valley News Live in Fargo. Current BIN General Manager Ryan Nelson continues to work part-time for Valley News Live sports as both a reporter and anchor.

For more information on BIN and to watch “SU TV” newscasts, go to [www.ndsubin.com](http://www.ndsubin.com) or contact Rich Lodewyk, broadcast program director, at 701-231-9768, or email [Rich.Lodewyk@ndsu.edu](mailto:Rich.Lodewyk@ndsu.edu).

## DCE initiatives continue departmental growth of online delivery of courses

By Dr. Robert Littlefield

This fall, the NDSU Department of Communication will offer all of its pre-communication courses and several core and upper-level courses to complement the face-to-face delivery of the curriculum.

As the university continues to balance the needs of departments with the demands created by increasing enrollments, online courses provide a means by which both can be met.

The Department of Communication has benefitted this summer from the creation of several new course shells to enhance the online delivery of courses for students interested in agriculture communication, health communication, management and journalism. In addition, exploratory work is underway to develop a certificate program for professions seeking

enhanced spoken and written communication skills.

The funds to develop these courses came from a grant provided by the Office of Distance and Continuing Education. Lisa Nordick, director of DCE for NDSU, is supporting departmental initiatives to increase the availability and delivery of online courses.

Most of the new courses are being designed to integrate into the new strategic communication major being introduced through the department's curriculum committee:

- Included in agriculture communication are upper level courses emphasizing global agriculture communication and strategic agriculture communication.

- In health communication, courses address global health communication issues and campaigns.

- The adaptation of the introduc-

tion to organizational communication enhances the management communication track.

- An online course in convergence journalism will add to the journalism and new media majors.

A graduate-level course in professional communication is being developed to add to existing courses to flesh out a graduate certificate program.

The course materials that have been developed include a tentative syllabus, book/reading list, assignments and projects. Graduate students, adjunct instructors and faculty have been contracted to develop these materials with funds drawn from the DCE grant the department received last year to support program growth. The plan calls for these materials to be funneled to the department's curriculum committee for its consideration this fall.



After 13 years at NDSU, Dr. Judy Pearson (left) and Dr. Paul Nelson are retiring.

# Pearson, Nelson retire from NDSU

## Leadership helped spark growth of department, programs

By Dr. Mark Meister, Department Chair

After 13 years at NDSU, most spent in significant leadership roles within the Department of Communication and the College of Arts, Humanities and Social Science, Drs. Paul Nelson and Judy Pearson will retire to their new home in Florida. Together they created a culture of academic rigor, student engagement and research productivity.

Under their guidance, the department created a Ph.D. program in communication that has produced top-notch teachers and researchers who are now impacting students at some of the nation's leading institutions of higher education. Their leadership transformed NDSU's graduate and un-

dergraduate programs and facilitated the needs of a growing and talented faculty. For both, research and teaching excellence matter, especially in the communication discipline.

Their work and legacy is now the department's opportunity and responsibility. As we say good-bye to some of our colleagues and students, we will welcome others who will courageously pursue a future for the department that embodies both research and teaching.

Soon, the department will move from its temporary headquarters in Ehly Hall to new and renovated space in Minard Hall. The new space will reflect a focus on teaching and research; the classrooms will be wired for learning and research labs will be constructed for discovery.

Upon successful completion of

national searches for faculty in interpersonal, organizational and computer-mediated communication, the department will welcome three new teachers and scholars.

In April 2013, the department will sponsor a “Communication Week” that will celebrate student accomplishments and learning in journalism, broadcasting, web design, management, health and agriculture. The week will culminate in the gathering of alumni, students, faculty and emeriti faculty in a celebration that embraces opportunity.

Let us all, students, faculty, alumni, and friends of the Department of Communication embrace Judy and Paul's legacy and collaborate in a department that will always be shaped by their profound mantra: “Research and teaching matters!”



# NDSU YEAR IN PHOTOS

