

CURRICULUM VITAE

Cindy T. Christen, Ph.D.

Colorado State University
Department of Journalism & Technical Communication
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Fort Collins, Colorado 80523
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EDUCATION

- 2001 Ph.D., Mass Communication, University of Wisconsin-Madison
- Academic Focus: Intergroup conflict, environmental communication and public opinion
 - Dissertation: *Predicting willingness to negotiate: The effects of perceived power and trustworthiness in a model of strategic communication*
 - Advisor: Dr. Garrett O'Keefe
 - Vilas Professional Development Fellowship, 1999
 - Inducted into Gamma Sigma Delta (Honor Society of Agriculture)–Wisconsin Chapter, 2000
- 1996 M.S., Technical Communication, Colorado State University
- Academic Focus: Environmental public relations
 - Thesis: *Game theory, coorientation theory, and field dynamics: Toward a strategic approach to initiating negotiations with key publics*
 - Advisor: Dr. Michael Slater
 - Cooperative Education Agreement/Research Assistant, U.S. Fish & Wildlife Service, 1993-1995
 - Inducted into Phi Kappa Phi (All-University Honor Society)–Colorado State University Chapter, 1996
- 1993 Undergraduate Studies, Wildlife Biology, 1991-1993
- Wildlife Biology Internship, U.S. Fish & Wildlife Service, 1992
- 1978 B.A., Mass Communication, California State University-Hayward
- Academic Focus: Journalism
 - Editor-in-Chief, Managing Editor and Sports Editor, CSUH *Pioneer*, 1977-1978
 - Second Place, Sports Story, California Intercollegiate Press Association, 1978
- 1976 A.A., Fine Arts, College of San Mateo
- Journalism Internship, *WomenSport Magazine*, 1976
 - First Place, Sports Feature, Journalism Association of Community Colleges-Northern California, 1975

ACADEMIC POSITIONS

- 2003-Present Associate Professor of Public Relations, 2006-Present
Assistant Professor of Public Relations, 2003-2006
Department of Journalism & Technical Communication
Colorado State University

- 2000-2003 Assistant Professor of Public Relations
Greenlee School of Journalism & Communication
Iowa State University
- 1995-2000 Research Assistant
Department of Agricultural Journalism
University of Wisconsin-Madison
- 1993-1995 Technical Writer
Human Dimensions in Natural Resources Unit
Colorado State University

PROFESSIONAL POSITIONS

- 1991-1993 Manager of Business Development
Riverside Technology, Inc.
Fort Collins, Colorado
- Managed production of successful proposals for Bonneville Power Administration Water Management Decision Support System and Rocky Mountain Arsenal Hazardous Waste Management (two largest contracts in firm's history)
- 1988-1991 Advanced Programs Manager
Geodynamics Corporation (Denver Regional Office)
Englewood, Colorado
- Managed production of successful subcontract proposal to Lockheed-Sanders for U.S. Air Force Mission Support System (largest mission planning contract in U.S. Air Force history)
 - Developed three-year strategic business plan for Denver Regional Office
- 1987-1988 Data Systems Analyst
Lockheed Missiles & Space Company, Inc. (Space Systems Division)
Sunnyvale, California
- Oversaw implementation of \$4-million computer system for billion-dollar space program. Trained multidisciplinary team of 60 management, technical and support services personnel
- 1985-1987 Internal Logistics Support Manager, Marketing Manager, Program Manager
Digital Cartographic Systems, Inc.
Englewood, Colorado
- Managed production of successful subcontract proposal to Sperry-Univac for U.S. Navy AV-8B Ground Support Station. As program manager, oversaw successful completion of project
 - Managed production of successful subcontract proposal to Boeing Aerospace for B-1B Flight Simulator software/databases
 - Organized/supervised support services for start-up high technology firm, including technical publications, document control, central archives and print shop
- 1979-1985 Technical Writer/Project Coordinator
Lockheed Missiles & Space Company, Inc.
1979-1982, Space Systems Division, Sunnyvale, California
1982-1985, Lockheed Austin Division, Austin, Texas

- Organized/supervised technical publications groups supporting 13 aerospace/defense programs. Supervised up to 72 technical writers, illustrators and word processors at one time
- Managed production of \$750-million Joint STARS proposal, \$500-million SSTS proposal and \$100-million Titan Missile proposal

SCHOLARLY WORK

Refereed Journal Articles:

Christen, C.T., & Fetsch, R.J. (In press). "Colorado AgrAbility: Improving the effectiveness of outreach efforts targeting farmers and ranchers with disabilities." Manuscript accepted for publication in *Journal of Applied Communications*.

Christen, C.T., & Huberty, K.E. (2007). "Media reach, media influence? The effects of local, national and Internet news on public opinion inferences." *Journalism & Mass Communication Quarterly*, 84(2), 315-334.

Christen, C.T. (2005). "The restructuring and reengineering of AT&T: Analysis of a public relations crisis using organizational theory." *Public Relations Review*, 31(2), 239-251.

Christen, C.T. (2005). "The utility of coorientational variables as predictors of willingness to negotiate." *Journalism & Mass Communication Quarterly*, 82(1), 7-24.

Christen, C.T. (2004). "Predicting willingness to negotiate: The effects of perceived power and trustworthiness in a model of strategic public relations." *Journal of Public Relations Research*, 16(3), 269-293.

Christen, C.T., & Gunther, A.C. (2003). "The influence of mass media and other culprits on the projection of personal opinion." *Communication Research*, 30(4), 414-431.

Christen, C.T., Kannaovakun, P., & Gunther, A.C. (2002). "Hostile media perceptions: Partisan assessments of press and public during the 1997 United Parcel Service strike." *Political Communication*, 19, 423-436.

Gunther, A.C., & Christen, C.T. (2002). "Projection or persuasive press? Contrary effects of personal opinion and perceived news coverage on estimates of public opinion." *Journal of Communication*, 52(1), 177-195.

Gunther, A.C., Christen, C.T., Liebhart, J.L., & Chia, C. (2001). "Congenial public, contrary press, and biased estimates of the climate of opinion." *Public Opinion Quarterly*, 65(3), 295-320.

Gunther, A.C., & Christen, C.T. (1999). "Effects of news slant and base rate information on perceived public opinion." *Journalism & Mass Communication Quarterly*, 76(2), 277-292.

Non-refereed Journal Articles:

Christen, C.T. (2008). Opinion polls, exemplification or perceived news slant? Anticipating a bandwagon effect in the 2008 U.S. presidential election. *Political Communication Reports*, Winter 2008(3).

Christen, C.T., & Kannaovakun, P. (1998). "Public opinion and perceived media bias." *Research Conference Reports*, August, 4.

Encyclopedia Entries:

Christen, C.T. (2005). "Two-step flow theory." In R.L. Heath, Ed., *Encyclopedia of Public Relations* (vol. 2, pp. 867-869). Thousand Oaks, CA: Sage Publications.

Christen, C.T., & Hallahan, K. (2005). "Psychological processing." In R.L. Heath, Ed., *Encyclopedia of Public Relations* (vol. 2, pp. 660-665). Thousand Oaks, CA: Sage Publications.

Christen, C.T. (2003). "Technical writer." McMillan Reference USA, *Genetics*. Farmington Hills, MI: Gale Group (pp. 102-104).

Refereed Conference Papers:

Kucherenko, V. & Christen, C.T. (2008). "The effects of political knowledge on ability to spot manipulated information in print news coverage of the 2004 Ukrainian presidential election." Paper presented to the Political Communication Division of the International Communication Association, Montreal, Canada.

Szlemko, W.J., & Christen, C.T. (2007). "Public relations and conflict resolution: Toward a synthesis of excellence and contingency theory approaches." Paper presented to the Public Relations Division of the Association for Education in Journalism & Mass Communication, Washington, DC.

Christen, C.T. (2006). "Group identification, group involvement: Consequences for the processing of news coverage and public opinion." Paper presented to the Mass Communication Division of the International Communication Association, Dresden, Germany.

Christen, C.T., Taylor, J.J., & Slater, M.D. (2005). "Analyzing obstacles to negotiation among interest groups: A test of conflict analysis methods at Sand Flats Recreation Area." Paper accepted for presentation to the Eighth Biennial Conference on Communication and the Environment, Jekyll Island, Georgia.

Christen, C.T. (2005). "Media reach, media influence? The effects of local, national and Internet news on public opinion inferences." Paper presented to the Journalism Studies Division of the International Communication Association, New York City, New York.

Christen, C.T. (2004) "To drill or not to drill? Assessments of news coverage and public opinion regarding U.S. environmental policy issues." Paper presented to the Science Communication Interest Group of the Association for Education in Journalism and Mass Communication, Toronto, Canada. ***Top four faculty paper***

Christen, C.T. (2004). "Managing Utah's public lands: An analysis of core issues, key players and factors affecting cooperation." Paper presented to the International Symposium on Society and Resource Management, Keystone, Colorado.

Christen, C.T., & Huberty, K.E. (2004). "i-Reach, i-Influence? The effects of Internet and print news on public opinion inferences." Paper presented to the Mass Communication Division of the International Communication Association, New Orleans, Louisiana.

Christen, C.T. (2003). "The utility of coorientational variables as predictors of willingness to negotiate." Paper presented to the Public Relations Division of the International Communication Association, San Diego, California.

Christen, C.T., Gunther, A.C., & Kiouis, S. (2002). "Inferring public opinion from news coverage: The moderating effect of issue salience." Paper presented to the Mass Communication Division of the International Communication Association, Seoul, South Korea.

Christen, C.T., & Gunther, A.C. (2001). "Perceived news slant, projection and biased estimates of the climate of opinion regarding the 2000 U.S. presidential election." Paper presented to the World Association for Public Opinion Research, Rome, Italy.

Christen, C.T. (2001). "Predicting willingness to negotiate: The effects of perceived power and trustworthiness in a model of strategic public relations." Paper presented to the Public Relations Division of the International Communication Association, Washington, D.C.

Gunther, A.C., Christen, C.T., & Liebhart, J.L. (2000). "The relative hostile media effect and its consequences." Paper presented to the Mass Communication Division of the International Communication Association, Acapulco, Mexico. *Top three faculty paper*

Christen, C.T., & Gunther, A.C. (1999). "The influence of mass media and other culprits on the projection of personal opinion." Paper presented to the Communication Theory and Methodology Division of the Association for Education in Journalism and Mass Communication, New Orleans, Louisiana.

Gunther, A.C., & Christen, C.T. (1999). "Projection or persuasive press? The relative effects of personal opinion and perceived news coverage on estimates of public opinion." Paper presented to the Mass Communication Division of the International Communication Association, San Francisco, California.

Christen, C.T., Trumbo, C.W., & O'Keefe, G.J. (1999). "Mediated perspectives on water conservation: An analysis of urban and rural newspapers in the Truckee River Watershed." Paper presented to the Fifth Biennial Conference on Communication and the Environment, Flagstaff, Arizona.

Trumbo, C.W., O'Keefe, G.J., & Christen, C.T. (1999). "Attitudinal communities for water conservation." Paper presented to the Sixth National Watershed Conference, Austin, Texas.

Christen, C.T., & Kannaovakun, P. (1998). "Partisan perceptions of public opinion: An extension of the hostile media effect." Paper presented to the American Association for Public Opinion Research, St. Louis, Missouri. *Top student paper*

Christen, C.T. (1998). "Vilification as a rhetorical strategy in social movements: A comparison of environmental and wise use rhetoric." Paper accepted for presentation to the Qualitative Studies Division of the Association for Education in Journalism and Mass Communication, Baltimore, Maryland.

Christen, C.T. (1998). "Understanding the crisis surrounding the restructuring and reengineering of AT&T: Perspectives from organizational theory." Paper presented to the Organizational Communication Division of the International Communication Association, Jerusalem, Israel.

Christen, C.T., Taylor, J.J., & Slater, M.D. (1998). "Game theory and coorientation: a strategic approach to negotiating a recreation management issue." Paper presented to the Environmental Policy and Management Division of the Western Social Science Association, Denver, Colorado.

Christen, C.T. (1997). "A coorientational approach to analyzing obstacles to negotiation among interest groups." Paper presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication, Chicago, Illinois. *Top three student paper*

Gunther, A.C., & Christen, C.T. (1997). "Effects of news slant and base rate information on public opinion inferences." Paper presented to the Communication Theory and Methodology Division of the Association for Education in Journalism and Mass Communication, Chicago, Illinois. *Top three faculty paper*

Christen, C.T., & Slater, M.D. (1995). "Getting to the table: Theory-grounded strategic approaches to initiating negotiations with key publics." Paper presented to the Public Relations Division of the International Communication Association, Albuquerque, New Mexico.

Invited Presentations:

Christen, C.T. (2007). "Engaging U.S. citizens in environmental policy decisions: The trend toward two-way symmetry." Global Communication Forum 2007, Seoul, Korea.

Christen, C.T. (2007). "Strategic use of publicity in managing organization-public conflict." Strategic Communication Seminar, Public Relations Academy, Sogang University, Seoul, Korea.

Christen, C.T. (2006). "The distorting effects of political party involvement." Research colloquium, Department of Journalism and Technical Communication, Colorado State University.

Christen, C.T. (2005). "The influence of news media on citizen support for environmental policy alternatives." Interactions of Society and the Environment Seminar Series, U.S. Geological Survey, U.S. Forest Service and Colorado State University, Fort Collins, Colorado.

Johnson, R., Oyler-McCance, S., & Christen, C.T. (2005). "The price of tea in China: Economic incentives for conserving biological and cultural diversity." Interactions of Society and the Environment Seminar Series, U.S. Geological Survey, U.S. Forest Service and Colorado State University, Fort Collins, Colorado.

Christen, C.T. (2002). "The effects of knowledge-holding on assessments of news coverage and public opinion about natural resource policy issues." Environmental Policy and Natural Resources Management Section, Western Social Science Association, Albuquerque, New Mexico.

Manuscripts Under Review/Revision:

Christen, C.T., Taylor, J.J., & Slater, M.D. "Analyzing obstacles to negotiation among interest groups: A test of conflict analysis methods at Sand Flats Recreation Area." Manuscript under revision for *Society & Natural Resources*.

Ahn, D., & Christen, C.T. "Framing effects of computer games on healthy eating attitudes." Manuscript under revision for *Communication Research*.

Szlemko, W.J., & Christen, C.T. "Public relations and conflict resolution: Toward a synthesis of excellence and contingency theory approaches." Manuscript under revision for *Public Relations Review*.

Manuscripts in Preparation:

Christen, C.T. "Group identification, group involvement: Consequences for the processing of news coverage and public opinion." Manuscript in preparation for submittal to *Media Psychology*.

Christen, C.T., Gunther, A.C., & Kioussis, S. "Perceived news slant, projection and biased assessments of American sentiment regarding the 2000 U.S. presidential election." Manuscript in preparation for submittal to *Mass Communication and Society*.

Kucherenko, V.V. & Christen, C.T. "The effects of political knowledge on the ability to spot manipulated information in news coverage of the 2004 Ukrainian presidential election." Manuscript in preparation for submittal to *Political Communication*.

Selected Work in Progress:

Christen, C.T. "Opinion polarization: The asymmetric effects of relative hostile media perceptions."

Christen, C.T. "Factors predicting conflict and cooperation in managing public lands: A grounded theory approach."

Christen, C.T., & Gorham, B. "A false claim of rape: The perceived influence of news reports on racial and gender stereotypes" (with Dr. Bradley Gorham, Syracuse University).

Christen, C.T., & Matsen, J.D. "What's for dinner? The impact of knowledge-holding on assessments of news coverage and public opinion about beef consumption" (with the National Cattlemen's Beef Association).

Lee, H.O., & Christen, C.T. "Ethics, economics and relationships: A comparison of conflict management strategies employed by Korean and American public relations professionals" (with Dr. Hyun Ou Lee, Hanyang University, Seoul, South Korea).

RESEARCH HONORS AND AWARDS

2004 Top Four Faculty Paper, Science Communication Interest Group, Association for Education in Journalism and Mass Communication

2000 Co-author, Top Three Faculty Paper, Mass Communication Division, International Communication Association

1998 Winner, Seymour Sudman Student Paper Competition, American Association for Public Opinion Research (with co-author Prathana Kannaovakun)

1997 Top Three Student Paper, Public Relations Division, Association for Education in Journalism and Mass Communication, 1997

1997 Arthur W. Page Society Award for Excellence in Public Relations Research

1997 Co-author, Top Three Faculty Paper, Communication Theory and Methodology Division, Association for Education in Journalism and Mass Communication

PROFESSIONAL WORK

Selected Professional Publications:

"Final Report: Colorado AgrAbility Supplemental Grant #53-1312." (2007). National AgrAbility Project, University of Wisconsin Cooperative Extension, U.S. Department of Agriculture (with Dr. Robert Fetsch).

"Human Dimensions of Wildlife Management." (1994). Biennial progress report, Colorado Division of Wildlife/Colorado State University.

“Hydrologic Forecasting: What are the Issues?” (1993). Presentation to the Water Resources Planning and Management Division of the American Society of Civil Engineers (for Dr. Larry Brazil).

“Nonpoint Source Pollution Control Program.” (1992). Grant application to the U.S. Environmental Protection Agency on behalf of the Campo Band of Mission Indians.

“Denver Regional Office CFY 1992 Business Development Plan.” (1991). Geodynamics Corporation.

“P450 Document Production Procedure.” (1988). Lockheed Missiles & Space Company, Inc.

Note: Wrote, edited and/or managed production of hundreds of technical documents over 14-year professional career, including technical specifications, design documents, user manuals, program reports, proposals and presentations.

Service Publications:

Christen, C.T. (2007). “JTC to launch Ph.D. program.” Alumni newsletter, Department of Journalism and Technical Communication, Colorado State University, Fall 2007.

Christen, C.T. (2005). “Hallahan receives PRSA Colorado lifetime achievement award.” *PRogress*, Public Relations Student Society of America, Colorado State University Chapter.

Workshops Conducted:

2006 Public Relations Society of America, Colorado Chapter, “The Four Pillars of PR” Campaign Planning Workshop

2004 Lions Club International, District 6 NE Convention, Public Relations Seminar

2001 Public Relations Student Society of America, Iowa State University Chapter, Resume Writing and Portfolio Development Workshop (campus-wide, with Lisa Welshon)

FUNDED PROJECTS AND GRANTS

2008 Professional Development Award
Colorado State University
\$577

2006 Professional Development Award
Colorado State University
\$1,500

2006 Center for Research on Communication and Technology
Colorado State University
\$1,800

2005 Colorado AgrAbility Supplemental Project
PD: Dr. Robert Fetsch, Co-PD: Jason Beck
National AgrAbility Project, U.S. Department of Agriculture
\$29,791 + \$2,439

- 2005 Professional Development Grant
Colorado State University
\$825
- 2004 Professional Development Award
Colorado State University
\$685
- 2002 “Comparing Organizational and Public Perceptions Regarding Public Lands Management”
Institute of Science and Society, Iowa State University
\$13,000
- 2001 “The Effects of Communication in a Modern Technological Society”
Co-PIs: Drs. Scott Chadwick, Spiro Kiouis, Tracey Owens Patton
College of Liberal Arts and Sciences Faculty Development Grant, Iowa State University
\$36,000
- 2001 Foreign Travel Grant
Iowa State University

TEACHING

Colorado State University:

Courses Taught:

JTC 350	Public Relations
JTC 351	Public Relations Practices
JTC 353	Public Relations Campaigns
JTC 495D	Independent Study (Public Relations)
JTC 614	Public Communication Campaigns
JTC 650	Public Relations Management (Communication and Conflict Management)
JTC 698	Research

Guest Lecturer/Reviewer:

JTC 210	Newswriting
JTC 211	Computer-Mediated Visual Communication
JTC 350	Public Relations
JTC 435	Documentary Production
JTC 450	Public Relations Cases
JTC 501	Processes and Effects of Communication
JTC 560	Managing Communication Systems
JTC 698	Research
JTC 701	Colloquium on Communication and Information Technology
HPCC 399	Pre-thesis Honors Seminar
NR 400	Public Relations in Natural Resources

Curriculum/Course Innovations:

- Contributed to proposal for Ph.D. program in Public Communication and Technology (approved and implemented)

- Contributed to development of inter-university master's program in public health and provided overview of JTC 614 Public Communication Campaigns for inclusion as core course (approved and implemented)
- Proposed renaming M.S. program and degree (approved and implemented)
- Proposed credit load changes to M.S. program to create equality between research and professional tracks (approved and being implemented)
- Redesigned JTC 698 Research to focus on development of proposals for theses and projects (implemented)
- Contributed to development of M.S. special topics seminar, JTC 690 (approved and implemented)
- Contributed to proposals for advanced qualitative and quantitative research methods courses. Developed syllabus for JTC 665 Advanced Qualitative Methods course (approved and implemented)
- Proposed expansion of M.S. theory and methods courses from 3 to 4 credits. Developed course outline for 4-credit JTC 500 Communication Research and Evaluation Methods course (approved and implemented)
- Proposed creation of JTC 353 undergraduate public relations campaigns course and developed syllabus for course (approved and implemented)
- Redesigned JTC 351 Public Relations Practices to incorporate a problem-oriented approach (implemented)

Mentoring/Assisting Instructors:

- 2008 Colorado State University, Department of Journalism & Technical Communication
Provided examples of JTC 353 syllabus, assignments, examinations and other course materials to first-year adjunct faculty member Sarah Pooler.
- 2008 C.W. Institute for Digital Culture, Seoul, Korea
Responded to request from Dr. Woohyun Won for comments on syllabus for public relations communication strategy course
- 2007 Colorado State University, College of Natural Resources
Responded to inquiry from M.S. student Jennifer Walton on teaching undergraduate course on public relations in natural resources. Provided syllabus, assignments, examinations and other examples
- 2007 Colorado State University, Department of Journalism & Technical Communication
Responded to request from Dr. Kirk Hallahan for copy of JTC 650 syllabus on conflict management and recommendations regarding negotiation readings for use in graduate seminar on issues/crises management
- 2007 University of Georgia, Grady College
Responded to e-mail inquiry from Dr. Lynne Sallot, who requested a copy of the conflict resolution paper by Szlemko and Christen for use in a graduate public relations course
- 2007 University of Florida, Department of Public Relations
Responded to e-mail inquiry from Dr. Youjin Choi, who requested a copy of the conflict resolution paper by Szlemko and Christen for use in a public relations theory course
- 2006 Colorado State University, Department of Journalism & Technical Communication
Provided examples of JTC 350 and JTC 351 syllabi, assignments, examinations and other course materials to first-year assistant professor Dr. Jangyul Kim.

- 2004 University of Florida, Department of Public Relations
Responded to e-mail inquiry from Dr. Spiro Kiouisis on teaching undergraduate course on public relations campaigns. Provided syllabus, assignments and examination examples
- 2004 Bowling Green State University, Department of Journalism
Responded to e-mail inquiry from Dr. Sung-Yeon Park on teaching undergraduate course on public relations principles. Provided syllabus, assignments and examination examples

Iowa State University:

Courses Taught:

- JLMC 321 Public Relations/Corporate Communication Techniques
JLMC 424/524 Public Relations Campaigns (undergraduate capstone course)
JLMC 490K Independent Study (Public Relations)
JLMC 499 Professional Media Internship
ADVRT 435 Advanced Advertising/Public Relations Campaigns

Guest Lecturer:

- JLMC 101 Mass Media and Society
JLMC 110 Orientation to Journalism and Mass Communication
JLMC 220 Principles of Public Relations
JLMC 498 Seminar in Political Communication
JLMC 601 Introduction to Graduate Studies in Journalism and Mass Communication
ADVRT 301 Strategic Planning for Advertising and Public Relations
ADVRT 434 Advertising Campaigns

Curriculum/Course Innovations:

- Initiated and developed proposal to restructure master's program, creating research and professional tracks (approved and implemented)
- Represented public relations emphasis in development of proposal for new strategic communication major (approved)
- Initiated and developed proposal for new undergraduate course, ADVRT 302/JLMC 302 Strategic Communication Research, with Dr. Spiro Kiouisis (approved)

STUDENT ADVISING

Undergraduate Advising:

Colorado State University:

[Rated top undergraduate advisor in JTC department in 2006 survey of graduating seniors]

- 30 Current Undergraduate Advisees
31 Undergraduate Advisees – 2007-2008
28 Undergraduate Advisees – 2006-2007
30 Undergraduate Advisees – 2005-2006
33 Undergraduate Advisees – 2004-2005
30 Undergraduate Advisees – 2003-2004

Senior Honors Theses:

Chair:

Johnson, J. (In Progress). Senior honors thesis
Nguyen, D. (In Progress). Senior honors thesis
Lawrence, M. (2007). Senior honors thesis
Kohli, E. (2007). Senior honors thesis
Sorensen, K. (2005). Senior honors thesis

Committee member:

Padgett, A. (2006). Senior honors thesis
Hussey, S. (2004). Senior honors project

Iowa State University:

34 Undergraduate Advisees – 2002-2003
37 Undergraduate Advisees – 2001-2002
25 Undergraduate Advisees – 2000-2001

Senior Honors Theses:

Chair:

Boes, K. (2003). Senior honors thesis

Graduate Advising:

Colorado State University:

Graduate Degrees Completed:

Chair:

Blevins, C. (MS, Technical Communication, 2007)
Kucherenko, V. (MS, Technical Communication, 2007)
Liebman, R. (MS, Technical Communication, 2006)

Committee Member:

Cantrup, L. (MS, Technical Communication, 2007)
Hsu, F. (MS, Technical Communication, 2006)
Kroeker, J. (MS, Technical Communication, 2006)
Valley, M. (MS, Technical Communication, 2006)
Wilson, A. (MS, Technical Communication, 2006)

Outside Member:

Divakaran, M. (MA, English, 2008)
Rutledge, C. (MA, Integrated Resource Management, 2007)

Current Graduate Advisees:

Chair:

Buczynski, E. (MS, Technical Communication, In Progress)
Lenhardt, K. (MS, Technical Communication, In Progress)
Roberts, P. (MS, Technical Communication, In Progress)

Committee Member:

Hall, S. (MS, Technical Communication, In Progress)
Markovitz, S. (MS, Technical Communication, In Progress)
Schneider, J. (MS, Technical Communication, In Progress)

Outside Member:

Osborne, V. (MS, Animal Sciences, In Progress)

Temporary Adviser:

Reitz, A. (PhD, Public Communication and Technology, In Progress)

Iowa State University

Graduate Degrees Completed:

Chair:

Brantley, E. (MS, Journalism & Mass Communication, 2003 – to defense)

Committee Member:

Lanager, A. (MS, Journalism & Mass Communication, 2003)
Lee, H. (MS, Journalism & Mass Communication, 2003)

TEACHING HONORS AND AWARDS

- 2008 Acknowledged as faculty member who had a positive impact on students' experience at CSU in survey of enrolled seniors by Office of the Vice President of Student Affairs
- 2008 Nominated as favorite faculty or staff member by CSU Department of Residence Life
- 2006 Nominated for Best Teacher Award by CSU Alumni Association and Student Alumni Connection
- 2005 Recognized as an outstanding professor by the CSU chapter of Gamma Phi Beta
- 2003 Recognized for excellence in education by the students at Iowa State University, VEISHEA 2003
- 2002 Recognized as an outstanding teacher and mentor by the Collegiate Panhellenic Council and Interfraternity Council, Iowa State University
- 2002 Recognized for providing exceptional support to Iowa State student scholars and leaders, 2002 Student Scholars and Leaders Recognition Ceremony, Iowa State University
- 2001 Nominated for VEISHEA Professor of the Year and recognized as an outstanding faculty member at Iowa State University, VEISHEA 2001

PROFESSIONAL AFFILIATIONS AND ACTIVITIES

Current/Past Memberships:

American Association for Public Opinion Research/ World Association for Public Opinion Research

Association for Education in Journalism and Mass Communication (Public Relations, Communication Theory and Methodology)

International Communication Association (Public Relations, Mass Communication, Intergroup Communication, Political Communication, Journalism Studies)

Public Relations Society of America

Western Social Science Association (Environmental Policy and Natural Resources Management)

Offices in Professional Associations:

- 2006 Candidate, Vice Chair, Public Relations Division, International Communication Association
- 2004-2006 Secretary, Public Relations Division, International Communication Association
- 1997-1998 Co-chair, Graduate Student Liaison Committee, Association for Education in Journalism and Mass Communication

Editorial Boards:

- 2007-Present Points of View Board, *Forests to Grassland*, USDA Forest Service
- 2004-2007 *Environmental Communication Yearbook*

Manuscript Refereeing:

- 2008-Present *Public Opinion Quarterly*
- 2007-Present *Environmental Communication*
- 2006-Present *Communication Research*
- 2007 *Media Psychology*
- 2005 *Harvard International Journal of Press/Politics*
- 2005 *Political Communication*
- 2004-2007 *Environmental Communication Yearbook*
- 2002-2003 *Journal of Applied Communications*

Conference Paper Refereeing:

International Communication Association:

- 2007-Present Intergroup Communication
- 2002-Present Public Relations
- 2005-2006 Political Communication
- 2005-2006 Journalism Studies
- 2002-2005 Mass Communication
- 2004 Theme Sessions

Association for Education in Journalism and Mass Communication:

- 2007-Present Public Relations
- 2001-Present Communication Theory and Methodology
- 2004-2006 Advertising

Conference Panel Chair:

International Communication Association:

- 2006 Journalism Studies, Public Relations
- 2005 Public Relations
- 2004 Theme Session
- 2003 Public Relations
- 2002 Mass Communication

Association for Education in Journalism and Mass Communication:

- 2004 Communication Theory and Methodology Division

Conference Panel Respondent:

International Communication Association:

- 2006 Journalism Studies, Political Communication, Public Relations
- 2005 Public Relations
- 2004 Mass Communication, Public Relations
- 2003 Mass Communication
- 2002 Public Relations

Textbook Reviewer

- 2007 Smith, R.D. *Strategic Planning for Public Relations (2nd ed.)*. Mahwah, NJ : Lawrence Erlbaum Associates

ACADEMIC SERVICE

Colorado State University:

University/College Service:

- 2006-Present CSU Faculty Council
 - JTC Department Representative, 2007-Present
 - Substitute At-Large Representative, 2006
- 2008-Present Hartshorn Health Center/University Counseling Center
 - Contribute to development of campaign to launch new integrated health services program at CSU
- 2004-Present Faculty Advisor, Theta Lambda Chapter, Delta Delta Delta Sorority
 - Judge, Greek Night Out Awards, 2008
- 2006-2008 JTC Department Representative, College of Liberal Arts Graduate Council
 - Member, subcommittee on strategies to address low enrollment
 - Member, subcommittee on strategies to improve graduation rates
- 2003-2007 Faculty Representative, University Parking Services Committee

- 2005 JTC Department Representative, Ram Welcome College Day
- 2005 Participated in meetings to explore creation of College of Liberal Arts faculty interest group in environmental affairs
- 2004 Panel Moderator, "Inside Scoop on Public Relations," Second Annual Media and Communications Career Day

Department of Journalism and Technical Communication Service:

Committee Assignments:

- 2006-Present Tenure and Promotion Committee
 - Contribute to deliberations regarding reappointment, tenure and promotion of tenure-track assistant professors
 - Compose memoranda documenting reappointment, tenure and promotion decisions
 - Classroom observations of tenure-track assistant professors
- 2008-Present Chair, Travel Funding Policy Committee
- 2008-Present Curriculum Committee
- 2008-Present Scholarships and Awards Committee
- 2006-2008 Graduate Coordinator
 - Coordinate outreach efforts intended to encourage inquiries, applications and enrollment in graduate program
 - Communicate with prospective graduate applicants, coordinate campus visits
 - Coordinate application review process, make final decisions regarding graduate program admissions
 - Coordinate teaching assistantship assignments and fellowship awards
 - Oversee activities of Graduate Committee, including identification of priorities, scheduling and conducting meetings, and monitoring completion of committee initiatives, 2006-2007

Accomplishments:

- Initiated development of campaign to increase inquiries, applications and enrollment in graduate program. Included interviews with department administrators and faculty members, and focus groups with first- and second-year M.S. students
- Initiated creation of nationwide communication contacts lists for Tier I research universities, other communication degree-granting colleges and universities, and national and local professional associations
- Initiated update of graduate program website
- Developed spreadsheet to track graduate program inquiries
- Developed spreadsheet to track graduate student progress through program
- Initiated and hosted annual welcome reception for entering graduate students
- Initiated development of guidelines for role of temporary advisor
- Initiated development of procedure for determining exemptions from remedial course requirements

- 2003-2008 Graduate Committee
- 2006-2007 – Chair, Graduate Committee (see Graduate Coordinator initiatives and accomplishments above)
 - See Teaching (above) for graduate curriculum/course innovations
 - Meet with prospective applicants to graduate program
 - Review graduate program applications
- 2007-2008 Website Committee
- Initiated update of graduate program website (see Graduate Coordinator initiatives above)
 - Contributed to update of JTC department website
- 2008 Executive Committee
- Annual evaluation of department chair
- 2006-2007 Ph.D. Committee
- Contributed to implementation of successful proposal for Ph.D. program in Public Communication and Technology, including curriculum development, recruitment planning and development of promotional materials
- 2006-2007 Faculty Search Committee (Information Technology Position)
- 2003-2006 Public Relations Student Society of America – Colorado State University Chapter
- Faculty Advisor, CSU PRSSA chapter, 2005-2006
 - Faculty Advisor, National Organ Donor Awareness Competition Team, 2003-2006. Team awarded first place in nation in 2005 and second place in 2006
 - SOAR Award for “Outstanding Public Relations,” Holocaust Awareness Week, RamPR, Public Relations Student Society of America (Faculty Advisor, Colorado State University), 2006
 - Presented educational sessions on campaign planning and news release writing to RamPR, 2006
 - Represented CSU at PRSA 2005 and 2006 Gold Picks Awards
 - Provided overview of PRSSA chapter at 2005 Ram Welcome College Day
 - Substituted for PRSSA faculty advisor Dr. Kirk Hallahan (on sabbatical) at PRSSA chapter meetings, 2004
 - Participated in PRSSA chapter meetings as guest speaker and resume reviewer, 2003
- 2003-2006 Academic Standards and Appeals Committee
- 2005-2006 Faculty Search Committee (Public Communication/Social Influence Position)
- 2005 Merit Review Committee (by faculty vote)
- Other Service Activities:
- 2003-Present Review resumes and cover letters, and write letters of recommendation on behalf of JTC students
- 2008 Faculty participant in workshop to facilitate international student adjustment to graduate study at CSU

2007 AEP proposal review and ranking

Iowa State University:

University/College Service:

2001-2003 Greenlee School Representative, College of Liberal Arts and Sciences Faculty Assembly

2000-2003 Greenlee School Representative, College of Liberal Arts and Sciences Fall and Spring Graduation Convocations

2000-2002 Judge, Varieties 2001 and 2002, Student Union Board, Iowa State Memorial Union

2000-2001 Faculty Advisor, ISU Focus (election committee for Andrew Tofilon, successful candidate for President of the Government of the Student Body, Iowa State University)

2001 Faculty Advisor, Public Relations Committee, Iowa State Dance Marathon, Children's Miracle Network

Greenlee School of Journalism and Communication:

Committee Assignments:

2000-2003 Graduate Faculty Member

- See Teaching (above) for curriculum/course innovations
- Wrote section on public relations emphasis for AEJMC Accreditation Self-Study
- Wrote section on graduate study in journalism and mass communication for Iowa State University 2003-2005 Catalog

2000-2003 Undergraduate Committee

- Decision-making on scholarships and appeals
- Contributed to development of proposal and procedure for enacting 2.5 minimum grade point average to manage enrollment (approved)
- Reviewed alternatives to current English Usage Test
- Expansion of articulation agreements with community colleges

2000-2002 Faculty Advisor, Public Relations Student Society of America – Iowa State University Chapter

Chapter accomplishments:

- First Place, National Organ Donor Awareness Competition, 2002
- Presenters, PRSSA National Conference, 2000, 2002
- PRSSA National Vice President, 2001-2002
- PRSSA National President's Citation, 2001, 2002
- David J. Edelman Award, 2002
- Gallup Organization Scholarship, 2002
- Central Iowa PRSA Scholarship, 2002, 2003
- Conducted campus-wide news release writing workshop, 2003
- Developed chapter bylaws, 2001

Other activities:

- Collaborated with PRSSA officers and Greenlee School Alumni Advisory Board representative on development of proposal for new student-run public relations firm
- Coordinated visit and guest lectures by Drs. James and Larissa Grunig as part of campus-wide PR Week

- 2002-2003 Faculty Advisor, Marketing/Public Relations Department, *Iowa State Daily*
- Collaborated with *Iowa State Daily* faculty advisor and business manager on establishment of new department responsible for marketing and public relations activities
 - Moderated focus groups seeking Iowa State faculty and student feedback on redesign of *Iowa State Daily*

- 2002-2003 Greenlee School Director Search Committee

- 2002 Greenlee School Interim Governance Committee
- Selected by CLAS dean to serve on five-member committee responsible for governing school after chair stepped down
 - Committee accomplishments included revision of governance documents, hiring outside mediator and coordination of faculty retreat
 - Moderated focus group to assess impact of governance changes on Greenlee School students

Other Service Activities:

- 2001-2003 Reviewed resumes and cover letters, wrote letters of recommendation, and submitted scholarship and award nominations on behalf of Greenlee School students
- 2001-2003 Reviewed Greenlee School graduate program applications
- 2001-2003 Participated in Greenlee School Alumni Advisory Board meetings
- 2001-2003 Critiqued Iowa State entries into National Agri-Marketing Association and American Advertising Federation campaign competitions
- 2002 Participated in discussions regarding allocation of \$500,000 Ellen Molleston Walvrod gift
- 2002 Successfully nominated Dr. James Grunig for Greenlee School's James W. Schwartz Award for Distinguished Service to Journalism and Mass Communication (first scholar/educator to be recognized)
- 2001 Consulted with chair Dr. Sontaya Anasiri and faculty members in the Department of Western Languages, Prince of Songkla University, Thailand, regarding creation of new Department of Communication Sciences at PSU. Explored opportunities for collaboration on research and curriculum development between new department and Greenlee School
- 2001 Provided guidance to Academic Advising Office on questionnaire design and analysis of data from survey of students enrolled in JLMC 110 – Orientation to Journalism and Mass Communication

University of Wisconsin-Madison (Student Service):

- 1998-2000 Executive Officer and Department Representative, College of Agriculture and Life Sciences Graduate Student Council
- Participated in establishment of student council representing graduate students in the College of Agriculture and Life Sciences
- 1999-2000 Graduate Student Representative, Human Subjects Committee, College of Agriculture and Life Sciences
- 1998-1999 Interim Executive Committee, Organization and Governance Committee and Department Representative, University of Wisconsin-Madison Graduate Student Council
- Participated in establishment of student council representing graduate students on UW-Madison campus

SERVICE HONORS AND AWARDS

- 2006 SOAR Award for “Outstanding Public Relations,” Holocaust Awareness Week, RamPR, Public Relations Student Society of America (Faculty Advisor, Colorado State University)
- 2006 Second Place, National Organ Donor Awareness Competition, Public Relations Student Society of America (Faculty Advisor, Colorado State University)
- 2005 First Place, National Organ Donor Awareness Competition, Public Relations Student Society of America (Faculty Advisor, Colorado State University)
- 2004 Elected Secretary, Public Relations Division, International Communication Association for 2004-2006
- 2003 First Place, National Organ Donor Awareness Competition, Public Relations Student Society of America (Faculty Advisor, Iowa State University)
- 1997 Elected Co-chair, Graduate Student Liaison Committee, Association for Education in Journalism and Mass Communication for 1997-1998

OTHER ACTIVITIES/ACCOMPLISHMENTS

- 2008 TEC de Monterrey, Mexico
Responded to e-mail inquiry from student Husseim Elydd, who planned to cite my *JMCQ* article on media reach in an essay and sought my broader opinion regarding mass media influence.
- 2008 Brigham Young University
Responded to e-mail inquiry from graduate student James Phillips, who had read my *JMCQ* article on media reach and was investigating a possible relationship between perceived reach and perceived hostile media bias.

- 2007 Yonsei University, Communication Research Institute
Daewoo Foundation
Domo Communication Consulting
C.W. Institute for Digital Culture
Responded to requests from four organizations in Seoul, Korea for copies of papers on conflict analysis and estimating public opinion.
- 2007 Nanyang Technological University, Singapore
Responded to e-mail inquiry from Dr. Augustine Pang, who requested a copy of the conflict resolution paper by Szlemko and Christen for use in contingency theory research.
- 2006 University of Alabama
Participated in online survey of public relations scholars regarding the academia-industry interface, conducted by Drs. Federico de Gregorio and I-Huei Cheng
- 2006 “Steep” documentary film on extreme skiing
Provided guidance on writing press release to generate news coverage of film release
- 2006 Poudre Valley School District, Colorado
Served as judge for annual student film festival
- 2006 City of Fort Collins, Colorado
Provided guidance on the distinctions between goals, objectives, targets and actions to City of Fort Collins personnel developing campaign plan to promote sustainable practices
- 2006 Fort Collins “Buy Local” Coupon Book
Met with community activist Gailmarie Kimmel to explore opportunities for public relations student collaboration on promoting new Fort Collins “Buy Local” coupon book
- 2005 Mid Sweden University, Sweden
Responded to e-mail inquiry from public relations students Eva Jonasson, Johanna Mattsson and Jesper Johansson, who had been assigned to study my *Public Relations Review* article on analyzing public relations crises using organizational theory
- 2005 Antioch University, M.A. Program in Psychology
Responded to e-mail inquiry from M.A. student Dyana Valentine, who was investigating perceived power as part of a conflict negotiation class
- 2005 University of the Pacific, Department of Communication
Responded to telephone inquiry from M.A. student Vanessa Robinson regarding the roles of research and ethics in the International Communication Association’s Public Relations Division and public relations practice in general
- 2005 Family Rescue Services, Chadron, Nebraska
Provided advice to nonprofit domestic violence organization on obtaining news coverage for upcoming special event
- 2005 Cornell University, Department of Natural Resources
Met with Ph.D. student Kirsten Leong to discuss analysis of coorientation between park managers and stakeholders as a way of informing future outreach efforts

- 2005 University of Oregon, School of Journalism and Communication
Participated in research study regarding academic researchers' views and use of the Internet for data collection
- 2005 Vineyard Church of Fort Collins
Provided guidance on development of proposal for Operation Christmas Child, non-profit project under Samaritan's Purse
- 2004 U.S. Geological Survey, Fort Collins Science Center
Reviewed manuscript on diffusion of innovations and water management councils
- 2004 Colorado Department of Transportation, Construction Career Days 2004
Reviewed publicity materials prior to distribution; materials resulted in TV news coverage of event
- 2004 Region West Medical Center, Scottsbluff, Nebraska
Reviewed results of employee dress code survey and offered recommendations for follow-up research
- 2004 National Cattlemen's Beef Association, Denver, Colorado
Met with Public Policy and Issues Management representatives to explore opportunities for research collaboration
- 2004 Queensland University of Technology, Brisbane, Australia
Responded to e-mail inquiry from student Natalie Gates regarding impact of friendship on negotiation
- 2004 University of Florida, Department of Public Relations
Assisted Dr. Michael Mitrook in conducting nation-wide survey of public relations education by administering questionnaire to Colorado State University students enrolled in JTC 350
- 2003 University of Missouri-Columbia, School of Journalism
Responded to e-mail inquiry from Kenneth Flemming regarding original conceptualization and recent research on coorientation
- 2003 Best Buddies Iowa
Reviewed public outreach materials
- 2002 American Phytopathological Society
Reviewed and redesigned member governance survey
- 2001 Ames Animal Shelter, Ames, Iowa
Reviewed public outreach materials