

# CURRICULUM VITAE

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**Olaf Werder**

**Communication & Journalism**

**10-Nov-05**

Assistant Professor

## EDUCATIONAL HISTORY

Ph.D. University of Florida, 2002

Major: Mass Communications  
Area of emphasis: Mass communication and consumer response  
Dissertation: Understanding Values and Attitudes toward Recycling:  
Predictions and Implications for Communication Campaigns  
Advisor: Marilyn S. Roberts

M.S. University of Illinois, 1994

Major: Mass Communications  
Area of emphasis: Advertising and media  
Thesis: Comprehensive exam option

B.B.A. Universität Dortmund, Germany, 1992

Foreign degree: Earned title of Diplom-Kaufmann (equivalent to B.B.A.)  
Majors: International marketing and Management.

## EMPLOYMENT HISTORY

Assistant Professor, 8/02 – present, Dept. of C&J, University of New Mexico, Albuquerque, NM

Instructor, 8/99 – 6/02, College of J&C, University of Florida, Gainesville, FL

Media Planner, 12/96 – 8/99, Publicis-Fallon McElligott, Minneapolis, MN.

Media Supervisor, 7/94 – 12/96, The Hively Agency, Houston, TX.

Marketing/Sales Assistant, 1/91 – 12/92, WWR Radio Media, Hamm, Germany.

## RESEARCH

### Articles in refereed journals:

Werder, O. (2005) Influences on the recycling behavior of young adults: An exploratory study.  
*Environmental Communication Yearbook 3*. (In print).

Werder, O. (2005). Culture and corporate communication: The influence of values on media perceptions and reporting style of Coca-Cola's reaction to the 1999 poison crisis in Europe. In: M. Hinner (Ed.), *Introduction to Business Communication*, (Vol. 1, pp. 323-338). Frankfurt, Germany: Peter Lang.

Werder, O. & Pérez, F. (2005). The Hispanic consumer market: A consumer behavior model approach.  
*IMC Review – Journal of Integrated Marketing Communications*, 4(1), 20-26.

Werder, O. (2004). 'Truth' and consequences: A review of three successful state tobacco control programs. In C. Gardner, J. Biberman, & A. Alkhafaji (Eds.), *Business Research Yearbook: Global Business Perspectives*, (Vol. 11, pp. 459-463). Saline, MI: McNaughton & Gunn.

Werder, O. (2002). Debating the Euro - Media Agenda Setting in a Cross-National Environment. *Gazette – The International Journal for Communication Studies*, 64(3), 219-233.

Werder, O., & Golan, G. (2002). Sharon wins: News Coverage and Framing of the 2001 Israeli Prime Minister Election in Ten Western Print Media. *Global Media Journal*, 1(1), 12-19.

#### **Articles appearing as chapters in edited volumes:**

Werder, O. (2005). Brewing romance: The romantic fantasy theme of the Taster's Choice advertising campaign. In: Mary-Lou Galician & Debra Merskin (Eds.), *Critical thinking about sex, love and romance in the mass media: Media literacy applications*. Mahwah, NJ: Lawrence Erlbaum (In print).

Werder, O. (2004). "Niche" and Specialty Media Markets (Chapter 9). In M. Azarro (Ed.), *Strategic Media Decisions*, (pp. 251-272). Chicago, IL: The Copy Workshop.

#### **Invited chapters published in conference proceedings:**

Werder, O., & Roberts, M. (2005). Generation Y's consumer ethnocentrism: Implications for advertisers in a post September 11<sup>th</sup> world, *Proceedings of the 2005 Annual Meeting of the American Academy of Advertising*, 2005, pp. 87-94.

#### **Other writings:**

Werder, O. (2004). Book Review: The Choice Modelling Approach to Environmental Valuation, J. Bennett & R. Blamey (Eds.) in *Natural Resources Journal*, Vol. 44(3), 921-924.

Werder, O. (2004). Book Review: Economic Growth and Valuation of the Environment: A Debate, E.C. van Ierland, J. van der Straaten, & H. Vollebergh (Eds.) in *Natural Resources Journal*, Vol. 44(1), 332-335.

Werder, O. (2000). Retreat in Dunkirk – How Cultural Differences Impacted Coca-Cola's Communications Strategy in Europe. *Proceedings of the IAA Educators Conference*, International Advertising Association, [www.iaaglobal.org/iaagenerator](http://www.iaaglobal.org/iaagenerator).

Werder, O. (1995, May). Savvy Internet Advertising. *DBA Magazine: The Houston business publication* Houston, TX, pp. 15-16.

### **Conference Papers and Presentations**

#### **Refereed presentations:**

Werder, O. (November, 2005). *Communication, culture and the family: Influences on Anglo and Hispanic college students' food consumption*. Paper presented at the annual conference of the National Communication Association, Boston, MA.

Werder, O. & Perkins, S. (2005, August). *Celebrity endorsers and Generation Y: New insights for advertisers*. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication, San Antonio, TX, August 2005.

- Werder, O., & Roberts, M. (2005, April). *Generation Y's consumer ethnocentrism: Implications for advertisers in a post September 11<sup>th</sup> world*. Paper presented at the annual conference of the American Academy of Advertising, Houston, TX.
- Werder, O. (2005, February). *Romantic relationships in advertising: The Taster's Choice advertising campaign*. Paper presented at the annual conference of the Western States Communication Association, San Francisco, CA.
- Werder, O. (2004, March). *'Truth' and consequences: A review o three successful state tobacco control programs and implications for policy and research*. Paper presented at the annual conference of the International Academy of Business Disciplines, San Antonio, TX.
- Werder, O. (2003, November). *An examination of factors influencing the recycling behavior of Generation Y, Environmental Communication Division*. Paper presented at the annual meeting of the National Communication Association, Miami, FL.<sup>1</sup>
- Clark, A., & Werder, O. (2003, October). *Analyzing International Radio Stations – A Systems Approach*. Paper presented at the annual meeting of Global Fusion, Austin, TX.
- Werder, O., & Pérez, F. (2003, August). *Latino Consumer Behavior and Acculturation: A Communication Model*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Kansas City, MO.
- Werder, O. (2003, August). *America strikes back – A comparative content analysis of the New York Times coverage of U.S. policy after Pearl Harbor and 9/11*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Kansas City, MO.
- Werder, O., & Golan, G. (2001, October). *News Coverage and Framing of the 2001 Israeli Prime Minister Election in Western Print Media*, Paper presented at the annual meeting of Global Fusion, St. Louis, MO.<sup>2</sup>
- Werder, O. (2001, September). *A Channel Apart – How British and German Print Journalists Report the News*. Paper presented at the annual meeting of the World Association for Public Opinion Research, Rome, Italy.
- Werder, O., & Jung, J. (2001, May). *Olympic-size Comments – A Comparative Analysis of the Television Coverage of the Opening Ceremonies in Korea and the U.S.* Paper presented at the annual meeting of the International Communication Association, Washington D.C.
- Werder, O. (2000, October). *Retreat in Dunkirk – How Cultural Differences Impacted Coca-Cola's Communications Strategy in Europe*. Paper presented at the 9<sup>th</sup> World Education Conference of the International Advertising Association, Miami, FL.
- Werder, O. (2000, August). *The European Press and the Euro - Media Agenda Setting in a Cross-National Environment*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Phoenix, AZ.

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<sup>1</sup> Top Debut Paper in the Environmental Communication Division

<sup>2</sup> Top Two Paper in the Student Division

## **TEACHING**

### **Areas of Specialization**

Advertising Strategies, Advertising and Society, Health/Social Awareness and Prevention campaigns.  
Cross-cultural communication, Consumer Behavior Approaches, Public Goods Theories

### **Areas of Competence (classes taught):**

**Advertising:** Introduction to Advertising, Advertising Media Planning, Advertising Campaigns,  
Advertising Strategy, International Advertising

**Consumer Studies/ Marketing:** Consumption and Culture, Consumer Behavior

**Mass Communication/ Media:** Mass Communication Theories, Mass Communication Research  
Methods, Quantitative Data Analysis, Audience Analysis, Media Ethics

**Organizational Communication:** Communication in Organizations

## **HONORS**

United Who's Who registry (empowering executives and professionals), Delray Beach, FL.

"Volunteer of the Month" Service Award, outstanding service to the New Mexico advertising industry,  
New Mexico Advertising Federation, Albuquerque, May 2003.

Anderson/CLAS Scholar Faculty Honoree, outstanding teacher named by CLAS Honors students, Fall  
Academic Convocation, College of Liberal Arts and Sciences, University of Florida, 2002.

Outstanding Teacher Award, Instructional/Developmental Division of the International Communication  
Association, July 2002.

Alec Courtalis Award, outstanding scholarly achievement and involvement in campus and community life,  
Office of International Studies, University of Florida, 2000-2001.

Grinter Fellow, Graduate School, University of Florida, 1999-2002.

Bateman Fellow, College of J&C, University of Florida, 2001-2002.

## **PROFESSIONAL AND ACADEMIC ORGANIZATIONS**

Member, American Academy of Advertising

Member, Association of Educators in Journalism and Mass Communication

Member, National Communication Association

Member, Western States Communication Association

Affiliated Member, American Advertising Federation

## **SERVICE**

### **Communication and Journalism Department:**

Faculty Advisor, UNM Student Chapter of the American Advertising Federation (Fall 2002 – ongoing)

Undergraduate Curriculum Committee (Summer/Fall 2005)

Graduate Review Committee (Spring 2003 – 2005)

Lecturer Search Committee (Fall 2004)

Graduate Selection Committee (Spring 2004)

Merit Committee (Spring 2004)

Building Renovation/ Fundraising Committee (Fall 2003)

Budget Committee (Fall 2002)

### **University (UNM):**

Member, Institutional Review Board (IRB), July 2005-2009

Trained Mediator for Faculty Dispute Resolutions (FDR), UNM, Training completed: Fall 2002.

### **Discipline:**

Member, International Education Committee, American Academy of Advertising, Spring 2002 – ongoing.

Book Reviewer, Allyn & Bacon Publishing, Spring 2004.

Book Reviewer, Natural Resources Journal, UNM School of Law edited, 2003 – ongoing.

Editorial Board Member, Environmental Communication Yearbook, Lawrence Erlbaum, 2005 – ongoing

### **Community service:**

Board Member, Faculty representative UNM, Luther House, student campus Lutheran ministry.

Panelist, New Mexico Advertising Federation, business luncheon on ethics in advertising (6/15/04)

Advertising Consultant, UNM Health Science Center, ASSENT Asthma Research project, development of TV campaign, Spring 2003.

Advisor to Communication/ Media Committee of Indian Pueblo Culture Center, Fall 2003 – ongoing.

Member of Communications: Media, Marketing, and Technology Committee of NM Forum for Youth in Community, Fall 2003 – 2004.