

CURRICULUM VITAE

Olaf Werder

Communication & Journalism

12-Aug-09

Associate 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:

Associate Professor, 8/06 – present, Dept. of C&J, University of New Mexico, Albuquerque, NM

Assistant Professor, 8/02 – 7/06, Dept. of C&J, University of New Mexico, Albuquerque, NM

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

Media Planner, 12/96 – 7/99, 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.

Recognitions and Honors:

University of New Mexico Mentor Award, awarded to faculty mentors during the annual Undergraduate Research & Creativity Conference, April 2007, Albuquerque, NM.

New Mexico Advertising President's Award, awarded to members of advertising sequence at UNM on March 2006, New Mexico Advertising Federation, Albuquerque, NM.

Academic Who's Who registry (Social Sciences Higher Education, WSSHE), awarded 2004, Academic Keys LLC, Storrs, CT.

United Who's Who registry (empowering executives and professionals), awarded 2003, Delray Beach, FL.

Top debut paper, Environmental Communication Commission, November 2003, National Communication Association Annual Convention, Miami, FL.

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

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, excellent teaching by a graduate student during academic year, July 2002, Instructional/Developmental Division of the International Communication Association.

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

Second place award, national graduate student paper competition, October 2001, Global Fusion Conference, St. Louis.

First place award, graduate student paper competition, April 2000, graduate student conference, University of Florida.

Grinter Fellow, stipend of \$4,000 annually awarded to exceptional doctoral students, 1999-2002, Graduate School, University of Florida.

Bateman Fellow, stipend of \$2,000 awarded to graduate students with superior academic achievement, 2001-2002, College of J&C, University of Florida.

Short narrative of research, teaching and service interests

Research

The key focus of my research interests comprises the social influence of advertising and mass communication on what people do, say and believe. Specifically, my research program centers on two interrelated paths— intercultural (social advocacy) advertising and designing advertising campaigns that improve the way social, health, and environmental messages are received benefitting in the wake the recipients. When I started at UNM, my goal was to have about 10-12 publications by the time I came up for tenure and I have been able to meet this goal. I am also an active presenter at regional, national, and international communication associations (primarily AEJMC, AAA and NCA) and have received two top paper awards at conferences. The way that I have met my goals of establishing a strong record of scholarship is by having a continuous stream of research. For instance, I have maintained a consistent research record, submitting roughly 2-4 conference papers and 1-3 journal manuscripts/ book chapters per year. To date, I have 3 top-tier publications, 4 regional/specialized book publications, and 10 of my 16 published (or forthcoming) pieces were refereed (all with an acceptance rate of 38% or less, with many less than 20%). My future research agenda involves the expansion of my research program into social marketing/health marketing research by collaborating with public health researchers, professionals and securing federal funding.

Teaching

My teaching philosophy rests on providing course content and structure that allows students to easily make the jump from college to the professional side. With advertising being a highly professional (hands-on) discipline, I believe that relating material to industry needs and letting students create their own solutions (e.g. advertising campaigns) creates a dynamic and realistic environment for the students. That includes making myself not so much an expert in my field, but a partner in learning. I have been active working with undergraduate and, more recently, graduate students on research projects as well as supervising their professional internships. Currently, I have supervised about 55 internships, guided six independent research projects, served as a faculty mentor for four ROP students, chaired 1 doctoral student committee and 1 honors thesis committee and served on 2 masters student committees. In the department, I primarily teach advertising courses. For the last three years, I have also been involved in the areas of Organizational Communication and Health Communication. I am teaching courses that are important for the students and I am filling multiple needs in the department.

Service

I have been an active participant in the activities of my department. I have held at least two committee assignments each year, including the Undergraduate Chair of Mass Communication for the year 2006 – a position in which I have had a variety of responsibilities. At the university level, I represent the department by serving on the campus Institutional Review Board. As for my activities in my profession and the community, I consider it my primary service goal to grow and foster the relationship to the local advertising community through various activities and service on professional committees in various functions.

Publications

Articles in refereed journals:

- Clark, A., & Werder, O. (2007). Analyzing International Radio Stations: A Systems Approach. *International Communication Gazette*, 69(5), 527-535.
- Werder, O. (2007). Battle of the bulge: A comparison of obesity prevention campaigns in the United States and Germany. *Obesity Reviews*, 8(5), 451-457, doi: 10.1111/j.1467-789X.2007.00368.x.
- Werder, O. (2006). Influences on the recycling behavior of young adults: Avenues for social marketing campaigns. *Environmental Communication Yearbook 3*, 77-96.
- 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. (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. (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. (2009). The Influence of Family, Peer and Media Communication on the Prosocial Behavior of Young Adults in Two Cultures. In: Yorgo Passadeos (Ed.), *Variety in Mass Communication Research*, (pp. 273-286). Athens, Greece: Atiner Publishing.
- Werder, O. (2008). Standardization vs. differentiation – Cultural influences on English-language and Spanish-language TV advertising in the US. In: Pedro Rodrigues, Peter Neijens (Eds.), *New Trends in Advertising Research*, (pp. 85-100). Lisbon, Portugal: Silabo Publishing.
- Werder, O. (2006). The global fight against obesity: A comparative analysis of media-related causes and prevention efforts. In: Yorgo Passadeos & Dimitra Dimitrakopoulou (Eds.), *Mass Media Research: International Approaches*, (pp. 111-122). Athens, Greece: Atiner Publishing.
- Werder, O. (2006). 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*, (pp. 313-325). Mahwah, NJ: Lawrence Erlbaum.
- 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., Cotter, M., & Chadwick, C. (2007, April). The relative influence of fear appeals on consumer responses in commercial product campaigns. *Proceedings of the 2007 Annual Meeting of the American Academy of Advertising*, pp. 89-92.
- Werder, O. (2006). Battle of the bulge: A comparative review of obesity prevention approaches in the U.S. and Germany. *Proceedings of the 2006 CDC Diabetes Translation and Obesity Conference*, pp. 155-156.
- Werder, O., & Roberts, M. (2005). Generation Y's consumer ethnocentrism: Implications for advertisers in a post September 11th world, *Proceedings of the 2005 Annual Meeting of the American Academy of Advertising*, pp. 87-88.
- 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.

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

Works in Progress:

Submitted to refereed journals:

- Werder, O. Exploring consumer responses to fear appeals in commercial campaigns. *International Journal of Advertising*. Revised manuscript submitted for review (7/08).
- Werder, O. & Perkins, S. Celebrity endorsers and Generation Y: New insights for advertisers. *Journal of Current Issues & Research in Advertising*. Manuscript submitted for review (5/08).
- Werder, O., & Roberts, M. Generation Y and consumer ethnocentrism: Implications for marketers in a post September 11th world. *Mass Communication & Society*. Manuscript submitted for review (12/07).

Submitted to edited volumes:

- Werder, O., & Roberts, M (2009). Generational Advertising Approaches. In M. Tharpe & M. Roberts (Eds.), *Multicultural Advertising*. (In submission). Thousand Oaks, CA: Sage Publications.

In preparation:

- Werder, O. A value-centered approach to social communication campaigns: Improving the interpretive ability of attitudinal models. *Journalism & Mass Communication Quarterly*. Manuscript in preparation for submission.

Chen, Y., Riffenburgh, A., Wooton, R., & Werder, O. (2010). *Health literacy and health policy: Through the lens of the patient* (working title). *Journal of Health Communication*. Manuscript in preparation for submission.

Chen, Y., Riffenburgh, A., Wooton, R., & Werder, O. (2010). *The interplay of health knowledge and health system opinions*. *Journal of Public Health Policy*. Manuscript in preparation for submission.

Conference Papers and Presentations

Refereed presentations:

Werder, O. (2008, November). *Message features in PSAs and commercial TV ads: A preliminary exploration*. Paper presented at the annual conference of the National Communication Association, San Diego, CA.

Werder, O. (2008, May). *The influence of family, peer and media communication on the prosocial behavior of young adults in two cultures*. Paper presented at the 6th international conference on Communication and Mass Media of the Athens Institute for Education and Research, Athens, Greece.

Miramontes, V., & Werder, O. (2008, February). *Consumer responses to conventional versus alternative medicine advertising: The case study of diet supplements*. Paper accepted for presentation to the annual conference of the Western States Communication Association, Denver, CO, February 2008¹.

Werder, O. (2007, August). *A value-centered approach to social communication campaigns: Improving the interpretive ability of attitudinal models*. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication, Washington, DC, August 2007.

Werder, O. (2007, June). *Standardization vs. differentiation: Cultural influences on English-language and Spanish-language TV advertising in the U.S.* Paper presented at the 6th International Conference on Research in Advertising (ICORIA), Lisbon, Portugal.

Werder, O., Cotter, M., & Chadwick, C. (2007, April). *The relative influence of fear appeals on consumer responses in commercial product campaigns*. Paper presented at the annual conference of the American Academy of Advertising, Burlington, VT.

Werder, O. (2006, August). *Romance in coffee ads: A critical approach for studying the interaction between values and advertising myths*. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication, San Francisco, CA, August 2006.

Werder, O. (2006, May). *The global fight against obesity: A comparative analysis of media-related causes and prevention efforts*. Paper presented at the 4th international conference on Communication and Mass Media of the Athens Institute for Education and Research, Athens, Greece.

Werder, O. (2006, May). *Battle of the bulge: A comparative review of obesity prevention approaches in the US and Germany*. Paper presented at the 2006 CDC Diabetes Translation and Obesity Conference, Denver, Colorado.

¹ Top Four Papers in Health Communication, WSCA Health Communication Division

- Werder, O. (2005, November). *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 11th 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 of 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.¹
- 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.²
- 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 9th World Education Conference of the International Advertising Association, Miami, FL.

¹ Top Debut Paper in the Environmental Communication Division

² Top Two Paper in the Student Division

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.

Invited presentations/workshops:

2004, May "Presenting with PowerPoint – Pros and Cons" Presented at a CASTL-sponsored faculty workshop, University of New Mexico.

2006, July "How to put together a conference presentation and poster," Presented at the Summer Workshop of the McNair/ROP Program, University of New Mexico.

2006, Aug. "Research methods approaches," New Graduate Student Orientation, Department of Communication & Journalism, University of New Mexico.

2008, February "Course projects as a real-world simulation: Preparing students for life after college in advertising campaigns" Presented at a "Success in the classroom", 3rd Annual UNM Community Conference for Faculty by Faculty, University of New Mexico.

Papers in review:

Papers in progress:

Werder, K., & Werder, O. (2008, January). *PSAs and consumer attitudes and responses (working title)*. Paper in preparation for the annual conference of the National Communication Association, San Diego, CA, November 2008.

Research Funding

- 2005-06 *Fear appeal advertising and consumer response.*
The purpose of the project was to examine the effects of fear appeal messages in a radio spot on the multidimensional structure of arousal, attitude, and behavioral intention of consumers.
Awarding Agency: Research Allocation Committee, University of New Mexico.
Amount: \$3,902, Project Period: 1-year award.
Principal investigator, Olaf Werder.
- 2008 *University of Southern Denmark Teaching/Research Collaboration Exchange Travel Grant.*
The purpose of this exchange is to critically examine examples of health communication that take place cross-culturally in advertising, health campaigns as well as in various healthcare practices from the Danish and US perspectives. In addition, a joint seminar is taught on location in Denmark.
Awarding Agency: Office of International Programs and Studies
Amount: \$1,500, Project Period: May 08
- 2008-09 *Culture's influence on health policy: A systemic analysis of health literacy levels in Denmark and the United States.*
The purpose of the project was to examine whether health literacy problems are culture-bound, .i.e. whether certain cultures are better equipped to deal with the literacy problem.
Awarding Agency: Research Allocation Committee, University of New Mexico.
Amount: \$6,219, Project Period: 1-year award.
Principal investigator, Olaf Werder.
- 2008-10 Project Title: *Adolescents Committed To Improvement of Nutrition and physical activity (ACTION)*
1 R21 HL092533-0
Project Description: Cooperative project between various main campus and HSC campus departments within UNM. The major goal of this project is to create, implement and evaluate a culturally relevant and age-appropriate obesity intervention for School-Based Health Centers to help decrease the risk of adolescent metabolic syndrome development.
Awarding Agency: NIH/NHLBI
Amount: \$175,000, Project Period: 4/1/08-3/31/10
Principal Investigator: Alberta Kong, M.D., M.P.H.
Co-Investigator, 5% effort
- 2008 Project Title: *Evaluating the NM Mental Health Stigma Reduction Campaign*
Project Description: Cooperative project between Dept. of C&J faculty and UNM HSC campus departments. The primary goal of the proposed study is to design the evaluation and analyze the data of a planned mental health stigma campaign the Behavioral Health Services Division of the NM Human Service Department is preparing for Winter 07/08.
Awarding Agency: New Mexico Human Service Department
Amount: \$75,000, Project Period: 7/1/07-9/30/08
Principal Investigator: John Oetzel, PhD, M.P.H.
Co-Investigator, 10% effort
- 2009-11 Project Title: *The New Mexico Women's Health Mobile Unit*
Project Description: Communication consulting function to the UNM Cancer Research &

Treatment Center. The primary goal of the proposed study is to work through rural family health centers and the BCC Program to explore whether the use of a mobile mammography van serving underserved populations (women) in the state will enhance doctor-patient and doctor-"system" communication about breast-cancer prevention and increased use of this early detection program by low-income women.

Awarding Agency: American Cancer Society
Amount: \$72,750, Project Period: 7/1/09-6/30/11
Principal Investigator: Cheryl Willman, M.D.
Consultant, 2% effort

Pending Research Funding

2008-13 Project Title: *PR*imary Care *M*ultiEthnic Translation and Disparities (*PRIME T&D*)
COBRE
1P2ORR025176-01
Project Description: Cooperative project between main campus and HSC campus departments within UNM. This center grant proposes to build on the foundations of a successful primary care, practice-based research network to create a vigorous, self-sustaining, biomedical research center that advances the scientific base of knowledge about the causes and solutions, in underserved and ethnic minority communities, of problems of (1) translation of research into primary care practice, and (2) health disparities
Awarding Agency: NIH-National Center for Research Resources (NCRR)
Amount: \$11,201,704, Project Period: 7/1/08 – 6/30/13
Principal Investigator: Robert Williams, M.D., M.P.H.
Co-Investigator, 5% effort

Planned Research Funding

2010-15 Project Title: *Adolescents Committed To Improvement of Nutrition and physical activity (ACTION) – Phase II*
Project Description: Cooperative project between various main campus and HSC campus departments within UNM. The primary goal of the proposed study is to use Community Based Participatory Research (CBPR) and social marketing methodologies to develop a media-based educational curriculum to use in combination with clinical management by primary care providers for overweight minority adolescents in rural settings in New Mexico.
Awarding Agency: National Center on Minority Health and Health Disparities
Amount: TBD (est. \$1.5MM), Project Period: 7/1/10-6/30/15
Principal Investigator: Alberta Kong, M.D., M.P.H.
Co-Investigator, 10% effort

Teaching

Advising

Doctoral advisement:

Hollis, Christine (in progress). Media framing of the issue of HPV/cervical cancer prevention through the use of the HPV vaccine: An exploratory study. University of New Mexico Department of Communication and Journalism. Committee chair (expected finish 5/2009).

Belone, Lorenda (in progress). Health communication strategies for translational research with tribal communities. University of New Mexico Department of Communication and Journalism. Committee member (expected finish 5/2009).

Hell, Eudaline (in progress). Discussing health issues in the US and Cameroon. University of New Mexico Department of Communication and Journalism. Committee member (expected finish 5/2010).

Masters advisement:

Mabe, Benjamin (2007). Media culture and the construction of relationship “prizes” in reality TV romance games: A critical discourse analysis. University of New Mexico Department of Communication and Journalism. Committee member.

Li, Bodi (in progress). The effect of word-of-mouth advertising. University of New Mexico Department of Communication and Journalism. Committee chair (expected finish 8/2009).

Wooton, Richard (in progress). Color and Persuasion effects. University of New Mexico Department of Communication and Journalism. Committee chair (expected finish 8/2009).

Honors thesis advisement:

Dohnia Dorman, B.A. Mass Communication (Spring 2007). The Influence of Visual Images in Print Advertisements. University of New Mexico Department of Communication and Journalism. Committee chair.

Student mentoring

McNair/ ROP Scholar advisor

Denise Gabaldon, B.S. Psychology, Univ. of New Mexico,

- Spring 2008 – Summer 2008, title of research project: Cultural differences in prescription-drug advertising toward three ethnic groups in the US.

Richard Lujan, B.S. Psychology, Univ. of New Mexico,

- Spring 2006 – Summer 2006, title of research project: Influence of pharmaceutical advertising on doctor-patient interaction regarding prescriptions.

Vianey Miramontes, B.S. Medical Biology, Univ. of New Mexico,

- Spring 2006 – Summer 2006, title of research project: An analysis of the different promotional effects of conventional versus alternative medicine: The battle against obesity.

Mack Neal, B.A. Mass Communication, Univ. of New Mexico,

- Spring 2004 – Summer 2004, title of research project: Advertising to the invisible race: Contemporary marketing for the perceptions and identities of a biracial America. Award winning presentation during 2004 UNM Research Symposium.
- Spring 2005 – Summer 2005, title of research project: Biracial identity and consumer behavior

Independent studies

Burton, Laura, Summer 2008, M.A. Communication, Univ. of New Mexico, title of project: Framing math: Students' talk constrains potential for change.

Soumia Dhar, Spring 2007, M.A. Communication, Univ. of New Mexico, title of project: Ethnicity and teacher relationships to international graduate students.

** Top paper award in the Intercultural division at the SSCA convention, Spring 2007.*

Dohnia Dorman, Fall 2006, B.A. Mass Communication, Univ. of New Mexico, title of project: Visual imagery and deception in advertisements.

** Award winning presentation during 2007 UNM Undergraduate Research/Creativity Conference, project was also accepted for presentation at AEJMC 2007 convention.*

Richard Lujan, Summer 2006, B.S. Psychology, Univ. of New Mexico, title of project: Influence of pharmaceutical advertising on doctor-patient interaction regarding prescriptions.

Daniel Schrader, Spring 2006, B.A. Mass Communication, Univ. of New Mexico, title of project: Media planning strategies in a local sports radio environment.

Jimmesha Winston, Spring 2005, B.A. Mass Communication, Univ. of New Mexico, title of project: Principles of advertising in light of ethical awareness.

Cable Hoover, Summer 2004, B.S. University Studies, Univ. of New Mexico, title of research project: Organizational assimilation and communication skills.

Internships

Jesse Herrera, Spring 2009, B.A. Mass Communication, Univ. of New Mexico, Internship Course (C&J 495): Supervise Internship at Rick Johnson & Co. Advertising.

Kayla Donner, Fall 2008, B.A. Mass Communication, Univ. of New Mexico, Internship Course (C&J 495): Supervise Internship at Sandia Preparatory School Marketing.

Stephanie Cisneros, Summer 2008, B.A. Mass Communication, Univ. of New Mexico, Internship Course (C&J 492): Supervise Internship at Rick Johnson & Co. Advertising.

Jessica Tomasi, Fall 2007, B.A. Mass Communication, Univ. of New Mexico, Internship Course (C&J 492): Supervise Internship at Rick Johnson & Co. Advertising.

Ayo Abosede, Summer 2007, B.A. Mass Communication, Univ. of New Mexico, Internship Course (C&J 492): Supervise Internship at McKee Wallwork Cleveland Advertising.

Jennifer Lawrence, Summer 2007, B.A. Mass Communication, Univ. of New Mexico, Internship Course (C&J 492): Supervise Internship at McKee Wallwork Cleveland Advertising.

Benjamin Young, Summer 2007, B.A. Mass Communication, Univ. of New Mexico, Internship Course (C&J 492): Supervise Internship at Sandia Preparatory School Marketing.

Marcos Roybal, Spring 2007, B.A. Mass Communication, Univ. of New Mexico, Internship Course (C&J 492): Supervise Internship at Joan Griffin & Associates.

Michael Harrison, Summer 2006, B.S. University Studies, Univ. of New Mexico, Internship Course (C&J 492): Supervise Internship at The Bell Group – Jewelry Marketing.

Michael Green, Summer 2006, B.A. Mass Communication, Univ. of New Mexico, Internship Course (C&J 492): Supervise Internship at Clear Channel Communications.

Lisa Sanchez, Summer 2006, B.A. Mass Communication, Univ. of New Mexico, Internship Course (C&J 492): Supervise Internship at Rick Johnson & Co. Advertising.

Ashley Wentz, Summer 2006, B.A. Mass Communication, Univ. of New Mexico, Internship Course (C&J 492): Supervise Internship at Rick Johnson & Co. Advertising.

Richard Gonzales, Spring 2006, B.A. Mass Communication, Univ. of New Mexico, Internship Course (C&J 492): Supervise Internship at Summit Electric Marketing Division.

Nancy Chang, Fall 2005, B.A. Mass Communication, Univ. of New Mexico, Internship Course (C&J 492): Supervise Internship at American Lung Association of New Mexico.

Allison Patterson, Fall 2005, B.A. Mass Communication, Univ. of New Mexico, Internship Course (C&J 492): Supervise Internship at Rick Johnson & Co. Advertising.

Daniel Schrader, Fall 2005, B.A. Mass Communication, Univ. of New Mexico, Internship Course (C&J 492): Supervise Internship at KKTK 1300 AM The Ticket Radio.

Nicole Abreu, Summer 2005, B.A. Mass Communication, Univ. of New Mexico, Internship Course (C&J 492): Supervise Internship at Journal Pavilion Promotions.

Lisa Romero, Summer 2005, B.A. Mass Communication, Univ. of New Mexico, Internship Course (C&J 492): Supervise Internship at Joan Griffin & Associates.

Jessica Chapman, Spring 2005, B.A. Mass Communication, Univ. of New Mexico, Internship Course (C&J 492): Supervise Internship at Rick Johnson & Co. Advertising.

Briana Garcia, Spring 2005, B.A. Mass Communication, Univ. of New Mexico, Internship Course (C&J 492): Supervise Internship at Rick Johnson & Co. Advertising.

Nathaniel Hoppes, Spring 2005, B.A. Communication, Univ. of New Mexico, Internship Course (C&J 492): Supervise Internship at Radio Disney 1240 AM.

Jessica Infantino, Spring 2005, B.A. Mass Communication, Univ. of New Mexico, Internship Course (C&J 492): Supervise Internship at Rick Johnson & Co. Public Relations.

Robert Kruger, Spring 2005, B.A. Mass Communication, Univ. of New Mexico, Internship Course (C&J 492): Supervise Internship at Goldman Designs.

Deena Montoya, Spring 2005, B.A. Mass Communication, Univ. of New Mexico, Internship Course (C&J 492): Supervise Internship at McKee Wallwork Henderson Advertising.

Sterling Wiggins, Spring 2005, B.A. Mass Communication, Univ. of New Mexico, Internship Course (C&J 492): Supervise Internship at Rick Johnson & Co. Advertising.

Calder Conrad, Fall 2004, B.A. Mass Communication, Univ. of New Mexico, Internship Course (C&J 492): Supervise Internship at Rick Johnson & Co. Advertising.

Amy Detavis, Fall 2004, B.A. Communication, Univ. of New Mexico, Internship Course (C&J 492): Supervise Internship at Albuquerque Magazine.

Justin Gonzales, Fall 2004, B.A. Mass Communication, Univ. of New Mexico, Internship Course (C&J 492): Supervise Internship at 101 Marketing.

Rachel Lopez, Fall 2004, B.A. Mass Communication, Univ. of New Mexico, Internship Course (C&J 492): Supervise Internship at Clear Channel Communications.

Amy Detavis, Summer 2004, B.A. Communication, Univ. of New Mexico, Internship Course (C&J 492): Supervise Internship at Vaughan Wedeen Creative.

Lesley S. Dickson, Summer 2004, B.A. Mass Communication, Univ. of New Mexico, Internship Course (C&J 492): Supervise Internship at Bright Ideas Promotions.

Cynthia Lewis, Summer 2004, B.A. Mass Communication, Univ. of New Mexico, Internship Course (C&J 492): Supervise Internship at American Film Institute.

Melanie Lopez, Summer 2004, B.A. Mass Communication, Univ. of New Mexico, Internship Course (C&J 492): Supervise Internship at Rick Johnson & Co. Advertising.

Breeze Schilkey, Summer 2004, B.A. Mass Communication, Univ. of New Mexico, Internship Course (C&J 492): Supervise Internship at Rick Johnson & Co. Advertising.

Nicole Abreu, Spring 2004, B.A. Mass Communication, Univ. of New Mexico, Internship Course (C&J 492): Supervise Internship at Rick Johnson & Co. Advertising.

Lesley S. Dickson, Spring 2004, B.A. Mass Communication, Univ. of New Mexico, Internship Course (C&J 492): Supervise Internship at Rick Johnson & Co. Advertising.

James Gutierrez, Spring 2004, B.A. Mass Communication, Univ. of New Mexico, Internship Course (C&J 492): Supervise Internship at Radio Disney 1240 AM.

Andrew Leach, Spring 2004, B.S. Business, Univ. of New Mexico, Internship Course (C&J 492): Supervise Internship at Radio Disney 1240 AM.

Anna Reines, Spring 2004, B.S. University Studies, Univ. of New Mexico, Internship Course (C&J 492): Supervise Internship at UNM Athletic Marketing.

Sarah Salimi, Spring 2004, B.S. University Studies, Univ. of New Mexico, Internship Course (C&J 492): Supervise Internship at Radio Disney 1240 AM.

Stephany Shelton, Spring 2004, B.A. Mass Communication, Univ. of New Mexico, Internship Course (C&J 492): Supervise Internship at KYNM-TV 61.

Antoinette Vernon, Spring 2004, B.S. Business, Univ. of New Mexico, Internship Course (C&J 492): Supervise Internship at Rick Johnson & Co. Advertising.

Cynthia Lewis, Fall 2003, B.A. Mass Communication, Univ. of New Mexico, Internship Course (C&J 492): Supervise Internship at Radio Disney 1240 AM.

Robert McCracken, Fall 2003, B.S. University Studies, Univ. of New Mexico, Internship Course (C&J 492): Supervise Internship at Forms Plus Design.

Jessica Molzen, Fall 2003, B.S. University Studies, Univ. of New Mexico, Internship Course (C&J 492): Supervise Internship at Radio Disney 1240 AM.

Erin Morper, Fall 2003, B.A. Mass Communication, Univ. of New Mexico, Internship Course (C&J 492): Supervise Internship at SW Airlines Marketing.

Dezaree Vega, Fall 2003, B.A. Mass Communication, Univ. of New Mexico, Internship Course (C&J 492): Supervise Internship at Joan Griffin & Associates.

Tamara Montoya, Summer 2003, B.A. English, Univ. of New Mexico, Internship Course (C&J 492): Supervise Internship at UNM Biology Dep't.

Dezaree Vega, Summer 2003, B.A. Mass Communication, Univ. of New Mexico, Internship Course (C&J 492): Supervise Internship at Joan Griffin & Associates

Nevada Casey, Spring 2003, B.A. Mass Communication, Univ. of New Mexico, Internship Course (C&J 492): Supervise Internship at Rick Johnson & Co. Advertising

Cyndi Garcia, Spring 2003, B.A. Mass Communication, Univ. of New Mexico, Internship Course (C&J 492): Supervise Internship at Forbes Toppino Advertising

Michael Griego, Spring 2003, B.A. Mass Communication, Univ. of New Mexico, Internship Course (C&J 492): Supervise Internship at FM 97.3 KKSS Radio

Mercedes Kelsey, Spring 2003, B.A. Mass Communication, Univ. of New Mexico, Internship Course (C&J 492): Supervise Internship at FM 107.9 KBQI Radio

Robert McCracken, Spring 2003, B.S. University Studies, Univ. of New Mexico, Internship Course (C&J 492): Supervise Internship at Rick Johnson & Co. Advertising

Sabrina Chavez, Fall 2002, B.A. Mass Communication, Univ. of New Mexico, Internship Course (C&J 492): Supervise Internship at Rick Johnson & Co. Advertising

Ashley Farmer, Fall 2002, B.A. Mass Communication, Univ. of New Mexico, Internship Course (C&J 492): Supervise Internship at Rick Johnson & Co. Advertising

Cyndi Garcia, Fall 2002, B.A. Mass Communication, Univ. of New Mexico, Internship Course (C&J 492):
Supervise Internship at Merrill Lynch

Independent Studies Projects outside UNM

Jennifer Duggin, Summer 2002, B.S. Advertising, Univ. of Florida, Title: The success, controversy and battles of the Florida Truth Campaign.

Valerie Gaines, Summer 2002, B.S. Advertising, Univ. of Florida, Title: Comparison of Ford Motors Advertising in Nicaragua and the U.S.

Classroom teaching:

2010, Spring

Advertising Campaigns, C&J 482, class size: TBD

Quantitative Data Analysis, C&J 507, class size: TBD

2009, Fall

Media Planning, C&J 381, class size: TBD

Seminar: Media Effects, C&J 562, class size: TBD

2009, Summer

Persuasive Communication, C&J 327, class size: 29

2009, Spring

Advertising Campaigns, C&J 482, class size: 28

Health Communication Campaigns, C&J 553, class size: 6

2008, Fall

Media Planning, C&J 381, class size: 34

International Advertising, C&J 393, class size: 24

2008, Summer

Communication in Organizations, C&J 340, class size: 20

2008, Spring Intersession

Health and Identity, Seminar at University of Southern Denmark, class size: 7

2008, Spring

Advertising Campaigns, C&J 482, class size: 25

Quantitative Data Analysis, C&J 507, class size: 15

2007, Fall

Media Planning, C&J 381, class size: 35

Persuasion, C&J 557, class size: 9

2007, Spring

Advertising Campaigns, C&J 482, class size: 20

Health Communication Campaigns, C&J 553, class size: 6

2006, Fall

No Teaching

Junior Faculty Research Semester

2006, Summer

Communication in Organizations, C&J 340, class size: 20

2006, Spring

Advertising Campaigns, C&J 482, class size: 28

Quantitative Data Analysis, C&J 507, class size: 17

2005, Fall

Introduction to Advertising, C&J 380, class size: 40

Media Planning, C&J 381, class size: 30

2005, Summer

Communication in Organizations, C&J 340, class size: 25

2005, Spring

Media Planning, C&J 393, class size: 20

Advertising Campaigns, C&J 482, class size: 28

2004, Fall

Introduction to Advertising, C&J 380, class size: 30

International Advertising, C&J 468, class size: 15

2004, Summer

Communication in Organizations, C&J 340, class size: 30

2004, Spring

Media Planning, C&J 393, class size: 18

Advertising Campaigns, C&J 482, class size: 20

2003, Fall

Introduction to Advertising, C&J 380, class size: 35

Quantitative Data Analysis, C&J 507, class size: 17

2003, Summer

Communication in Organizations, C&J 353, class size: 20

2003, Spring

Media Planning, C&J 428, class size: 10

Advertising Campaigns, C&J 402, class size: 15

2002, Fall

Introduction to Advertising, C&J 300, class size: 44

Advertising Campaigns, C&J 402, class size: 29

2002, Summer

Advertising Strategy, ADV 3001 (Univ. of Florida), class size: 50

2002, Spring

Media Planning, ADV 4300 (Univ. of Florida), class size: 50.

2001, Fall

International Advertising, ADV 4400 (Univ. of Florida), class size: 76.

2001, Summer

Media Planning, ADV 4300 (Univ. of Florida), class size: 62.

2001, Spring

Media Planning, ADV 4300 (Univ. of Florida), class size: 94.

2000, Fall

International Advertising, ADV 4400 (Univ. of Florida), class size: 75.

Curriculum development/ teaching administrative positions:

Established “Media Planning” as a new required course within the advertising concentration.

Lead role in advancement of restructuring the advertising sequence in the mass communication track of the Department of Communications & Journalism, University of New Mexico, Fall 2002 – ongoing.

Participant in “Teaching Critical Thinking” workshops (Reimers & Roberson, UTEP, 2-4-05).

Participant in “Classroom Assessment Techniques” workshop (Deese-Roberts, 3-31-04).

Contributed to the establishment and redefinition of the media planning and advertising strategy courses within the advertising curriculum of the adv. dep’t of the University of Florida, Spring 2000.

Teaching Supervisor for David Weiss, doctoral student, Fall 2002 (C&J 327), Spring 2003 (C&J 300) and Spring 2004 (C&J 380) – [evaluations included in package]

Teaching Supervisor for Jeff Peterson, doctoral student, Fall 2003 (C&J 507) – [evaluations included in package]

Teaching Supervisor for Benjamin Mabe, doctoral student, Fall 2006 (C&J 507) and Spring 2008 (C&J 507) – [evaluations included in package]

Service

Administrative work for department:

Faculty Advisor for UNM Chapter of the American Advertising Federation, Fall 2002 - ongoing.

- led student team to 5th place finish in 2003 National Student Advertising Competition (NSAC) of AAF District 12, Salt Lake City, UT.
- led student team to 3rd place finish in 2004 National Student Advertising Competition (NSAC) of AAF District 12, Albuquerque, NM.
- led student team to 8th place finish in 2005 National Student Advertising Competition (NSAC) of AAF District 12, El Paso, TX.
- led student team to 6th place finish in 2006 National Student Advertising Competition (NSAC) of AAF District 12, Phoenix, AZ.
- led student team to 5th place finish in 2007 National Student Advertising Competition (NSAC) of AAF District 12, Colorado Springs, CO.

C&J departmental committee memberships:

- Mass Communication Ad-hoc Committee Chair: Fall 2008 – Spring 2009
- Graduate Committee (Ph.D.): Fall 2008 – Spring 2009
- Advisory Committee: Summer 2008 – Spring 2009
- Teaching Load Committee: Summer 2008
- Graduate Committee (Ph.D.): Fall 2007 – Spring 2008
- Development Committee: Fall 2007 – Spring 2008
- Undergraduate Mass Comm Committee Chair: Fall 2006 – Spring 2007
- PR Faculty Search Committee: Fall 2006 – Spring 2007
- ACEJMC Accreditation Committee: Fall 2006 – Spring 2008
- Graduate Review Committee: Spring 2006
- Communication/PR Committee: Fall 2005 – Spring 2006
- Undergraduate Curriculum Committee: Summer/Fall 2005
- Graduate Review Committee: Spring 2005
- Graduate Awards Committee: Spring 2005
- Lecturer Search Committee: Fall 2004
- Graduate Selection Committee (Ph.D.): Spring 2004
- Merit Committee, Spring 2004
- International Internship Exchange (EUSA) Committee, Spring 2004
- Building Renovation/ Fundraising Committee, Fall 2003
- Graduate Review Committee, Spring 2003
- Mission Statement Sub-Committee, Spring 2003
- Budget Committee, Fall 2002

Guest Lecture in C&J 151, 11-19-02, Introduction of advertising as a major.

Guest Lecture in C&J 101, 3-12-03, The persuasion of persuasion: advertising and society.

Guest Lecture in C&J 101, 10-29-03, Organizational communication.

Guest Lecture in C&J 101, 3-22-04, Organizational communication

Guest Lecture in C&J Colloquium, 2-22-06, Fear Appeal and Consumer Behavior

Guest Lecture in C&J 340, 2-23-06, Organizational structure, culture and crisis communication

Panel Member in C&J 600, 10-19-04, History and Philosophy of Communication

Panel Member in C&J 101, 12-2-04, Topic: Communication for social change

Panel Member in C&J 509, 1-30-08, IRB Application Procedures for graduate students

Panel Member in C&J Colloquium, 3-11-08, Academic Publishing Workshop

Advisement for student athlete applicant from Britain (3/8/04).

Administrative work at university:

Member, UNM Athletic Council, July 2008-

Member, Tenure & Promotions Committee, College of Arts & Sciences, August 2008-

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

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

Administrative work for discipline:

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

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

Book Reviewer for Allyn & Bacon Publishing, newly developed textbook about “Introduction to Advertising” (working title), Spring 2004.

Book Reviewer for Sage Publications, planned revision for Maibach/Parrott: “Designing Health Messages, Summer 2007.

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

Manuscript Reviewer, Environmental Communication: A Journal of Nature and Culture, Spring 2007.

Manuscript Reviewer, Mass Communication and Society Journal, Spring 2009.

Manuscript Reviewer, Paper Competition, AEJMC Ad Division, Miami 2002.

Manuscript Reviewer, Paper Competition, Asia-Pacific AAA Conference, Tokyo, Japan, 2003.

Manuscript Reviewer, Paper Competition, ICA Mass Communication Division, San Diego 2003.

Manuscript Reviewer, Paper Competition, AEJMC Ad Division, Kansas City 2003.

Manuscript Reviewer, Paper Competition, AAA Conference, Baton Rouge 2004.

Manuscript Reviewer, Paper Competition, ICA Mass Comm. Division, New Orleans 2004.

Manuscript Reviewer, Paper Competition, AEJMC Ad Division, Toronto 2004.

Manuscript Reviewer, Paper Competition, AEJMC Comm Theory & Methodology Division, Toronto 2004.

Manuscript Reviewer, Paper Competition, AAA Conference, Houston 2005.

Manuscript Reviewer, Paper Competition, ICA Mass Comm. Division, New York 2005.

Manuscript Reviewer, Paper Competition, ICA Popular Comm. Division, New York 2005.

Manuscript Reviewer, Paper Competition, NCA Environmental Comm. Division, Boston 2005.

Manuscript Reviewer, Paper Competition, AEJMC Comm Theory & Method. Division, San Antonio, 2005.

Manuscript Reviewer, Paper Competition, AEJMC Advertising Division, San Antonio, 2005

Manuscript Reviewer, Paper Competition, AAA Conference, Reno, NV 2006.

Manuscript Reviewer, Paper Competition, NCA Environmental Comm. Division, San Antonio 2006.

Manuscript Reviewer, Paper Competition, AEJMC Advertising Division, San Francisco, 2006.

Manuscript Reviewer, Paper Competition, Asia-Pacific AAA Conference, Seoul, Korea, 2007.

Manuscript Reviewer, Paper Competition, AAA Conference, Burlington, 2007.

Manuscript Reviewer, Paper Competition, AEJMC Advertising Division, Washington DC, 2007.

Manuscript Reviewer, Paper Competition, AEJMC Mass Communication & Society Division, Washington DC, 2007.

Manuscript Reviewer, Paper Competition, AAA Conference, San Mateo, 2008.

Manuscript Reviewer, Paper Competition, NCA Health Comm. Division, San Diego 2008.

Manuscript Reviewer, Paper Competition, AEJMC Mass Communication & Society Division, Boston, 2009.

Chair, Teaching Standards Session, AEJMC Ad Division, Conference Kansas City 2003.

Chair, Organizational Communication Session, Western States Communication Association Conference, Albuquerque, NM, February 2004.

Chair, Research Panel Session, AAA, Conference Reno 2006.

Chair, Research Panel Session, 4th international conference on Communication and Mass Media, Athens Institute for Education and Research, Athens, Greece, 2006.

Discussant, Research Panel Session, AEJMC Ad Division, Conference San Antonio 2005.

Discussant, Research Panel Session, AAA, Conference Reno 2006.

Community service:

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

Interviewee for KRQE (Ch. 13) on ethics of rock concert advertising per referral of UNM Public Affairs (7/19/05).

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

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

Member of AAF-District 12 Planning Committee for National Student Advertising Competition 2004 in Albuquerque, Spring 2004.

Advisor to Communication/ Media Committee of Indian Pueblo Culture Center, Fall 2003 – Spring 2007.

Member of Communications: Media, Marketing, and Technology Committee of NM Forum for Youth in Community, Fall 2003 – Fall 2006.

Guest of “University Showcase” radio show on KUNM Radio with Jane Blum, topic: Advertising and the public (12/6/03).

Interviewee for KOAT (Ch. 7) on political adv. issue per referral of UNM Public Affairs (3/9/04).

Interviewee for Albuquerque Tribune on influence of TV show “Friends” on pop culture (5/3/04).

Published commentary in Santa Fe New Mexican newspaper on DWI prevention campaign in New Mexico (4/16/07).

Consulting role with Glenn Wieringa, New Mexico Department of Health, Promotions Division.

Administrative work at other institutions:

Graduate Student Participant in Search Process for Associate Dean of Graduate Studies, Univ. of Florida.

Student Participant in Interview Process for New Faculty Search of Advertising Department, Univ. of Florida.

Faculty Advisor for InterAD IV student competition of the International Advertising Association, University of Florida, Spring 2001.

Professional Associations

American Academy of Advertising

European Advertising Academy

Association for Education in Journalism and Mass Communication

National Communication Association

Western States Communication Association