

VITA

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Education:

Ph.D., 1986, Mass Media, Michigan State University. Dissertation: “Predictive Models of Suburban Weekly Newspaper Circulation, Advertising Space and Existence – 1970-1980.”

M.S., 1972, Environmental Communications, University of Wisconsin-Madison. Thesis: “Influence of Proximity and Advertising on Coverage of the Columbia Power Plant Issue.”

B.S., 1970, Communications and Natural Resources, University of Wisconsin-Madison.

Teaching Experience:

May 2005 – present, tenured Full Professor, Department of Communication and Performance Studies, Northern Michigan University.

Courses taught: Public relations writing, PR research, PR cases, PR campaigns, Entertainment and Sports Promotion research, ESPR campaigns, organizational communication, introduction to mass media.

Advising: Serve as academic advisor for approximately 40 undergraduates. Serve as faculty advisor to the NMU chapter of the Public Relations Student Society of America, 2000-present.

May 2004 – May 2005, tenured Associate Professor, Department of Communication and Performance Studies, Northern Michigan University.

August 2000 – May 2004, untenured Associate Professor, Department of Communication and Performance Studies, Northern Michigan University.

May 1987 – June 2000, tenured Associate Professor, Greenlee School of Journalism and Communication, Iowa State University.

August 1983 – May 1987, Assistant Professor, Department of Journalism and Mass Communication, Iowa State University.

Promoted to Associate Professor with tenure, May 1987. Elected Full Member of the Graduate Faculty, May 1990. Elected Associate Member of Graduate Faculty, May 1986. Approved as Graduate Lecturer, November 1984.

Undergraduate courses taught:

Public relations senior seminar; principles of public relations; public relations/corporate communications techniques; public relations case studies; public relations course for nonmajors; mass communication theory and methods. Redesigned the public relations emphasis' three core courses so they form a logical progression from an introduction to public relations to entry level skills to midlevel management skills.

Graduate courses taught:

Developed seminar titled "The Dynamics of the American Mass Media – a multi-disciplinary approach to media institution"; mass media theory; mass media research methods; experimental course in information program methods; institutional public relations; media performance and evaluation.

Undergraduate advising:

Served as academic advisor for more than 300 students. Started the ISU chapter of the Public Relations Student Society of America in 1984 and served as advisor 1984-1994 and 1999-2000.

Graduate advising:

From election to the Graduate Faculty in May 1986, until I left in June 2000, sat on 50 graduate student thesis/dissertation committees, including being major professor on 25 Master's thesis committees, and as a member on 11 M.A./M.S. and four Ph.D. committees outside the Greenlee School.

September 1979-August 1983. Graduate Assistant, School of Journalism, Michigan State University.

Courses taught: news writing, reporting, reporting public affairs, advanced reporting, magazine feature writing.

August 1976-August 1979. Chairperson of the Rural Communications Department, University of Minnesota-Crookston.

Responsible for the print and broadcast programs, including teaching most of the courses, and advising the college newspaper and radio station.

Courses taught: reporting and news writing, promotional writing, feature writing, typography, newspaper operation, announcing, broadcast writing, broadcast management and operation, rural communication seminar.

Also served as director of public relations for the Red River Valley Winter Shows.

Service:

Northern Michigan University:

Department:

Member of Executive Committee (08)
Chair Planning and Budgeting Committee (06-08)
Revised Public Relations major internship forms and requirements (06)
Member of Communication and Performance Studies Department Executive Committee (01-03, 06-07); recording secretary (01-02)
Recording secretary for department meetings (01-02)
Served on three successful search committees
Represented department on AAUP Bargaining Committee (summer 03)
Advisor for NMU chapter of ISU chapter of the Public Relations Student Society of America (00-present)

University:

Marketing and organizing committee for the China vs. the US Olympic Education Center Challenge (07)
Co-media director for the China vs. the USOEC Challenge (07)
USOEC marketing manager search committee (06-07)
Superior Edge advisory committee (06-present)
Several Skill Builders! presentations through The Center for Student Enrichment (05-07)
Presenter at the 2006 Student Organization Leadership Retreat
USOEC marketing/planning committee (05-07)
Marketing and organizing committee for the US Olympic Short Track Speedskating Trials (05)
Faculty Review Committee (05-06)
Dean of Students committee to select Board of Trustees' award winners (05-present)
Superior Edge Task Force (04-05)
Committee on Undergraduate Programs (01-04)
Health Promotions Office advisory board (03-present)
Academic Service-Learning advisory board (03-present)
Elected board member of the Dream Club (formerly the Great Lakes Training Center Association), advisory board to the USOEC (03-05)
Marketing and organizing committee for the World Cup Short Track Speedskating Championships (02-03)

Community:

Faculty source for Michigan Economic Development Corporation on attracting business to the area (07)

Vice President of the Upper Peninsula Sled Dog Association (04-07)

Board member of the Upper Peninsula Sled Dog Association (03-07)

Chair of sponsor relations for the Upper Peninsula Sled Dog Association for the UP 200 and Midnight Run Sled Dog Championships (03-present)

Member of the Marquette WinterFest committee (03-05)

National:

Judged Masters thesis entry for the Midwest Association of Graduate Deans -- at the request of NMU Dean of Graduate Studies, Research and Continuing Education (07)

Evaluated a proposal to begin a public relations program at St. John's (New York) University -- at the request of the school's head Mass Communications, Journalism, Television & Film (06)

Association for Education in Journalism and Mass Communication

- At various times, open paper judge, discussant, research committee member, co-chair of paper sessions (1987-present) for the Media Management and Economics Division.
- Open and student paper judge for Mass Communication and Society Division (1989-present)
- Open and student paper judge for Newspaper Division (1987-present)
- Founding member of the Media Management and Economics Division (1986)

Original and continuing editorial board member, Journal of Media Economics (1988-present)

Iowa State University:

Department:

Coordinator of public relations emphasis (1990-2000)

Co-chair of Graduate Program Committee (85-88)

Acting chair of Graduate Studies (88-89, 90-93)

Chair of Research/Creativity Committee (87-92)

Elected member of Promotion and Tenure Committee (87-92, 99-00)

Member of department Curriculum Committee (89-92, 96-00)

Undergraduate Committee (98-00)

Long Range Planning Committee (98-00)

Computer Committee (84-87)

Library Committee (85-87)

Advising Committee (85-87)

Coordinator of public relations course for non-majors (83-87)

Founder and advisor of ISU chapter of the Public Relations Student Society of America (84-94, 99-00)

Sat on, and chaired three, faculty search committees for 13 faculty positions.

College of Liberal Arts and Sciences:

Member of the College Faculty Development Committee (89-92)

Member of committee to screen National Endowment for the Humanities research proposals (90-92)

University Service:

Faculty advisor of publicity and public relations for VEISHEA (92-00)

National Service:

Association for Education in Journalism and Mass Communication

- At various times, open paper judge, discussant, research committee member, co-chair of paper sessions (1987-present) for the Media Management and Economics Division.
 - Open and student paper judge for Mass Communication and Society Division (1989-present)
 - Open and student paper judge for Newspaper Division (1987-present)
 - Founding member of the Media Management and Economics Division (1986)
- Original and continuing editorial board member, Journal of Media Economics (1988-present)

Media Experience:

September 1972-August 1976, Dorn Communications, custom publishing, public relations and communications company, Minneapolis, Minn. Started as staff writer on a business publication and external house organs for Ciba-Geigy. Promoted to managing editor of one of the external house organs in '73 and to the same position for two others shortly thereafter. Named account executive for all publication in '74. Responsibilities included writing and photography at each level, and evolved to include layout, art and other staff direction, and working with suppliers.

In early '75 shifted to account executive for public relations on Ciba-Geigy and various other accounts. Responsibilities included developing, budgeting and implementing public relations plans. These were carried out with the support of a four person staff. Activities included media relations, open houses and conferences. Also developed, and directed others in developing, exclusive releases for target media.

July 1971-August 1972, staff writer, Press Service, University of Wisconsin-Madison. Responsibilities included gathering information from university faculty researchers and

extension specialists for media releases. Releases included news stories, feature articles and research reports that were sent to all state media.

February 1971-July 1972, (position held concurrent with above), editor, Department of International Programs and Studies, University of Wisconsin-Madison. Produced “News From Home,” a six-page monthly publication that carried local and state news to university staff and faculty out of the United States.

Honors and Recognition:

Northern Michigan University student organization Advisor of the Year (2007-08)

Member of the NMU Team of the Year award for the Superior Edge Task Force (2006)

Advisor for the Public Relations Student Society of America chapter that was named NMU Student Program of the Year (2005-06)

Advisor for the PRSSA chapter that was named NMU Student Organization of the Year (2004-05)

NMU Excellence in Teaching Award winner (2004-2005)

NMU student organization Advisor of the Year (2002-03)

Nominated as Iowa State University VEISHEA Professor of the Year (1995, 1997, 1998)

Award from Michigan State University for “outstanding contributions” to the School of Journalism (1983)

Nominated by Michigan State University School of Journalism as all-campus Outstanding Graduate Teaching Assistant (1980, 1981)

Nominated by Crookston (Minn.) Jaycees as Northwestern Minnesota Outstanding Young Educator (1979)

Voted Faculty Member Most Supportive of Student Activities by University of Minnesota-Crookston student senate (1978)

Research and Scholarly Activities:

Refereed Publications:

(With Eric Abbott, Lorena Corbin and John Neibergall) “Computer adoption levels of Iowa dailies and weeklies,” *Newspaper Research Journal*, 21(2), 84-94, spring, 2000.

(With Kimberly Fradgley) "London's 'Quality' Newspapers: Newspaper Ownership and Reporting Patterns." *Journalism & Mass Communication Quarterly*, Vol. 72, No. 4, pp. 902-912, 1995.

(With Stephen Lacy) "Developing and Using Theory for Media Economics," *Journal of Media Economics*, Vol. 8, No. 2, pp.3-13, 1995.

(With Mark Brownell) "Toward Increasing Professionalism in Public Relations: An Activity-specific System for Categorizing Practitioners," *Equid Novi*, Vol. 12(1), pp. 80-89, 1991.

(With Mark Brownell) "Increasing professionalism in public relations: A system for categorizing practitioners," *Public Relations Review*, Vol. XV, No. 3, p. 52, 1989.

(With Stephen Lacy, James Bernstein and Then-yu Lau) "Central City Newspaper Market Structure's Impact on Suburban Newspaper Circulation," *Journalism Quarterly*, Vol. 65, No. 3, pp.726-732, 1988.

(With John Kerr) "Use of Full Text, Database Retrieval Systems by Editorial Page Writers," *Newspaper Research Journal*, Vol. 8, No. 3, pp. 21-32, 1987.

"Effects of the Newspaper Preservation Act on the Suburban Press," *Newspaper Research Journal*, Vol. 5, No. 4, pp. 41-49, 1979.

Non-refereed Publications:

"Tight job market loosens up for J grads with skills and dedication," *Community College Journalist*, Vol. 7, No. 2, pp.19-21, 1979.

"The great equalizer: job experience," *Community College Journalist*, Vol. 7, No. 1, pp. 23-24, 1979.

"Survey of the hiring practices of Minnesota weekly newspapers," *Minnesota Newspaper Association Bulletin*, Aug. 16, 1978.

Papers Presented:

"Why subscribers drop cable television: Characteristics of three groups," Association for Education in Journalism and Mass Communication, Portland, Ore., July 1988.

"Toward increasing professionalism in public relations: An activity-specific system for categorizing practitioners," AEJMC, Portland, Ore., July 1988.

"Trends of circulation and penetration following failure of metropolitan daily newspapers," AEJMC, Trinity University, August 1987.

“The impact of central city newspaper market structure on suburban newspaper existence and circulation,” AEJMC, Trinity University, August 1987.

“A base-line study on the use of outside database, full text retrieval systems by newspaper editorial writers,” AEJMC, University of Oklahoma, August 1986.

“Survey of the hiring practices of Minnesota weekly newspapers,” Journalism Educators Conference, St. Cloud State University, October 1978.

Book Manuscripts Reviewed:

Roy Berko, Andrew Wolvin, Robert A. Cole and Rebecca Ray, **Business Communication in a Changing World**, Bedford/St. Martin’s Press, 2002.

Rene A. Henry, **Crisis Management/Risk Communications**, Iowa State University Press, 1997.

Ralph C. Darrow, **Editing the Internal Publication**, Iowa State University Press, 1987.

Dean Kruckeberg and Kenneth Starck, **Public Relations and Community: A Reconstructed Theory**, Iowa State University Press, 1986.

Book Chapters:

(With Eric Abbott) “The Community Newspaper in an Online Society,” in **Having all the Right Connections: Telecommunications and Rural Viability**, edited by Peter F. Korsching, Patricia C. Hipple and Eric A. Abbott, (Praeger Publishing, Westport, Conn.) 2000.

“Controlled Publicity Devices,” in **The Publicity Process**, 3rd edition, Christine Friesleben Goff, ed. (Iowa State University Press: Ames) 1989.

Grants:

Grant to study the communications aspects of the acceptance of irradiated meat by the public, from the U.S. Dept. of Agriculture, \$112,000, accepted May 1999.

Professional Memberships:

Association for Education in Journalism and Mass Communication (since 1980)
Public Relations Society of America (since 1983)