

Jennifer L. Reiersen

Department of Communication
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EDUCATION

North Dakota State University, Fargo, ND

- ❖ **PH.D. Communication** Cognate: Education
- ❖ Crisis and Organizational Communication
- ❖ Expected Graduation: 2009

North Dakota State University, Fargo, ND

- ❖ **Masters in Communication**
- ❖ Risk & Crisis, Public Relations, and Organizational Communication
- ❖ Thesis Title: *Complexities of Renewal: Ten Years Later – The Journey of Odwalla*
- ❖ Graduation: 2006

University of Minnesota Duluth

- ❖ B.S. Communication & Spanish, International Studies, Emphasis in Intercultural & Mass Media
- ❖ Graduation: 2002

Skillpath Project Management Seminar, August 2005

Academic Experience

University of Minnesota Duluth

Duluth, MN

Instructor

Public Speaking

Interpersonal Communication

August 2007 – Present

August 2007 – Present

North Dakota State University

Fargo, ND

Graduate Teaching Assistant

Fundamentals of Public Speaking

Introduction to Public Relations

Risk Communication

Crisis Communication in Public Relations (guest instructor)

August 2005 - 2007

August 2005 - 2007

Research Fellow

Risk and Crisis Communication Project

January 2006 - Present

Professional Experience

Flint Communications, Advertising, Marketing & Public Relations

- Account Manager, Flint Communications May 2003 to July 2006
- Research Coordinator February 2005 to July 2006
- Research Coordinator May 2003 to February 2004

Westmorelandflint, Advertising, Marketing & Public Relations

- Account Coordinator September 2002 to February 2005
- Account Manager September 2002 to May 2003
- Account Manager February 2004 to February 2005

Duluth Convention and Visitors Bureau

- Public Relations Intern June 2001 to August 2001

Research/Publications

Refereed Conference Presentations

Reierson, J. L. (2007, March 29). *Privacy dilemma's: An application of Communication Privacy Management Theory to family firms*. Learning Ways to Apply the "Privacy Diagnostic Tool" Innovative Panel Proposal/Interactive Format. Presented at Central States Communication Association Conference, Minneapolis, MN.

Reierson, J. L. (2006, November). *Learning the less painful lesson: Analyzing the organizational learning after the New Zealand foot and mouth hoax*. Mixing Catastrophes: Examining the Connections and Differences between Crisis Response and Disaster Preparedness panel to be presented at the National Communication Association Conference, San Antonio, TX.

Reierson, J. L. (2006, April). *Opportunities for organizational learning: An agroterrorism hoax of foot and mouth disease in New Zealand*. The Evolving Perspective: The Creation and Application of New Knowledge in Crisis Communication panel presented at the Red River Applied Communication Student Conference, Fargo, ND.

Non-Refereed Presentations of Research & Speaking Engagements:

Reierson, J. L. (2007, May 7). *Complexities of renewal: The case of tainted Odwalla apple juice-learning from experience*. National Center for Food Protection and Defense Risk Communication Team Meeting, University of Minnesota, Minneapolis, MN.

Reierson, J. L. (2007, April 26). *Best practices in risk and crisis communication: The case of tainted Odwalla apple juice*. Best Practices in Risk and Crisis

Communication Case Studies. National Center for Food Protection and Defense. Webcast. Available at <http://www.ncfpd.umn.edu/>

Reierson, J. L. (2006, November 16). *I saw it on the news: Media constructions of cultural identities*. Panel Chair at the National Communication Association annual convention, San Antonio, TX.

Sellnow, T., Littlefield, R., & Reierson, J. L. (2006, November 4). *Fear, learning, and communication: Preparing for crisis in America*. College of Arts, Humanities and Social Sciences: 2006 Honors Day.

Sellnow, T., Sellnow, D., Reierson, J. L., & Vidoloff, K. (2006, October 10). *Round table facilitation*. Centers for Disease Control and Prevention: Avian Influenza Preparedness Conference. New York.

Professional Publications

Reierson, J. L. (2007). *Best practices in risk and crisis communication: The case of tainted Odwalla apple juice*. Department of Homeland Security – National Center for Food Protection and Defense.

Works in progress

Reierson, J. L., Okigbo, C., & Stowman, S. (2007). Leveraging social change biculturation through action research communication education: A case study of new African American women. Submitting to *Communication and Social Change*, June, 2007.

Reierson, J. L., Sellnow, T., & Ulmer, R. (2007). *Complexities of renewal: Ten years later – The case of Odwalla*. Manuscript in progress.

Reierson, J. L. (2007). *Crisis renewal theory in the public sphere: Facilitation of the virtuous organization*. Manuscript in progress

Reierson, J. L., & Petronio, S. (2007). *Giving up home: How patient privacy is managed in conjunction with nursing home goals*. Manuscript in progress.

Reierson, J. L. (2007). *Privacy dilemmas: An application of communication privacy management theory to family firms*. Manuscript in progress. Invited case study book contribution in S. Petronio, proposal in progress.

O'Connor, A., Kudak, A. H., & Reierson, J. L. (2007) *Perfectly balanced?: Experiences of families at a "100 Best" company for working mothers*. Manuscript in progress.

Reierson, J. L. (2006). *Learning the less painful lesson: Analyzing the organizational learning after the New Zealand foot and mouth hoax*. Manuscript in progress.

Reierson, J. L. (2005). *Using the health belief model to evaluate lay public perceptions of organic foods: Implications for message design & dissemination*. Manuscript in progress.

Professional Membership

National Communication Association
Central States Communication Association

Honors

Graduate

- Research Fellow – NDSU Risk & Crisis Communication Project
- NDSU Communication 110 Mentor – Fall, 2006

Undergraduate

- Recipient of the *John A. Ness Memorial Award*, presented to a top academic and community minded senior Communication student.
- Recipient of NCAA National Soccer Coaches Association *Academic All-American* Award, in recognition of performance both on the field and in academics.
- Best of Class Scholarship – University of Minnesota Duluth

Service

Professional Service

- National Center for Food Protection and Defense, a Department of Homeland Security Center of Excellence, Team Member – November 2005-present
- Journal of Applied Communication Research - Special Issue on the 2005 Atlantic Hurricane Season
Editorial Assistant 2005-present
- Great Plains Institute for Food Safety, Newsletter Coordinator 2005 to 2006
- Lake Superior Advertising Federation member 2002 to 2004
- Project Coordinator for Booth Display, YWCA of Duluth 2004

Campus Service

- Comm 110 Graduate Teaching Assistant Program Mentor 2006
- Help U Communications Director, North Dakota State University 2005 to 2006
- Student Athletic Advisory Committee, University of Minnesota Duluth 2000-2002

Community Service

- Fargo Marathon Volunteer 2005
- Heart Walk, Duluth, MN 2003
- Winter Soccer League Coach, Duluth MN 2002-2003
- Reading with Champions, Duluth MN 1998 to 2002
- Habitat for Humanity 1999