

Kimberly Cowden

Department of Communication
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EDUCATION

North Dakota State University, Fargo, ND

❖ **Ph.D. Communication**

Risk and Crisis Communication, Health Communications with disparate populations, Public Relations/Advertising, Organizational Communication

Expected ABD: May 2007

Expected Graduation: December 2007

❖ **Master of Arts:** Crisis Communication, Public Relations, Organizational Communication

Graduation: May 2000

Honors: Phi Kappa Phi

Major Advisor: Dr. Timothy Sellnow

Minnesota State University Moorhead, Moorhead, MN

❖ **Bachelor of Science:** Mass Communications (specializing in Broadcast journalism) and French

❖ **Minor:** Multi-Cultural Studies

Academic Experience

North Dakota State University

Fargo, ND

Graduate Teaching Assistant

- Editorial Processes

Research Fellow

- Risk and Crisis Communication Project

Fall 2005

2005-present

Minnesota State University Moorhead

Moorhead, MN

Adjunct Faculty

- Producing Broadcast for Ad and PR.
- Public Speaking

2002-2005

Concordia College Moorhead, MN Adjunct Faculty <ul style="list-style-type: none"> ▪ Public Speaking 	Fall 2001
Minnesota State University Moorhead Moorhead, MN Adjunct Faculty <ul style="list-style-type: none"> ▪ Advertising Campaign Research. ▪ Advertising Campaign Execution 	2000-2001
North Dakota State University Fargo, ND Graduate Teaching Assistant <ul style="list-style-type: none"> ▪ Fundamentals of Public Speaking ▪ Organizational Communications ▪ Graduate Teaching Instruction 	1998-2000
Fargo Community Education Fargo, ND French Instructor	Spring 1998

Professional Experience

Communication Consultant Cowden Communication, Fargo, ND <ul style="list-style-type: none"> • Client Contact • Public Relations • Crisis Communication Consulting • Print, Broadcast and Web copywriting • Layout & Design • Media Placement and Reconciliation 	1998-present
Editor Prairie Homes Magazine, Fargo, ND <ul style="list-style-type: none"> ▪ Hired writers and photographers ▪ Art Directed layout ▪ Managed staff and budgets ▪ Conceptualized and assigned content 	2001-2002
Producer/Director/Web Site Coordinator <ul style="list-style-type: none"> ▪ Creative ▪ TV and Radio Copywriting and Production ▪ Web site design and cyberwriting ▪ 12 ADDY Awards and Citations ▪ 4 TEDDY Awards 	1995-1997

Producer/Director of Media Development for the Mirage Jet line 1994-1995
 Sugar Sand Marine (Leisure Industries), Fargo, ND

- Managed National Marketing and Advertising Programs
- Media Relations
- Trade Show Design
- Created Sales Training Videos and Brochures

Writer/Producer 1993-1994
 ST DIGITAL Productions, Fargo, ND

Research Activities

Research Grants

- Assist Dr. Robert Littlefield and Dr. Timothy Sellnow on NDSU 2005-present
 collaboration, Center of Food Protection and Defense, \$15 million
 Center of Excellence, Department of Homeland Security

Assisted Dr. Judy Pearson and Dr. Charles Okigbo with funded 2005 to present
 Bremer grant: African Women’s Health Initiative: Serving New
 Americans from Africa with health and integration issues. \$25,000.

Research Projects

Food safety message testing with American Indians in North Dakota. 2006
 This focus group project collects message design data with Native populations.

Women’s Way American Indian specific program brochure message/design 2005
 testing. This project used formative focus group research with Native
 women in North Dakota to design a program brochure to meet the
 needs of this underserved population. The brochure testing was
 administered through mail surveys.

African Women’s Health Initiative – focus groups with new Americans from 2005
 African descent to understand health and community integration issues.

Women’s Way Statewide Direct Mail Intervention Research. This study 2004
 includes a quantitative baseline survey examining barriers for North
 Dakota women regarding breast and cervical screenings, a direct
 mail intervention and a post qualitative study.

Formative market research for Women’s Way, North Dakota’s breast and 2003
 cervical cancer early detection program.

- Master's thesis research: "Issues Advertising as Crisis Communication: A Case Study of the Northwest Airlines Pilots' Strike of 1998." 2000
- Crisis Communication during the Red River flood of 1997 1997
 Field researcher • collected narratives from flood victims about their experiences • Qualitatively analyzed narratives for emergent themes.

Publications

Cowden, Kimberly and Sellnow, Timothy (2002). Issues Advertising as Crisis Communication: Northwest Airlines' Use of Image Restoration Strategies During the 1998 Pilot's Strike. *The Journal of Business Communication*, 39, 193-219.

Poster presentations

Farah, F., Hueston, W., Littlefield, R. S., & Cowden, K. (2005, 1 November). Message testing with under-represented populations. Poster session, National Risk Assessment Conference, Atlanta, GA.

Works Presented:

Invited:

Littlefield, R. S., Farah, F. M., & Cowden, K. (2005, 14 October). Ten best practices of risk and crisis communication: Reaching out to new Americans and underrepresented populations in the United States. Paper submitted to the Public Relations Division of Central States Communication Convention, Indianapolis, IN. *Accepted*.

Littlefield, R. S., Cowden, K., Farah, F., & Hueston, W. (2005, 27 October). Message testing risk and crisis communication with diverse publics. Paper submitted to Public Relations Division of the International Communication Association Conference, Dresden, Germany. *Accepted*

- PR and Advertising Professional Panel 2005
 Red River Communication Conference - Fargo, ND
- North Dakota Speech and Theatre Association - Bismarck, ND 1999
 Presenter: Research Dialogue: Red River Flood of 1997
- Red River Communication Conference 1998
 Presenter: Paper entitled: "Childbirth and a Mother's Rights"
 Panelist: Panel entitled: "The Diffusion of Othering"
- Red River Communication Conference - Fargo, ND 2003
 Moderator: Social Marketing in Public Health

Red River Communication Conference - Fargo, ND Moderator: Top Papers Panel	2000
North Dakota Speech and Theatre Association - Bismarck, ND Presenter: Research Dialogue: Red River Flood of 1997	1999
Refereed:	
Central States Communication Conference - Detroit, MI Presenter: "Issues Management During a Strike Crisis" Presenter: "Crisis Management During a Natural Disaster"	2000
National Communication Association - Chicago, IL Presenter: Short Course entitled: Service Learning	1999

Service

Professional Service Activities

Member of the North Dakota Cancer Coalition, disparities committee. Working to develop a five-year cancer plan for the state.	2005 – present
Member of the Healthy ND Disparities Committee, working on the grant writing subcommittee.	2005 – present
Communication Consultant for Women's Way, North Dakota's breast and cervical cancer early detection program.	2001 – present
Ad Club II Special Events Advisor: Minnesota State University Moorhead Intern Auction: Assisted students in planning and executing a fundraising event at the annual AAF Addy awards ceremony.	2000/2001
Speech Judge: Valley Forensics League • Judged college speech tournament • Fargo, ND	1999
Assistant: National Communication Association pre-conference on the basic speech course • assisted with organization of pre-conference activities, Chicago, IL	1999
Peer Mentor: North Dakota State University • Assist first year graduate teaching assistants with basic course questions or problems, Fargo, ND	1999
Field Researcher: The Red River flood of 1997 • As the first researchers to speak with flood victims, we collected narratives and captured photographs to better facilitate communication during future natural disasters.	1999

Training Coordinator: Assisted in the planning and implementation of the graduate teaching assistant training week, North Dakota State University, Communication Department, Fargo, ND	1999
Project Coordinator: Coordinated videotaping and editing of sample speeches for use in the basic Speech 110 course • North Dakota State University, Fargo, ND	1999
Speech Judge: Valley Forensics League • Fargo, ND	1998
Speech Judge: National Forensic Association Tournament hosted by North Dakota State University, Fargo, ND	1999

Professional Membership

National Communication Association
 Central State Communication Association
 International Communication Association
 Phi Kappa Phi Honor Society

Awards

- 12 ADDY Awards and Citations
- 4 TEDDY Awards

