

# JJ McIntyre

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Department of Speech Communication and Public Relations  
University of Central Arkansas, Conway, Arkansas 72204

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## EDUCATION

### North Dakota State University, Fargo, ND

❖ ***Ph.D. Communication***

Organizational Communication (emphasis in Risk and Crisis Communication)

Graduation: May, 2007

Dissertation: "Crisis Narratives: Creating Community Order in Chaos."

### South Dakota State University, Brookings, SD

❖ ***M.S. Communication Studies and Theatre*** (emphasis in Rhetoric)

Graduation: May, 2001

Thesis: "The Nonverbal Messages of Tattoos."

### Hastings College, Hastings, NE

❖ ***B.A. Communication and Psychology***

Graduation: May, 1998

## Academic Experience

### University of Central Arkansas

Conway, AR

August 2007-Present

***Assistant Professor***

- Health Communication
- Organizational Communication
- Persuasion
- Gender Communication

### University of Arkansas Little Rock

Little Rock, AR

August 2006-2007

***Instructor***

- Hybrid Communication Course including elements of:
  - Public speaking
  - Interpersonal communication
  - Intercultural communication
  - Small group communication

***Student Advisor***

- Guide students in making proper course selections to fulfill graduation requirements.

**North Dakota State University** August 2003-Present  
Fargo, ND

***Graduate Teaching Assistant***

- Fundamentals of Public Speaking
- Business and Professional Communication
- Business and Professional Communication (online)
- Crisis Communication (400, 700)

***Research Fellow***

- Risk and Crisis Communication Project (RCC Project)

**Valley City State University** August 2004-December 2004  
Valley City, ND

***Adjunct Instructor***

- Digital Communication

**Winona State University** August 2002-August 2003  
Winona, MN

***Instructor***

- Hybrid Communication Course including elements of:
  - Public speaking
  - Interpersonal communication
  - Intercultural communication
  - Small group communication.

**Southwest Minnesota State University  
(Southwest State University)** August 2001-May 2002  
Marshall, MN

***Instructor***

- Fundamentals of Public Speaking
- Independent Studies in Communication Theory
- Broadcast Law and Regulation
- Radio Production and Performance
- Electronic News Gathering
- Television Production
- Radio/TV Activities
- Broadcast Newswriting

***Student Advisor***

- Guided students in making proper course selections to fulfill graduation requirements.

***Student Organization Advisor***

- Supervised and directed all activities of the local chapter of the National Broadcasting Society and the Radio/TV Club.

### **Executive Producer**

- Responsible for all aspects of programming produced and aired from the campus television and radio stations.

### **South Dakota State University**

August 1999-May 2001

Brookings, SD

### **Graduate Teaching Assistant**

- Fundamentals of Public Speaking

## **Professional Experience**

### **Promotion Manager**

June 1998-September 1998

Pepsi Bottling Company, Hastings, NE

- Coordinated promotional exhibitions of a prize car.
- On-air talent for remote broadcasts.

### **Morning Show Host**

September 1997-June 1998

KFKX, Hastings, NE

- Hosted a two-hour weekly morning talk show.
- Produced miscellaneous public service announcements.

## **Research Activities**

### **Publications**

Liu, M., & McIntyre, J. J. (2007). Less ambiguity more hope: The use of narratives in crises. In M. W. Seeger (Ed.), *Crisis communication and public health*. Cresskill, NJ: Hampton Press.

McIntyre, J. J. (2006). One man and a truck: An examination of the Schwan's salmonella crisis. In T. L. Sellnow & R. Littlefield (Eds.), *Best practices in risk and crisis communication: Cases from the food industry*. Fargo, ND: Institute for Regional Studies.

McIntyre, J. J., & Venette, S. (2006). Examining the CDCynergy event assessment tool: An investigation of the anthrax crisis in Boca Raton, Florida. *Disasters*, 30, 351-363.

Sellnow, D. [McIntyre, J. J. Editorial Assistant]. (2005). *Public speaking applications* (8<sup>th</sup> ed.). Belmont, CA: Thompson.

McIntyre, J. J. (2004). Lessons of terrorism. *Communication Review*, 4.

Sellnow, D. [McIntyre, J. J. Editorial Assistant]. (2004). *Public speaking applications* (7<sup>th</sup> ed.). Belmont, CA: Thompson.

## Manuscripts in Progress

McIntyre, J. J., Veil, S., Sellnow, T. L., Venette, S., & Beebe, B. Message mayhem: Vicarious organizational learning through a surrogate of a chemical terrorist attack. Submitted to *Journal of Homeland Security*.

McIntyre, J. J., & McIntyre, K. A. Student and teacher perceptions of service learning: Investigating responses to assigned service learning in the basic course. Submitted to *Journal of Experiential Education*.

McIntyre, J. J., & Liu, M.. Extending crisis response theory: A theoretical application of the SARS outbreak in China. In preparation for submission to *PR Quarterly*.

## Convention Presentations

McIntyre, J. J., McIntyre, K. A., & Slagell, A. (2007). Service learning: How much is enough? Panel presented to the annual conference of the Central States Communication Association, Minneapolis, MN.

McIntyre, J. J., Gullicks, K. A., & Ahlfeldt, S. (2006). Service learning in the basic course: Connection of course concepts to civic engagement and action. Panel presented to the annual conference of the National Communication Association, San Antonio, TX.

McIntyre, J. J., Cowden, K., Littlefield, R., & Nesemeir, H. (2006). Sites for experiential learning: The world is our classroom. Panel presented to the annual conference of the National Communication Association, San Antonio, TX.

McIntyre, J. J., Venette, S., & Bhattacharya, S. (2006). Ten best practices of risk and crisis communication: Confirming message effectiveness with the general population. Paper presented to the annual conference of the Central States Communication Association, Indianapolis, IN

Holl, A., McIntyre, J. J., Brown, A., Tuckner, C. (2005). Getting to know your friendly neighborhood library. Paper presented at the annual conference of the National Communication Association, Boston, MA.

McIntyre, J. J., & Gullicks, K. A. (2005). Student and teacher perceptions of service learning: Investigating responses to assigned volunteer work in the basic course. Paper presented at the annual conference of the National Communication Association, Boston, MA.

McIntyre, J. J., Veil, S., & Beebe, B. (2005). Message mayhem in the magic city: Vicarious organizational learning through a surrogate of a chemical terrorist attack. Paper presented at the annual conference of the National Communication Association, Boston, MA.

Sellnow, D., McIntyre, J. J., & Holl, A. (2005). Partnering with the community in the public speaking fundamentals course: A service learning approach. Panel presented at the annual conference of the National Communication Association, Boston, MA.

McIntyre, J. J. (2004). One man and a truck: An examination of the Schwan's salmonella crisis. Paper presented at the annual conference of the Central States Communication Association, Kansas City, MO.

McIntyre, J. J., & Beebe, B. (2004). Early warning: Lessons from the field. Paper presented at the annual conference of the National Communication Association, Chicago, IL

Liu, M., & McIntyre, J. J. (2004). Less ambiguity, more hope: The use of narrative in Chinese newspaper reports of the SARS crisis. Paper presented at the annual conference of the National Communication Association, Chicago, IL.

McIntyre, J. J., Littlefield, R., Veil, S., & Beebe, B. (2004). Developing research groups with students. Panel presented at the annual conference of the North Dakota Speech & Theater Association, Mandan, ND.

## **Professional Development**

**Conference Planning** Aug. 2005-April 2006

- Involved in all aspects of the planning, promotion, and hosting the Red River Applied Communication Conference.
- Secured keynote speaker (Dr. William Benoit).

**Basic Course Directors Conference** February, 2006

- Participated in multiple interactional forums such as; teaching distance courses, working with non-traditional students, and technology-related curriculum resources.

**Consulting** Aug. 2005-May 2006

- Assessed teaching and communication deficiencies for ESL teachers
- Provided teaching and communication training to ESL teachers

**Racism Training** January, 2005

- Completed T.O.C.A.R. (Training our campuses against racism) Training

**Consulting** May, 2004

- Carried out an organizational diagnostic survey.
- Statistically analyzed the results using Cronbach's alpha coefficient, Pearson's product-moment correlation coefficient, and descriptive statistics.
- Created a tailored action plan to address findings.

**Funding Procurements** Fall 2001- Spring 2002

- Spearheaded a successful leveraged equipment grant with a local business to acquire \$36,310 of new radio editing and broadcasting equipment.
- Awarded a faculty improvement grant that allowed me to travel to the National Broadcasting Society Convention in Atlanta, GA.

**National Communication Association, National Convention** November, 2002

- Completed short course in teaching humor.

**Adobe Photoshop, Conference** July, 2001

- Completed certification.

**Internship in Advertising: Idea Bank** Feb. 1998-June 1998

- Development in: Account management, client interaction, sales calls, promotion videos, and TV affiliate relationships.

**Internship in Radio Sales: KHAS Radio** March 1998-May 1998

- Development in: Cold calling strategies, developing client relationships, and advertisement production.

## **Service**

**Research Committee Member** September, 2007-Present

- Evaluate research proposals and award monies toward miscellaneous scholarly endeavors.

**Hiring Committee** August 2005-Present

- Involved in all the aspects of creating, promoting, advertising, recruiting, interviewing, and hiring candidates for departmental positions.

**Secretary of the Public Relations Division (CSCA)** April, 2006-Present

- Secretarial duties of the Public Relations Division of the Central States Communication Association

**Program Representative** August, 2006

- Represented the Speech Communication Program at a campus event to attract new students into the major.

**Consigliere of Help U** August, 2005-August, 2006

- Advise the new leadership on carrying out Help U activities

**President of Help U, Service Learning organization** May, 2004-2005

- Help U placed over 600 student volunteers into 67 organized projects.

- Help U's first year endeavors have contributed a value of \$41, 234 to the Fargo/Moorhead community.
- Help U worked with 39 area non profits and 18 community business partners to bring the community's resources together to do the most good.

**Founded Student Organization: *Help U*** May, 2004

- Created a service-learning organization designed to give students a positive service-learning experience while attempting to lessen the difficulties associated with service-learning curriculums.

**Forensic Judge** 1999-2006

**Department Project Coordinator** April, 2003- July, 2003

- Investigate, solicit bids, and purchase equipment for WSU Communication Department's classroom technology upgrade.

**Winona State University Inter-Faculty Organization** August 2002- May 2003

- Committee Member: Organized faculty banquet.

**National Broadcasting Society, National Convention** March, 2002

Professional member, advisor, and voting delegate.

**First Annual United Way Fire Side Chats** Spring, 2002

- Co-creator and Executive Producer: Oversaw all broadcasting and scheduling aspects of the charity fundraiser.

**National Broadcasting Society, Regional Convention** October, 2001

- Co-host of the convention and presented awards.

**Program Representative for Radio/TV and Speech Programs** Fall, 2001

- Represented the Radio/TV and Speech Programs at campus events to attract new students.
- Host campus facility tours to prospective students.

## Professional Membership

National Communication Association  
 Central States Communication Association  
 National Broadcasting Society  
 Alpha Chi, National Honor Scholarship Society.  
 Psi Chi, National Honor Society in Psychology.

## Awards

Central States Communication Association, *Top Panel Award*.

Senator Kent Conrad, *Congressional Award for Service*

Central States Communication Association, *Best Paper Award*.

National Broadcasting Society, National and Regional *Chapter of the Year*.

Southwest State University, *Advisor of the year*.

Southwest State University, *Community Service Award*.

Southwest State University, *Program of the Year*.

United Way, *Circle of Leadership Award*.

*Golden Leaf Award*, for Journalistic Excellence.

Hastings College, *Presidential Scholarship*

## References

Dr. Tim Sellnow, University of Kentucky  
Professor, advisor  
235 Grehan Journalism Building 0042  
Lexington, KY 40506  
859.257.2295

Dr. Deanna Sellnow, University of Kentucky  
Professor, basic course director  
249 Grehan Journalism Building 0042  
Lexington, KY 40506  
859.257.2886

Dr. Steven Venette, University of Southern Mississippi  
Assistant Professor, colleague, dissertation committee member  
475 Liberal Arts Building  
118 College Drive #5131  
Hattiesburg, MS 39406-0001  
601.266.4325

Doug Binsfeld, Southwest Minnesota State University  
Assistant Professor, colleague.  
1501 State Street  
Marshall, MN 56258  
507.537.6708

Joel Hefling, South Dakota State University  
Professor, thesis committee member.  
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