

Curriculum vitae:

Elanie Steyn,

Ph.D.

**Associate Professor: Gaylord College of Journalism and Mass
Communication
Gaylord Family Professor
Area Head: Journalism**

University of Oklahoma, Norman, Oklahoma

December 2019

1. EDUCATION

- 2006** Ph.D. in Business Management: Managerial competencies among first-line news managers in South Africa's mainstream media: a newsroom management framework – North-West University, Potchefstroom campus, Potchefstroom, South Africa
- 1996** MA in Communication Policy Studies – City University, London, U.K.
- 1995** MA in Business Communication (cum laude) – Potchefstroom University, Potchefstroom, South Africa
- 1991** BA in Communication (cum laude) – Potchefstroom University, Potchefstroom, South Africa

2. ACADEMIC EMPLOYMENT – TEACHING

- August '14** Area head: Journalism, Gaylord College of Journalism and Mass Communication, University of Oklahoma, Norman, Oklahoma, U.S.A.
- July '13** Associate Professor, Gaylord College of Journalism and Mass Communication, University of Oklahoma, Norman, Oklahoma, U.S.A.
- 2007-June '13** Assistant Professor, Gaylord College of Journalism and Mass Communication, University of Oklahoma, Norman, Oklahoma, U.S.A.
- 2006-2007** Senior lecturer, School of Communication Studies, North-West University, Potchefstroom, South Africa.

2003-2006 Lecturer, School of Communication Studies, North-West University, Potchefstroom, South Africa.

2.1 **Courses Taught – Gaylord College of Journalism and Mass Communication, University of Oklahoma (2007-current)**

- **JMC3333-001 – Advertising Research (taught in Fall 2007 and Spring 2008):** an undergraduate class aimed at developing students' understanding of the scientific (qualitative and quantitative) methods of investigation, the characteristics thereof and the contributions it makes to decision-making in advertising.
- **JMC5970-901 – Media Management (taught every Fall between 2007 and 2016; taught as an additional online class in Fall 2011, Fall 2014, Fall 2015 and Fall 2016 and a hybrid class in Fall 2012 and 2013; online class in Spring 2018 and Fall 2019):** a graduate class with the goal to provide students with an overview of the principles underlying business, management and leadership and how those fit into the media management environment of the 21st century.
- **JMC2033-010 – Writing for Mass Media – Lab (taught in Spring 2008, Fall 2008, Spring 2009, Fall 2009, Spring 2010):** the skills section of an undergraduate class in which students undertake practical writing exercises that let them explore the wide range of writing styles the “mass media” demand in a fast-changing and diverse environment.
- **JMC5063-900 – Readings in Mass Communication (taught in Spring 2009 and 2016):** a graduate class aimed at introducing students to as many publications and as much information as possible related to global issues in politics, economics and culture in the developed and developing world. Guiding students through the interrelationship among these three areas of society and how these are related to the mass media.
- **JMC3083-900/5970-900 – Presidential Dream Course: Business of Media: Women in Media Leadership (taught in Spring 2010):** the undergraduate class (slash listed as a graduate class) focused, among others, on the functions of businesses and the values, philosophical foundations and business models that support these functions. Highlighting the potential conflicts between the values of journalism and businesses, the public service and financial mandates of media organizations, qualities of successful leaders, managers and entrepreneurs, the historical role women have played as media leaders and the current situation they face as they strive to assume leadership roles.
- **JMC6091-900 – Ph.D. Seminar (taught in Spring 2010, Spring 2018 and Spring 2019):** the doctoral level class' main objective was to continue Ph.D. students' integration and socialization into the academic world of journalism and mass communication by exposing them to different elements related to research, teaching and service.

- **JMC2033-010 – Writing for Mass Media Lecture (taught in Fall 2010 and Spring 2011):** the primary focus of this undergraduate class is to help students develop the skills of information gathering, critical thinking, writing and editing, no matter which of the media professions they plan to enter.
- **JMC3083-001 – Business of Media (taught every Fall between 2011 and 2019):** the undergraduate class focused, among others, on the functions of businesses and the values, philosophical foundations and business models that support these functions, potential conflicts between the values of journalism and business, the public service and financial mandates of media organizations, and qualities of successful leaders, managers and entrepreneurs.
- **JMC4970-005 – Media Literacy (taught in Spring 2012):** an undergraduate class with the goal to help students make sense of their everyday media experiences in a modern-day society where traditional gatekeeping roles in media are disappearing. This goal was achieved by analyzing media products across different periods of time and discussing what those products tell us about society at a given point in time and providing students with tools they can use as part of their continuing, life-long media education.
- **JMC4970-010 – Women in Media Leadership (taught in Spring 2012-2019):** an undergraduate class aimed at studying gender and leadership from both a theoretical and practical perspective, engage students in thinking about what makes a leader manager or entrepreneur, discuss the challenges and opportunities women face in their efforts to move into positions of decision making power and offer guidelines and strategies for developing the qualities associated with leadership. In this class we also discussed, among others, the representation of women in media and coverage of serious issues related to women. In Spring 2019, this class is being taught as an OU Presidential Dream Course, titled “Being a woman in the 21st century.”
- **JMC5970-010 – Women in Media Leadership (taught in Spring 2012, 2016-2019):** a graduate class aimed at studying gender and leadership from both a theoretical and practical perspective, engage students in thinking about what makes a leader manager or entrepreneur, discuss the challenges and opportunities women face in their efforts to move into positions of decision making power and offer guidelines and strategies for developing the qualities associated with leadership. In this class we also discussed, among others, the representation of women in media and coverage of serious issues related to women. In Spring 2019, this class is being taught as an OU Presidential Dream Course, titled “Being a woman in the 21st century.”
- **JMC5001-001 – Contemporary Issues in Media Management (taught in Spring 2012):** a graduate class with the goal to increase students’ awareness of the changes in the media environment, the micro and macro, as well as internal and external issues behind these changes, the need for new approaches to media management as a result and case studies that illustrate how media managers have successfully and unsuccessfully

addressed these issues.

- **JMC1013 – Introduction to Mass Communication (taught in Spring 2013 and 2014):** an introductory, required course in which all entry-level journalism and mass communication students study the historical development, images and arguments related to the different sectors of the mass media in the U.S. Students also study how these different media sectors play a role in and shape citizens’ understanding of the world and culture they function in.
- **JMC5970/IAS3003.903/5940.903 – Diplomacy Lab (taught in Fall 2016):** a Diplomacy Lab class focusing on audience analyses of the social media activity of 20 countries in the Western Hemisphere, in collaboration with the College of International Studies – a graduate and undergraduate class on behalf of the U.S. Department of State.
- **JMC4970/IAS4970/5940 – Diplomacy Lab (taught in Fall 2017):** a Diplomacy Lab class focusing on telling a different “story” about America as a country and Americans as people for the U.S. Embassy in Russia to use as information about the U.S. in an attempt to counter Russian propaganda about the U.S.– a graduate and undergraduate class on behalf of the U.S. Department of State.
- **JMC4970/GEOG4970/5940/IAS4970 – Diplomacy Lab (taught in Fall 2017):** a Diplomacy Lab class focusing on developing an interactive map for diaspora organizations working in the U.S., in collaboration with Geography Studies at OU - a graduate and undergraduate class on behalf of the U.S. Department of State.
- **JMC5163/6163 – Media and Diplomacy (taught in Fall 2018):** a graduate class focusing on the interrelationship between media and diplomacy from the perspective of different countries and different disciplines (including international relations, sociology, psychology). The class focuses on the role of the media in communicating diplomacy messages to various audiences.
- **IAS 3810-026 – Journey to Africa: Telling a Story Over Decades of Change: The Role of the South African Media (taught in Summer 2019):** an undergraduate Journey class (study abroad opportunity) that focuses on the role of the South African media during the apartheid and post-apartheid years. The inaugural version of the class was offered in Summer 2019 and another iteration will be offered in Summer 2020.

2.2 Courses Taught – School of Communication Studies, North-West University, South Africa (2003-2007)

- **KOMS111 – Introduction to Mass Communication:** a freshman class introducing students to elements of globalization, post-modernism, Marxism, and the functional approach to media studies. These concepts were all outlined

and discussed within the framework of media studies and the role of the media in contemporary society.

- **KOMS211 – Corporate Communication – Fundamental Aspects:** a sophomore class familiarizing students with the basic concepts of corporate communication within a corporate and non-profit business environment. This included outlining relevant theories to public relations and how these theories apply to the different publics involved in a corporate business environment. In addition, students were also familiarized with elements of planning and problem solving, as well as crisis communication.
- **KOMS213 – Internet and Desktop Publishing (DTP):** a sophomore class focusing on the nature and scope of new media and the impact thereof on society, ways in which the traditional media environment has been affected by new media and how new media could present benefits and challenges to developing societies such as those in Africa.
- **KOB432 – New Media: Fundamental Aspects:** a capstone class linked to the above-mentioned class, as students expanded their knowledge of new media and applied the relevant aspects in more detail.
- **KOMS315 – Corporate Communication – Media Relations:** a junior level class providing students with the theoretical and practical knowledge to successfully liaise with the media as an external public. Course content focused on theoretical elements of journalism within the framework of the role mass media play in modern-day society and the importance of establishing and maintaining sound relationships with different organizational publics. It also outlined how to effectively communicate with the media during times of crises, political campaigns and media advocacy.
- **KOMS324 – Introduction to Communication Research Methodology:** in this junior level class students were introduced to the basic elements of research – qualitative and quantitative research designs, sampling methods, research instruments, fieldwork procedures and data capturing and data analysis procedures. The aim was to provide students with an outline of the various communication research approaches to practically apply these in an organizational environment.
- **KOMS325 – Corporate Communication – Journalism:** Whereas the media relations module focused on effectively communicating with an organization’s external publics (specifically the media), this junior level class equipped students with the skills to also effectively communicate with internal publics (specifically employees). It focused on theoretical aspects of internal communication, but also highlighted practical skills to write contributions (articles, reports) for in-house publications.
- **KOMN471 – Applied Communication Research:** a capstone module giving senior students the opportunity to practically apply their research skills to

research projects done on behalf of clients in the industry. Students were taught how to write research proposals, conduct sampling procedures, do fieldwork, capture and interpret data and present results of an industry related research problem to the client in the form of a research report.

- **KOMM471 – Corporate Media – Journalism:** a capstone level class giving students an opportunity to practically write for and design different communication instruments applicable to the corporate and non-profit environment. As such, they gain extensive practical experience in writing and designing in-house journals, brochures, and annual reports for clients. They also gain practical experience in terms of writing for and publishing this information on the Internet as corporate communication instrument.

2.3 Individual Work With Graduate Students – Gaylord College of Journalism and Mass Communication, University of Oklahoma (2007- current)

Completion Spring 2009

- Chair for Jaime Taylor, Thesis: “Gatekeeping policies and procedures: studying television newsroom efforts to portray ethnic minorities.”
- Committee member for Dan Hardwick, Thesis: “Investor relations, two-way communication and social responsibility in corporate America.”

Completion Fall 2009

- Chair for Jaclyn Reddick, Comprehensive exam.

Completion Spring 2010

- Committee member for Mauro Yanez, Comprehensive exam.

Completion Summer 2010

- Committee member for Idriss Nassah, Thesis: “Newspapers and service to democracy in Malawi: the case of *The Daily Times* and *The Nation*.”

Completion Spring 2011

- Committee member for Ibrahima Ndoeye, Thesis: “The role of the mass media in consolidating democracy in Sub-Saharan Africa.”

Completion Fall 2011

- Committee member for Lawre Everest, Comprehensive exam.

Completion Spring 2012

- Committee member for Audrey Sowell, Project: "‘Miss-Representation’ - the exploration of blogging and media literacy regarding women’s representation in media."
- Chair for Rebekah Law, Project: "Developing and launching a simpler way to connect groups: the case of the online startup Circl.us."

Completion Summer 2012

- Committee member for Alex Page, Project: "Connecting to Ghana: creating a network society using new and traditional media."
- Co-dissertation chair for Thalyta Swanepoel, Dissertation (enrolled at the North-West University in South Africa): "A comprehensive quality management model for community newspapers."

Completion Spring 2014

- Committee member for Bianca Gordon, Project: "African-American Participation in Professional Associations."
- Committee member for Sarah Fullerton, Comprehensive exam.

Completion Fall 2015

- Committee member for Calley McGhee, Comprehensive exam.

Completion Spring 2016

- Committee member for Yousuf Mohammad, Ph.D. dissertation.

Completion Spring 2017

- Chair for Imran Hasnat, Master’s Thesis.
- Committee member for David Spradling, Master’s Thesis.

Completion Summer 2017

- Chair for Sohana Nasrin, Master’s Thesis.

Completion Spring 2018

- Chair for Desiree Hill dissertation committee.
- Committee member for Melissa Hill, Master’s Thesis
- Committee member for Jessica Dillard, Master’s Project

Completion Summer 2018

- Committee member for Nazmul Kabir Rony, Ph.D. dissertation.

Completion Summer 2019

- Committee member for Seunghyun Kim, Ph.D. dissertation.
- Committee member for Adam Pitluk, Ph.D. dissertation.
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April 2015

External examiner: Ph.D. thesis, Alexandra Nicole Wake, Deakin University, Australia, *Aiding journalism: Australian journalism educators and their work in post conflict states.*

2.4 Individual Work With Graduate Students – School of Communication Studies, North-West University, South Africa (2003-2007)

During this time, I have been involved with the following graduate students:

- Chair for Chantelle Schoeman, Thesis: “Employee perceptions of the Intranet as internal communication medium at the Reproductive Health and Research Unit (RHRU);”
- Committee member for Liezl-Dana van Schalkwyk, Mini-thesis: “The relationship between content providers and users in mobile television;”
- Chair for Karien Arnold, Thesis: “Die moontlikhede en beperkings van sms-boodskappe as kommunikasiemedium” (*The possibilities and limitations of text messages as communication media*);
- Chair for Marieke van Rooyen, Thesis: “Internal communication at the DCSA (DaimlerChrysler South Africa) head office in Pretoria: a critical analysis.”

2.5 National and International Guest Teaching – Gaylord College of Journalism and Mass Communication

- Panel on women in leadership to members of the Nepalese Young Entrepreneurs Forum (NYEF) in Kathmandu, Nepal, January 2019;
- Guest lecture to media professionals, Department of State U.S. Speaker Program on “Fiscal Transparency in Bangladesh,” January 2017;
- Guest lecture to graduate students, University of Texas at Austin “Innovation & Newsroom,” April 2015;
- Guest lecture to undergraduate students, University of Texas at Austin “Gender & the news,” April 2015;
- Guest lecture to undergraduate students at the Institute for Business Administration (IBA), Dhaka University, Bangladesh, December 2014;
- Guest lecture to undergraduate students in the Department of Journalism,

Communication and Media Studies, State University, Bangladesh, December 2014.

- Guest lecture to graduate class at the University of Liberal Arts, Bangladesh, Media Studies and Journalism (MSJ), Dhaka, September 2014;
- Guest lecture to various graduate and undergraduate classes, BRAC University, Dhaka, June 2013, January, March and September 2014;
- Guest lecture at EMBA Orientation program, BRAC University, Dhaka, January 2013;
- Guest lecture at a Public Forum – “Changing Business Models in the Media”– University of Liberal Arts Bangladesh (ULAB) Media Studies and Journalism (MSJ), Dhaka, January 2013;
- Guest lecture to MBA Class “Management of Organizations and Systems,” BRAC University, Dhaka, May 2013 – “Managerial Competencies: Communication, Teamwork, Planning and Global Awareness”;
- Guest lecture to MBA Class “Organizational Behavior and Leadership,” BRAC University, Dhaka, May 2013 – “Organizational Culture – How it Influences Leadership and how Leadership Influences the Culture of the Organization”;
- Guest lecture to BBA Class “Principles of Entrepreneurship,” BRAC University, Dhaka, May/June 2013 – “Differences between Leaders, Managers and Entrepreneurs”;
- Guest lecture at a Public Forum – “Leadership Styles in Media Organizations” – University of Liberal Arts Bangladesh (ULAB) Media Studies and Journalism (MSJ), Dhaka, May 2013.
- Guest lecture at a Public Forum – “Lessons from Oklahoma: Media’s Role in Crisis Management” - University of Liberal Arts Bangladesh (ULAB) Media Studies and Journalism (MSJ), Dhaka, January 2014.
- Panel presentation: Women in Leadership – Nepalese Young Entrepreneurs Forum (NYEF), January 2019.

3. RESEARCH

3.1 Peer-Reviewed Journal Articles

Hasnat, I. & Steyn, E. (2019). Toward a "Beautiful Bangladesh:" The Bleed-Over Effect of Tourism Advertising. *Place Branding and Public Diplomacy*. <https://doi.org/10.1057/s41254-019-00142-6>

Swanepoel, T., VanderWaldt, G. & Steyn, E. (2016). A quality management model for community newspapers: the case of developing countries. *Total Quality Management & Business Excellence*, 27(9), 1191-1209, September.

Steyn, T.F.J., Billiot, T., Wohlers, T., Steyn, E. & Hasnat, I. (2016). Influencing voter behavior? A balance theory perspective on the role of happiness in the

2012 U.S. presidential election. *The International Journal of Interdisciplinary Civic and Political Studies*, 11(1), 1-20.

- Swanepoel, T., Van der Waldt, G. & Steyn, E. (2015). A quality management model for community newspaper: The case of developing countries. *Total Quality Management & Business Excellence*. Available from <http://www.tandfonline.com/doi/abs/10.1080/14783363.2015.1075875?journalCode=ctqm20>
- Steyn, T. & Steyn, E. (2014). How the service characteristics of news require media organizations to transition to a marketing orientation. *Service Marketing Quarterly*, 35(4), 337-353.
- Steyn, E. & Jenson White, K. (2012). Exploring challenges and opportunities facing women in Turkish and Bulgarian media newsrooms. *International Communication Research Journal*, 47(3), 2-34.
- Steyn, E. & Jenson White, K. (2011). Navigating the “invisible nets”: challenges and opportunities for women in traditionally male-dominated South Asian newsrooms. *Asian Journal of Communication*, 21(4), 409-426.
- Steyn, E., Steyn, T.F.J. & Van Rooyen, M. (2011). Internal communication at DaimlerChrysler South Africa. *Journal of Marketing Development and Competitiveness*, 5(4), 131-144.
- Steyn, E. & Steyn, T.F.J. (2010). Aligning media organizations with environmental changes: the role of strategic action as a managerial competency in South Africa’s mainstream media newsrooms. *The Journal of Applied Management and Entrepreneurship*, 15(1), 66-83.
- Steyn, E. & Jenson White, K. (2010). Restricting or liberating? Female journalists’ experiences of managerial competencies in traditionally male-dominated Nepali newsrooms. *Journal of Research on Women and Gender*, 1(1), 260-288.
- Steyn, E.F. & Steyn, T.F.J. (2009). The challenge to incorporate teamwork as a managerial competency: the case of mainstream South African newsrooms. *Journal of Media Business Studies*, 6(2), 47-66.
- Steyn, E.F. & Steyn, T.F.J. (2009). Communication as a managerial competency – the “glue” that keeps South African mainstream media newsrooms together? *International Communication Bulletin*, 44(3-4), 32-53.
- Steyn, E.F. & Steyn, T.F.J. (2007). The implementation of managerial competencies among first-line newsroom managers at small to medium-sized mainstream media enterprises. *Small Business Monitor*, 3(1), 59-66.
- Steyn, E.F. & Steyn, T.F.J. (2007). A competency framework to improve

management in South Africa's mainstream media newsrooms. *Australian Journalism Review*, 29(2), 49-67.

Steyn, E. & Steyn, T.F.J. (2006). Managerial competencies among first-line newsroom managers at small to medium-sized mainstream media enterprises in South Africa. *South African Journal of Economic and Management Sciences*, NS9(3), 322-340.

Steyn, E., De Klerk, G.J. & Steyn, T.F.J. (2006). The global village in a local context – implementing global awareness as a managerial competency within South Africa's multicultural mainstream media newsrooms. *Acta Commercii*, 6, 114-132.

Steyn, E.F., Steyn, T.F.J. & De Beer, A.S. (2005). Obtaining 'better news' through better internal management – a survey of first-line managerial competencies in South African mainstream media newsrooms. *Ecquid Novi*, 26(2), 212-227.

Steyn, E.F. & De Beer, A.S. (2004). The level of journalism skills in South African media – a reason for concern within a developing democracy? *Journalism Studies*, 5(3), 387-397.

Steyn, E.F., De Beer, A.S., Steyn, T.F.J. & Schreiner, W.N. (2004). Enron and Saambou Bank in South Africa: a case study of insufficient relationship management. *Public Relations Review*, 30(1), 75-86.

De Beer, A.S. & Steyn, E. (2002). Sanef's '2002 South African National Journalism Skills Audit': an introduction, and the Sanef report regarding the media industry. *Ecquid Novi*, 23(1), 11-86.

De Beer, A.S. & Steyn, E.F. (1997). *Beeld* as mirror to the world: a qualitative study of international news flow and news selection at South Africa's biggest Afrikaans daily. *Communicatio*, 23(1), 16-28.

De Beer, A.S. & Steyn, E.F. (1996). Towards defining news in the South African context: the media as generator or mediator of conflict. *South African Journal for Sociology*, 27(3), 90-97.

De Beer, A.S. & Steyn, E.F. (1996). Media policy development: some trends in post-communist societies and post-apartheid South Africa. *Ecquid Novi*, 17(2), 212-245.

De Beer, A.S. & Steyn, E.F. (1994). Coming in from the cold: South African media coverage of the 1992 Olympic Games. *Ecquid Novi*, 15(2), 195-237.

3.2 Chapters in Monographs/Academic Textbooks

- Steyn, E. (2019). Scholarly organizations in journalism. *The International Encyclopedia of Journalism Studies*. In: Vos, T. & Hanusch, F., ed. (2019). New York, NY: Wiley.
- Hasnat, I. & Steyn, E. (2018). Community Radio in Bangladesh: Limited reach with unlimited impact. In E. Freedman, R.S. Goodman & E. Steyn (Eds.), *Critical perspectives on journalistic beliefs and actions: Global experiences*. New York, NY: Routledge. pp. 69-80.
- Freedman, E., Goodman, R.S. & Steyn, E. (Eds.) (2018). *Critical perspectives on journalistic beliefs and actions: Global experiences*. New York, NY: Routledge.
- Goodman, R.S. & Steyn, E. (2017). (Eds.) *Global journalism education in the 21st century: Challenges and Innovations*. Austin: Knight Center for Journalism in the Americas, University of Texas at Austin.
- Hasnat, I. & Steyn, E. (2017). From “Bottomless Basket” to “Beautiful Bangladesh”: Nation branding through tourism and public diplomacy. In J.A. Fullerton & A. Kendrick (Eds.), *Shaping international public opinion. A model for nation branding and public diplomacy* (pp. 149-168). New York: Peter Lang.
- Swanepoel, T & Steyn, E. (2010). (Re)defining community newspapers. In N. Hyde-Clarke (Ed.), *The citizen in communication: Re-visiting traditional, new and community media practices in South Africa* (pp. 219-242). Cape Town: Juta.
- Steyn, E., De Beer, A.S. & Steyn, T.F.J. (2005). Internal management in South African mainstream media newsrooms: The status of six managerial competencies. In D.P Conradie (Ed.), *Proceedings of the 2005 annual conference of the South African Communication Association. Communication science in South Africa: contemporary issues*. Juta and Company Ltd. ISBN 0702172871.
- Ibelema, M., Land, M., Eko, L. & Steyn, E. (2004). Global journalism – Sub-Saharan Africa. In A.S. De Beer & J. Merrill (Eds.), *Global journalism* (pp. 299- 341). Boston: Pearson.
- Steyn, E. (1998). Media policy: frameworks for an expanding world. In A.S. De Beer (Ed.), *Mass media for the 90s: The South African handbook of mass communication* (pp. 447-470). Pretoria: JL van Schaik.
- Scholtz, C. & Steyn, E. (1998). Trends in information technology. Connecting billions of people in the global village. In A.S. De Beer (Ed.), *Mass media for the 90s: the South African handbook of mass communication* (pp. 471-502). Pretoria: JL van Schaik.
- Giffard, C.A., De Beer, A.S., & Steyn, E.F. (1997). New media for a New South Africa. In F. Eribo & W. Jong-Ebot (Eds.), *Press freedom and*

communication in Africa (pp. 75-100). San Diego: Westview.

De Beer, A.S., Van Vuuren, D.P. & Steyn, E.F. (1996). Global television and the Olympics: the experience of Barcelona '92. The case of South Africa. In N.K. Rivenburgh, M. De Moragas & J.F. Larson (Eds.) *Global television and the Olympics: the experience of Barcelona '92*. Seattle: University of Washington.

De Beer, A.S., Kasoma, F.P., Megwa, E.R. & Steyn, E. (1995). Sub-Saharan Africa. In J.C. Merrill (Ed.) *Global journalism. Survey of international communication* (3rd edition, pp. 209-268). New York: Longman.

De Beer, A.S. & Steyn, E. (1993). The National Party and the media: a special kind of symbiosis. In P.E. Louw (Ed.), *Studies on the South African media. South African media policy: debates of the 1990s* (pp. 204-226). Bellville: Anthropos.

3.3 Research Papers at Academic Conferences

Steyn, E., Hasnat, I. & Mita, A. (2019). *You can be what you can see*. Paper presented at the SWECJMC Symposium, New Orleans, Louisiana.

Steyn, E. & Hasnat, I. (2019). *A win-win situation: How everyone benefits from educational collaboration: The case of the Diplomacy Lab*. Paper accepted for presentation at the WJEC conference, Paris, France.

Steyn, E. & Hasnat, I. (2019). *"My radio, my voice": Community radio in Bangladesh educating and empowering local communities*. Paper accepted for presentation at the WJEC conference, Paris, France.

Nasrin, S., Hasnat, I. & Steyn, E. (2019). *Teens take to the street on road safety in Bangladesh*. Paper accepted for presentation at the WJEC conference, Paris, France.

Hasnat, I. & Steyn, E. (2019). *Communication inequality: A time series analysis of access to information across countries*. Paper presented at the AEJMC midwinter conference, Norman, Oklahoma.

Steyn, E. & Hasnat, I. (2018). *Course-sourcing for collaboration: The Diplomacy Lab Initiative*. Paper presented at the SWECJMC symposium, November 2-3, Denver, Colorado.

Hasnat, I. & Steyn, E. (2018). *Community radio in Bangladesh: Low-power technology with high-power capabilities?* Paper presented at the AEJMC Midwinter conference, Norman, Oklahoma.

Hasnat, I. & Steyn, E. (2017, October). *"Bottomless Basket" to "Beautiful Bangladesh" – a test of bleed-over effect of tourism advertising*. Paper

presented at the SWECJMC 2017 Symposium, Phoenix, Arizona.

Hasnat, I. & Steyn, E. (2017, August). *Changing their minds? How tourism advertising affects the international country image of Bangladesh*. Paper presented at the Research microtalks on South Asia at AEJMC conference, Chicago, Illinois.

Hasnat, I., Nasrin, S., & Steyn, E. (2017, April). *Information processing and persuasion: Terrorist groups' effort at radicalization via the Internet*. Paper presented at the 37th International Communication Conference, Houston, Texas.

Steyn, E., Hasnat, I. & Nasrin, S. (2017, April). *Public diplomacy through social media: The case of U.S. diplomatic missions in Latin America*. Paper presented at the 37th International Communication Conference, Houston, Texas.

Nasrin, S., Hasnat, I. & Steyn, E. (2017, April). *Social media are failing to successfully bring about social change: A case study of the "Stop Kony" campaign*. Paper presented at the 37th International Communication Conference, Houston, Texas.

Hasnat, I., Nasrin, S. & Steyn, E. (2017, March). *Using text analytics to understand public opinion. The 2015 Nepal earthquake: A case study*. Paper presented at the AEJMC Midwinter Conference, Norman, Oklahoma.

Castle, A., Cory, M., Grotrian, J., Hasnat, I., Kelso, D., Nasrin, S., White, M. & Steyn, E. (2017, March). *Listening and engaging: Interacting with audiences through social media: The case of U.S. diplomatic missions in Latin America*. Paper presented at the AEJMC Midwinter Conference, Norman, Oklahoma.

Steyn, E. & Hasnat, I. (2016, March). *Empowering emerging leaders in South Asia through non-traditional leadership communication: An exploratory study among students in Bangladesh, Nepal and Sri Lanka*. Paper presented at the AEJMC Midwinter Conference, Norman, Oklahoma.

Steyn, E. & Hasnat, I. (2016, July). *Journalism education in Bangladesh: Struggling to keep up with an ever-expanding media industry*. Paper presented at the WJEC Conference, Auckland, New Zealand.

Hasnat, I., Nasrin, S. & Steyn, E. (2016, July). *Engaged partnerships as pathways to transformation in Bangladesh: Professional Fellows Exchange Programs between the*

U.S. Department of State and the University of Oklahoma. Paper presented at the Engaged Scholarship as Pathways to Transformation. The 2016 Aspen Conference on Engaged Communication Scholarship, Aspen, Colorado.

Steyn, D., Wohlers, T., Billiot, T., Steyn, E. & Hasnat, I. (2015, November). *Influencing voter behavior?* Paper presented at the 2015 Oklahoma Political Sciences Association Conference, Edmond, OK.

Hasnat, I. & Steyn, E. (2015, August). *From “bottomless basket” to “beautiful Bangladesh”: A case study of nation branding through public diplomacy.* Paper presented at a Symposium on Nation Branding and Public Diplomacy, Association for Education in Journalism and Mass Communication, San Francisco, CA.

Hasnat, I. & Steyn, E. (2014, March). *The use of media in conflict prevention and peace building.* Paper presented at the Midwinter conference of the Association for Education in Journalism and Mass Communication, Norman, OK.

Fisher, N. & Steyn, E. (2014, March). *Evidence-based management as a decision making tool for media managers.* Paper presented at the Midwinter conference of the Association for Education in Journalism and Mass Communication, Norman, OK.

Swanepoel, T. & Steyn, E. (2014, March). *A quality management model for community newspapers.* Paper presented at the Midwinter conference of the Association for Education in Journalism and Mass Communication, Norman, OK.

Steyn, E. (2013, March). *What guides Bangladeshi women’s journey toward defining their position in a changing society? Empowerment through small business ownership or traditional leadership roles and ideologies?* Paper presented at the Midwinter conference of the Association for Education in Journalism and Mass Communication, Norman, OK.

Steyn, E. & Jenson White, K. (2012, August). *A section of their own: women leaders in the Financial Times’ Women at the Top.* Paper presented at the Annual Convention of the Association for Education in Journalism and Mass Communication, Chicago, IL.

Steyn, E. & Jenson White, K. (2012, March). *A section of their own: business media’s integration and segregation of women as managers, leaders and entrepreneurs.* Paper presented at the Midwinter Conference of the Association for Education in Journalism and Mass Communication, Norman, OK.

Law, R. & Steyn, E. (2012, March). *Lessons from the unlikely manager: what*

media managers can learn from the entrepreneurs behind successful online startup companies. Paper presented at the Midwinter Conference of the Association for Education in Journalism and Mass Communication, Norman, OK.

Steyn, E. & Jenson White, K. (2011, March). *From the fall of the iron curtain to the rise of invisible nets: an exploratory study into the challenges and opportunities facing female media professionals in post-Soviet Bulgaria.* Paper presented at the Midwinter Conference of the Association for Education in Journalism and Mass Communication, Norman, OK.

Uysal, N. & Steyn, E. (2011, March). *Harnessing employee blogging in the media industry: an exploratory study of employee blogs to reinforce a sense of community among employees.* Paper presented at the Midwinter Conference of the Association for Education in Journalism and Mass Communication, Norman, OK.

Steyn, E. & Jenson White, K. (2011, July). *Exploring challenges and opportunities facing women in Turkish and Bulgarian media newsrooms.* Paper presented at the Annual IAMCR conference, Istanbul, Turkey.

Steyn, E. & Jenson White, K. (2011, September). *An international census of management, leadership and entrepreneurship courses in journalism and mass communication programs at institutions of higher learning.* Paper presented at the Future of Journalism Conference, Cardiff, Wales.

Gade, P., Boettcher, M., Krug, C., Schmeltzer, J., Jones, J., Steyn, E., Wiedemann, B. & Foote, J. (2011, September). *Afghan 101: a case study of innovative journalism.* Paper presented at the Future of Journalism Conference, Cardiff, Wales.

Steyn, E. & Jenson White, K. (2010, March). *Finding a way through "invisible nets": challenges and opportunities facing South Asian women in traditionally male-dominated newsrooms.* Paper presented at the Midwinter Conference of the Association for Education in Journalism and Mass Communication, Norman, OK.

Steyn, E. & Steyn, T.F.J. (2010, March). *Matching organizational resources with market opportunities: planning and administration as a managerial competency in a changing South African media environment.* Paper presented at the Midwinter Conference of the Association for Education in Journalism and Mass Communication, Norman, OK.

Steyn, E. & Jenson White, K. (2010, August). *Navigating the "invisible nets": challenges and opportunities for women in traditionally male-dominated South Asian newsrooms.* Paper presented at the Annual Convention of the Association for Education in Journalism and Mass Communication, Denver,

CO.

Steyn, D., Steyn, E. & Van Rooyen, M. (2009, February). *Internal communication at DaimlerChrysler South Africa: a qualitative perspective on two-way symmetrical communication and internal marketing*. Paper presented at the Southwest Academy of Management Conference, Oklahoma City, OK.

Steyn, E. & Steyn, T.F.J. (2009, March). *Aligning media organizations with environmental changes: the role of strategic action as a managerial competency in South Africa's mainstream media newsrooms*. Paper presented at the Midwinter Conference of the Association for Education in Journalism and Mass Communication, Norman, OK.

Steyn, E. & Jenson White, K. (2009, March). *Restricting or liberating? Female journalists' experiences of managerial competencies in traditionally male-dominated Nepali and Bangladeshi newsrooms – an exploratory study*. Paper presented at the Midwinter Conference of the Association for Education in Journalism and Mass Communication, Norman, OK.

Swanepoel, T. & Steyn, E. (2009, March) *HIV/AIDS and journalism education in an AIDS-fatigued environment: the case of the North-West University in South Africa*. Paper presented at the Midwinter Conference of the Association for Education in Journalism and Mass Communication, Norman, OK.

Swanepoel, T., Van der Waldt, G. & Steyn, E. (2009, March). *Towards a comprehensive quality management model for community newspapers*. Paper presented at the Midwinter Conference of the Association for Education in Journalism and Mass Communication, Norman, OK.

Steyn, E. & Jenson White, K. (2009, August). *Restricting or liberating? Female journalists' experiences of managerial competencies in traditionally male-dominated Nepali newsrooms – an exploratory study*. Paper presented at the Annual Convention of the Association for Education in Journalism and Mass Communication, Boston, MA.

Steyn, E. & Steyn, T.F.J. (2009, August). *Aligning media organizations with environmental changes: the role of strategic action as a managerial competency in South Africa's mainstream media newsrooms*. Paper presented at the Annual Convention of the Association for Education in Journalism and Mass Communication, Boston, MA.

Steyn, E. (2009, September). *Changed ownership models and trends in the post-apartheid South African media – efforts toward effective and efficient media transformation*. Paper presented at the 2nd Biennial Future of Journalism Conference, Cardiff, Wales.

- Swanepoel, T. & Steyn, E.F. (2008, February). *The role of community newspapers in a transformed South African media landscape*. Paper presented at the Midwinter Conference of the Association for Education in Journalism and Mass Communication, Pittsburgh, PA.
- Steyn, E.F. & Steyn, D. (2008, February). *The challenge to incorporate teamwork as a managerial competency in South Africa's mainstream media newsrooms*. Paper presented at the Midwinter Conference of the Association for Education in Journalism and Mass Communication, Pittsburgh, PA.
- Steyn, E. & Steyn, D. (2008, August). *Communication as a managerial competency – the “glue” that keeps South African mainstream media newsrooms together?* Paper presented at the Annual Convention of the Association for Education in Journalism and Mass Communication, Chicago, IL.
- Steyn, E. & Steyn, T.F.J. (2007, February). *A competency framework to improve management in South Africa's mainstream media newsrooms*. Paper presented at the Midwinter Conference of the Association for Education in Journalism and Mass Communication, Reno, NV.
- Swanepoel, T., Fourie, L. & Steyn, E. (2007, June). *Sensitizing communication students at the North-West University in South Africa to HIV/AIDS: an exploratory study aimed at curriculum development*. Paper presented at the First World Journalism Education Congress, Singapore.
- Steyn, E. & Steyn, T.F.J. (2007, August). *A competency framework to improve management in South Africa's mainstream media newsrooms*. Paper presented at the Annual Convention of the Association for Education in Journalism and Mass Communication, Washington D.C.
- Steyn, E. & Steyn, T.F.J. (2007, August). *Self-management as a managerial competency: differences between media and ownership types in South African mainstream media*. Paper accepted for presentation at the Annual Convention of the Association for Education in Journalism and Mass Communication, Washington D.C.
- Steyn, E., De Klerk, G.J. & Steyn, T.F.J. (2006, August). *The global village in a local context – implementing global awareness as a managerial competency within South Africa's multicultural mainstream media newsrooms*. Paper presented at the Annual Convention of the Association for Education in Journalism and Mass Communication, San Francisco, CA.
- Steyn, E., De Klerk, G.J. & Steyn, T.F.J. (2006, October). *Global awareness as a managerial competency within South Africa's multicultural mainstream media newsrooms*. Paper presented at the First International Management Conference, Johannesburg, South

Africa.

Steyn, E., Steyn, T.F.J. & De Beer, A.S. (2005, August). *Obtaining 'better news' through better internal management – a survey of first-line managerial competencies in South African mainstream media newsrooms*. Paper presented at the Annual Convention of the Association for Education in Journalism and Mass Communication, San Antonio, TX.

Steyn, E. & Steyn, T.F.J. (2005, October). *Managerial competencies among first-line newsroom managers at small to medium-sized mainstream media enterprises in South Africa*. Paper presented at the 15th Betriebswirtschaftliche Tage, Schwerin, Germany.

Steyn, E., De Beer, A.S. & Steyn, T.F.J. (2005, September). *Internal management in South African mainstream media newsrooms: the status of six managerial competencies*. Paper presented at the Annual Convention of the South African Communication Association, Pretoria, South Africa.

Swanepoel, T., Fourie, L. & Steyn, E. (2005, September). *Sensitizing communication students at the North-West University to HIV/AIDS: an exploratory study aimed at curriculum development*. Paper presented at the Annual Convention of the South African Communication Association, Pretoria, South Africa.

Steyn, E., Steyn, T.F.J. & De Beer, A.S. (2004, August). *Improving internal relationships in South African newsrooms: the need for managerial competencies*. Paper presented at the Annual Convention of the Association for Education in Journalism and Mass Communication, Toronto, Canada.

Steyn, E.F., Steyn, T.F.J. & De Beer, A.S. (2004, March). *Managerial competencies applicable in the media newsroom: the key to internal market relationships?* Paper presented at the Second South African WorkWellness Conference, Potchefstroom, South Africa.

Steyn, E.F. & Swanepoel, T. (2004, September). *Seeing only half the rainbow? – A discussion on the challenges for journalism education in a democratic South Africa*. Paper presented at the Annual Conference of the Southern Africa Communication Association, Port Elizabeth, South Africa.

Swanepoel, T. & Steyn, E.F. (2004, October). *Journalism education at the North-West University's Potchefstroom Campus: challenges for a satisfactory student-trainer partnership*. Paper presented at the Rhodes Journalism Colloquium, Grahamstown, South Africa.

Steyn, E. & De Beer, A.S. (2003, July). *Preparing for the future: the level of journalism skills in South African media – a reason for concern?* Paper presented at the Annual Convention of the Association for Education in

Journalism and Mass Communication, Kansas City, MO.

Steyn, E. & De Beer, A.S. (2003, June). *The role of sufficient journalism skills in positioning the South African media within a democratic dispensation*. Paper presented at the Annual Conference of the Southern African Communication Association, Durban, South Africa.

Steyn, E. & Steyn, T.F.J. (2003, September). *Managerial competencies required in the media newsroom: an exploratory study*. Paper presented at the Media in Africa Conference, Stellenbosch, South Africa.

Steyn, T.F.J. & Steyn, E. (2003, September). *A lack of relationship marketing. The case of Saambou Bank*. Paper presented at the Southern Africa Institute for Management Scientists Conference, Potchefstroom, South Africa.

Steyn, E., De Beer, A.S., Steyn, T.F.J. & Schreiner, W.N. (2002, October). *'Golden media silence' Saambou's demise? A case study of media management and media coverage*. Paper presented at the Annual Convention of the Southern African Communication Association, Potchefstroom, South Africa.

Naudé, W., Steyn, D. & Steyn, E. (2001, June). *Linking SME's with large enterprises: a case study from South Africa's aluminum industry*. Paper presented at the 46th International Council for Small Business World Conference, Taipei, Taiwan.

Naudé, W., Steyn, D. & Steyn, E. (2001, August). *Linking SME's with large enterprises: a case study from South Africa's aluminum industry*. Paper presented at the 13th Southern African Entrepreneurship and Small Business Association Conference, Johannesburg, South Africa.

De Beer, A.S. & Steyn, E. (1997, May). *Media policy development: similar and different trends in post-communist societies and post-apartheid South Africa*. Paper presented at the Annual Conference of the International Communication Association, Montreal, Canada.

De Beer, A.S., Naudé, A.M.E., Serfontein, L.M. & Steyn, E. (1996, May). *International news flow - a South African case study*. Paper presented at the Annual Conference of the International Communication Association, Chicago, IL.

De Beer, A.S. & Steyn, E. (1996, August). *Beeld as mirror to the world: a qualitative study of international news flow and news selection at South Africa's biggest Afrikaans daily*. Paper presented at the 20th General Assembly and Scientific Conference of the International Association for Mass Communication Research, Sydney, Australia.

De Beer, A.S., Serfontein, L., Naudé, A. & Steyn, E. (1996, November). *African*

news for Africa or is it still the same old story? Paper presented at the Bi-annual Conference of the Africa Council for Communication Education, Bellville, South Africa.

De Beer, A.S. & Steyn, E. (1996, August). *Media policy development: some trends in post-communist Europe and post-apartheid South Africa*. Paper presented at the Symposium on Culture, Communication and Development, Pretoria, South Africa.

De Beer, A.S. & Steyn, E.F. (1993, July). *The media as mediator or generator of conflict*. Paper presented at the Annual Conference of the World Communication Association/Southern Africa Communication Association, Pretoria, South Africa.

De Beer, A.S. & Steyn, E.F. (1993, August). *South African media coverage of the 1992 Olympic Games: coming in from the cold*. Paper presented at the Annual Convention of the Association for Education in Journalism and Mass Communication, Kansas City, MO.

3.4 Panel Presentations Academic Conferences/Professional Workshops

Steyn, E. & Hasnat, I. (2016, August). *A different kind of restriction on press freedom in Bangladesh – “Show me the money.”* Panel presentation at the AEJMC Annual Convention, Minneapolis, MN.

Steyn, E., Ahmed, R., Hasnat, I. & Rahaman, M. (2015, May). *Messaging for change: Empowering communities through purpose-based communication*. Panel discussion at the Student Communication Research Conference, Hartford, CT.

Geertsema, M., Steyn, E., Hasnat, I. & Masood, A. (2015, March). *Coming to America: Trials and tribulations of international faculty and students in the United States*. Panel discussion at the Association for Education in Journalism and Mass Communication Midwinter Conference, Norman, OK.

Steyn, E. with McMahon, K. & Blake, C. (2014, December). *Leadership and personal branding*. Panel discussion at the Media Youth Leadership Summit, Dhaka, Bangladesh.

Steyn, E. with Shamim, F., Hassan, S. & Shafiullah, S. (2014, December). *Studies of the U.S. Institute on New Media and Leadership: preparing students for a future in media engagement*. Panel discussion at the Media Youth Leadership Summit, Dhaka, Bangladesh.

Steyn, E. (2013, December). *Gender-sensitive curriculum development, policies and networking for journalism training institutions: Theory and practice*. Panel discussion at the Global Forum on Media and Gender. Towards a Global Alliance, Bangkok, Thailand.

Steyn, E. (2013, August). *Task Force on AEJMC in the Global Century. A Look at the Task Force Work*. Panel discussion at the Annual Convention of the Association for Education in Journalism and Mass Communication, Washington, D.C.

Steyn, E. (2013, August). *Task Force on AEJMC in the Global Century. Worldwide Expansion of Journalism and Mass Communication Education – The Case of Asia (Bangladesh)*. Panel presentation at the Annual Convention of the Association for Education in Journalism and Mass Communication, Washington, D.C.

Steyn, E. (2013, August). *Cyberactivism: Slacktivism or Digital Citizenship?* Coordinating and Moderating a Panel discussion at the Annual Convention of the Association for Education in Journalism and Mass Communication, Washington, D.C.

Steyn, E. (2011, August). *International media coverage of women during the 2012 Summer Olympic Games – a qualitative analysis of images, narratives and frames*. Panel presentation at the Annual Convention of the Association for Education in Journalism and Mass Communication, St. Louis, MO.

Steyn, E. (2011, August). *The case of South Africa: access to more information, maybe, but what type of information and what is the impact on society as a result?* Panel presentation at the Annual Convention of the Association for Education in Journalism and Mass Communication, St. Louis, MO.

Steyn, E. (2010, August). *Research paper competition and presentations – overview and highlights*. Panel presentation at the Annual Convention of the Association for Education in Journalism and Mass Communication, Denver, CO.

Steyn, E. & Jenson White, K. (2010, June). *Challenges and opportunities facing women in traditionally male-dominated newsrooms*. Panel presentation (on invitation) at the 7th Conference on Innovation Journalism, Palo Alto, CA.

Steyn, E. (2008, August). *Media management in developing countries – the case of South Africa*. Panel presentation at the Annual Convention of the Association for Education in Journalism and Mass Communication, Chicago, IL.

Steyn, E. (2007, February). *Staying connected: an international perspective on how AEJMC conventions and services make this possible*. Panel presentation at the Midwinter Conference of the Association for Education in Journalism and Mass Communication, Reno, NV.

3.5 Book Reviews

Steyn, E. (2013). *Management of electronic and digital media*. Book Review for Wadsworth, Cengage Learning.

Steyn, E. (2011). *Tabloid Journalism in South Africa: True Story!* Book Review for *Journalism: Theory, Practice and Criticism*, 12(5), 661-663.

3.6 Applied Research Projects and Reports

Hasnat, I., Nasrin, S. & Steyn, E. (2016, December). *Using text analytics to understand public opinion – A case study: the 2015 Nepal earthquake*. Diplomacy Lab report to IO/RPC, Department of State.

Steyn, E. & Hasnat, I. (2015). *Preliminary research to the Board of the Association for Education in Journalism and Mass Communication (AEJMC): Internationalizing the Association for Education in Journalism and Mass Communication (AEJMC)*. Report presented to AEJMC Board, December, 2015, Austin, Texas.

Steyn, E. & Steyn T.F.J. (2007). *A customer satisfaction survey among Pannar seed customers about service delivery by Pannar sales representatives*. Report prepared for Pannar Seed Company.

Basson, R., Botha, K., Fischer, L., Smalman, N. & Steyn, E. (2006). *A needs analysis among students at the Vanderbijlpark Campus of the North-West University concerning a primary health care center*. Final report presented to the North- West University (Vanderbijlpark campus).

Els, S., Van Schalkwyk, L-D & Steyn, E. (2005). *A needs analysis among students at the Vanderbijlpark Campus of the North-West University concerning a primary health care center*. Final report presented to the North-West University (Potchefstroom campus).

Steyn, E.F., De Beer, A.S. & Steyn, T.F.J. (2005). *Sanef skills audit phase 2: managerial competencies among first-line news managers in South Africa's mainstream media newsrooms*. Final report prepared for the South African National Editors' Forum (Sanef) and the Sanef Education and Training Committee (ETC).

Steyn, E. & Naudé, A.M.E. (2003). *ATKV/Kyknet Gesinsnaweek 2003. 'n Profiel- en opinie-opname*. (ATKV/KykNet Family Weekend 2003. A Profile and Opinion Survey.) Report prepared for the Afrikaanse Taal en Kultuurvereniging – ATKV).

Steyn, E. & De Beer, A.S. (2002). *Sanef's '2002 South African national journalism skills audit'*. Final report prepared for the South African National Editors' Forum (Sanef) and the Sanef Education and Training Committee

(ETC).

Steyn, E. (2002). *North West Cultural Calabash – an opinion survey amongst festivalgoers*. Research report prepared for the North West Cultural Calabash Festival organizing committee.

Steyn, E. (2001). *Evaluation of small business training programs presented by the Small Business Advisory Bureau (SBAB) and sponsored by the Belgium government in 2001*. Research report prepared for Disop – *Dienst voor Internationale Samenwerking aan Ontwikkelingsprojecten* (Organization for International Cooperation to Development Projects).

Steyn, E. (2001). *Aardklop Nasionale Kunstefees 2001 – 'n meningsopname. 'n Navorsingsprojek in opdrag van die Aardklop Nasionale Kunstefeesorganiseerders*. (Aardklop National Arts Festival 2001 – an opinion survey. A research project commissioned by the Aardklop National Arts Festival Organizing Committee).

Steyn, E. (2000). *Aardklop Nasionale Kunstefees 2000 – 'n meningsopname. 'n Navorsingsprojek in opdrag van die Aardklop Nasionale Kunstefeesorganiseerders*. (Aardklop National Arts Festival 2000 – an opinion survey. A research project commissioned by the Aardklop National Arts Festival Organizing Committee).

Naudé, W. & Steyn, E. (1999). *Appraisal of the Ghana Policy Paper on micro and small manufacturing enterprise development*. Research report presented to the Industrial Development Corporation (IDC) of South Africa.

Steyn, E.F., Thom, H. & Claassen, S. (1999). *Rustenburg Kloof holiday resort. A research and financial viability report conducted on behalf of the Rustenburg City Council*.

Steyn, E.F., Vosloo, N. & Dithloiso, A. (1999). *The profile of and constraints on SMME business activities in the Vryburg Municipal Area*. Research report on behalf of the Small Business Advisory Bureau in cooperation with North West Development Corporation.

Naudé, W., Steyn, D. & Steyn, E. (1999). *Institutional support required for utilizing the potential for Small, Medium and Micro Enterprise (SMME) development around the Alusaf project*. Research report prepared for the Industrial Development Corporation (IDC) of South Africa.

Steyn, E.F. (1999). *Die impak van die Aardklop Nasionale Kunstefees - 'n meningsopname onder feesgangers en Potchefstroomse besighede*. (The impact of the Aardklop National Arts Festival – an opinion survey among festivalgoers and Potchefstroom businesses). Research report presented to the Aardklop National Arts Festival Organizing Committee.

Steyn, E.F. (1999). *Navorsingsverslag: die profiel en behoeftes van besoekers*

aan Die Ring gastehuis – Hartbeespoortdam. (Research report: the profile and needs of visitors to Die Ring guest house – Hartbeespoort Dam). Research report presented to the owners of Die Ring.

Steyn, E.F. & Thom, H. (1998). *Die beeld en persepsie van die Verbruikers Groothandel Koöperatief (VGK) onder bestaande klante.* (The image and perception of the Verbruikers Groothandel Koöperatief [VGK] among existing customers). Research report presented to VGK.

Steyn, E.F. (1998). *Die impak van die Aardklop Nasionale Kunstefees - 'n meningsopname onder feesgangers en Potchefstroomse besighede.* (The impact of the Aardklop National Arts Festival – an opinion survey among festivalgoers and Potchefstroom businesses). Research report presented to the executive committee of the Aardklop National Arts Festival.

Steyn, E.F. & Preller, F. (1997). *Capacity building and empowerment among SMME's in South Africa: the needs, strengths, capacity, programs and geographical involvement of the existing tertiary small business units.* Research report for the Small Business Advisory Bureau.

Steyn, E.F. & Preller, F. (1997). *Preliminary research in the North-West province: the profile of and constraints on SMME business activities.* Research report presented to the North West provincial government.

De Beer, A.S., Van Vuuren, D.P. & Steyn, E.F. (1993). *Global television and the Olympics: the experience of Barcelona '92. The case of South Africa.* Research report presented to *Universitat Autònoma* as part of the 'Global Television and the Olympic Games'-project in Barcelona.

Steyn, E.F. (1993). *Radio-ondersoek in die Wes-Transvaal.* (Radio survey in the Western Transvaal). Research report prepared for the Potchefstroom University's Institute for Communication Research.

4. GRANTS

2019 Recipient and Co-Principal Investigator, U.S. Department of State, Bureau of Educational and Cultural Affairs grant to the value of more than \$500,000 for the project "Professional Exchange for Pakistani, Indian, Nepali and Kazakhstani Young Entrepreneurs" in partnership with the Center for the Creation of Economic Wealth (CCEW), BRAC Pakistan in Pakistan, Entrepreneurship Development Institute (EDI) of India, Nepali Young Entrepreneurs Forum (NYEF) in Nepal and Inohub in Kazakhstan.

2018 Recipient and Co-Principal Investigator, U.S. Department of State, Bureau of Educational and Cultural Affairs grant to the value of more than \$500,000 for the project "Professional Exchange for Pakistani, Indian, Nepali and Kazakhstani Young Entrepreneurs" in partnership with the Center for the Creation of Economic Wealth (CCEW), BRAC Pakistan in

Pakistan, Entrepreneurship Development Institute (EDI) of India, Nepali Young Entrepreneurs Forum (NYEF) in Nepal and Inohub in Kazakhstan.

Recipient and Co-Principal Investigator, U.S. Department of State, Bureau of Educational and Cultural Affairs grant to the value of \$600,000 for the project “The U.S./Pakistan Professional Partnership Program for Journalists in Urdu.”

- 2017** Recipient and Co-Principal Investigator, U.S. Department of State, Bureau of Educational and Cultural Affairs grant to the value of more than \$500,000 for the project “Professional Exchange for Pakistani, Indian, Nepali and Kazakhstani Young Entrepreneurs” in partnership with the Center for the Creation of Economic Wealth (CCEW), BRAC Pakistan in Pakistan, Entrepreneurship Development Institute (EDI) of India, Nepali Young Entrepreneurs Forum (NYEF) in Nepal and Inohub in Kazakhstan.

Recipient and Co-Principal Investigator, U.S. Department of State, Bureau of Educational and Cultural Affairs grant to the value of \$600,000 for the project “The U.S./Pakistan Professional Partnership Program for Journalists in Urdu.”

- 2016** Recipient and Co-Principal Investigator, U.S. Department of State, Bureau of Educational and Cultural Affairs grant to the value of more than \$300,000 for a renewal of the project “Professional Exchange for Bangladeshi, Burmese and Indian Young Entrepreneurs” in partnership with the Center for the Creation of Economic Wealth (CCEW), BRAC University in Bangladesh, BRAC Burma and Entrepreneurship Development Institute (EDI) of India.

Recipient and Co-Principal Investigator, U.S. Department of State, Bureau of Educational and Cultural Affairs grant to the value of an additional \$300,000 to continue the project “The U.S./Pakistan Professional Partnership Program for Journalists in Urdu” in partnership with Uks, Pakistan.

Recipient and Co-Principal Investigator, U.S. Embassy in Bangladesh grant to the value of just under \$100,000 to bring six community radio journalists to Oklahoma for the “Community Radio from a Digital Foundation” project in June 2017.

- 2015** Recipient and Co-Principal Investigator, U.S. Department of State, Bureau of Educational and Cultural Affairs grant to the value of more than \$300,000 for a renewal of the project “Professional Exchange for Bangladeshi, Burmese and Indian Young Entrepreneurs” in partnership with the Center for the Creation of Economic Wealth (CCEW), BRAC University in Bangladesh, BRAC Burma and Entrepreneurship Development Institute (EDI) of India.

Recipient and Co-Principal Investigator, U.S. Department of State, Bureau of Educational and Cultural Affairs grant to the value of just under \$900,000 for the project “The U.S./Pakistan Professional Partnership Program for Journalists in Urdu” in partnership with Uks, Pakistan.

- 2014** Recipient and Co-Principal Investigator, U.S. Department of State, Bureau of Educational and Cultural Affairs grant to the value of more than \$300,000 for the project “Professional Exchange for Bangladeshi, Burmese and Indian Young Entrepreneurs” in partnership with the Center for the Creation of Economic Wealth (CCEW), BRAC University in Bangladesh, BRAC Burma and Entrepreneurship Development Institute (EDI) of India.

Recipient and Co-Principal Investigator, U.S. Department of State, Bureau of Educational and Cultural Affairs grant to the value of just under \$900,000 for the project “The U.S./Pakistan Professional Partnership Program for Journalists in Urdu” in partnership with Uks, Pakistan.

- 2013** Recipient and Co-Principal Investigator, of a U.S. Department of State, Bureau of Educational and Cultural Affairs grant to the value of \$240,000 for the 2013 project “Student Leaders on New Media in Journalism” (renewed award).

Recipient and Co-Principal Investigator, U.S. Department of State, Bureau of Educational and Cultural Affairs grant to the value of more than \$300,000 for the project “Professional Exchange for Bangladeshi and Nepali Young Entrepreneurs” in partnership with the Center for the Creation of Economic Wealth (CCEW), BRAC University in Bangladesh and Nepalese Young Entrepreneurs Forum (NYEF) in Nepal.

- 2012** Recipient and Co-Principal Investigator, U.S. Department of State, Bureau of Educational and Cultural Affairs grant to the value of \$240,000 for the 2012 project “Student Leaders on New Media in Journalism” (renewed award).

Recipient and Co-Principal Investigator, U.S. Department of State, Bureau of Educational and Cultural Affairs grant to the value of more than \$427,000 for the project “Professional Exchange for Bangladeshi Young Entrepreneurs” in partnership with the Center for the Creation of Economic Wealth (CCEW) and BRAC University in Bangladesh.

Recipient and Co-Principal Investigator, of a U.S. Department of State, Bureau of Educational and Cultural Affairs grant to the value of more than \$364,000 for the project “Professional Exchange for Bangladeshi Media Professionals” with BRAC University and Jatri (Journalism Training and Research Initiative) in Bangladesh.

- 2011** Recipient and Co-Principal Investigator, of a U.S. Department of State,

Bureau of Educational and Cultural Affairs grant to the value of \$240,000 for the 2011 project “Student Leaders on New Media in Journalism.”

5. SERVICE

- Gaylord

College

2019

- Area head: Journalism sequence (Spring and Fall);
- Member of Technology Committee (Spring and Fall);
- Member of Graduate Committee (Spring and Fall);
- Conference organizer, group liaison and program chair, 2019 AEJMC Midwinter conference hosted at the Gaylord College in March;
- Co-PI of the Professional Exchanges Program for Bangladeshi, Burmese and Indian Young Entrepreneurs grant from the U.S. State Department that will bring 12 small business owners to the OU campus and Oklahoma City Metropolitan area in Spring 2019, and will bring 10 more small business owners on a similar exchange in October/November 2019;
- Recipient and Co-Principal Investigator, U.S. Department of State, Bureau of Educational and Cultural Affairs grant to the value of \$600,000 for the project “The U.S./Pakistan Professional Partnership Program for Journalists in Urdu” in partnership with Uks, Pakistan. This project, over a three-year period, will bring 50 Urdu-speaking journalists to the U.S. and take 10 media professionals to Pakistan toward the end of the grant.

2018

- Area head: Journalism sequence (Spring and Fall 2018);
- Member of Technology Committee (Spring and Fall 2018);
- Member of Graduate Committee (Spring and Fall 2018);
- Conference organizer, group liaison and program chair, 2018 AEJMC Midwinter conference hosted at the Gaylord College in March;
- Co-PI of the Professional Exchanges Program for Bangladeshi, Burmese and Indian Young Entrepreneurs grant from the U.S. State Department that brought 10 small business owners to the OU campus and Oklahoma City Metropolitan area in Spring 2018, and will bring 13 more small business owners on a similar exchange in October/November 2018;
- Recipient and Co-Principal Investigator, U.S. Department of State, Bureau of Educational and Cultural Affairs grant to the value of \$600,000 for the project “The U.S./Pakistan Professional Partnership Program for Journalists in Urdu” in partnership with Uks, Pakistan. This project, over a three-year period, will bring 50 Urdu-speaking journalists to the U.S. and take 10 media professionals to Pakistan toward the end of the grant;

2017

- Area head: Journalism sequence (Spring and Fall 2017);
- Member of Technology Committee (Spring and Fall 2017);
- Member of Graduate Committee (Spring and Fall 2017);
- Conference organizer, group liaison and program chair, 2017 AEJMC Midwinter conference hosted at the Gaylord College in March;
- Co-PI of the Professional Exchanges Program for Bangladeshi, Burmese and Indian Young Entrepreneurs grant from the U.S. State Department that brought 10 small business owners to the OU campus and Oklahoma City Metropolitan area in Spring 2017, and brought 10 more small business owners on a similar exchange in October/November 2017;
- Recipient and Co-Principal Investigator, U.S. Department of State, Bureau of Educational and Cultural Affairs grant to the value of just under \$900,000 and another \$300,000 for an extension of the project "The U.S./Pakistan Professional Partnership Program for Journalists in Urdu" in partnership with Uks, Pakistan. This project, over a three-year period, will bring 50 Urdu-speaking journalists to the U.S. and take 10 media professionals to Pakistan toward the end of the grant;
- Recipient and Co-Principal Investigator, U.S. Embassy in Bangladesh grant to the value of just under \$100,000 to bring six community radio journalists to Oklahoma for the "Community Radio from a Digital Foundation" project, June 2017.

2016

- Area head: Journalism sequence (Spring and Fall 2016);
- Member of Technology Committee (Spring and Fall 2016);
- Member of Graduate Committee (Spring and Fall 2016);
- Conference organizer, group liaison and program chair, 2016 AEJMC Midwinter conference hosted at the Gaylord College in March;
- Co-PI of the Professional Exchanges Program for Bangladeshi, Burmese and Indian Young Entrepreneurs grant from the U.S. State Department that brought 10 small business owners to the OU campus and Oklahoma City Metropolitan area in Spring 2016, and brought 10 more small business owners on a similar exchange in October/November 2016;
- Recipient and Co-Principal Investigator, U.S. Department of State, Bureau of Educational and Cultural Affairs grant to the value of just under \$900,000 and another \$300,000 for an extension of the project "The U.S./Pakistan Professional Partnership Program for Journalists in Urdu" in partnership with Uks, Pakistan. This project, over a three-year period, will bring 50 Urdu-speaking journalists to the U.S. and take 10 media professionals to Pakistan toward the end of the grant;
- Recipient and Co-Principal Investigator, U.S. Embassy in Bangladesh grant to the value of just under \$100,000 to bring six community radio

journalists to Oklahoma for the “Community Radio from a Digital Foundation” project in June 2017.

2015

- Area head: Journalism sequence (Spring and Fall 2015);
- Member of Technology Committee (Spring and Fall 2014);
- Member of Graduate Committee (Spring and Fall 2014);
- Conference organizer, group liaison and program chair, 2015 AEJMC Midwinter conference hosted at the Gaylord College in March;
- Co-PI of the Professional Exchanges Program for Bangladeshi, Burmese and Indian Young Entrepreneurs grant from the U.S. State Department that brought 11 small business owners to the OU campus and Oklahoma City Metropolitan area in Spring 2015, and brought 11 more small business owners on a similar exchange in October/November 2015;
- Recipient and Co-Principal Investigator, U.S. Department of State, Bureau of Educational and Cultural Affairs grant to the value of just under \$900,000 for the project “The U.S./Pakistan Professional Partnership Program for Journalists in Urdu” in partnership with Uks, Pakistan. This project, over a three-year period, will bring 50 Urdu-speaking journalists to the U.S. and take 10 media professionals to Pakistan toward the end of the grant.

2014

- Area head: Journalism sequence (Fall 2014);
- Member of Technology Committee (Fall 2014);
- Member of Graduate Committee (Fall 2014);
- Conference organizer, group liaison and program chair, 2014 AEJMC Midwinter conference hosted at the Gaylord College in March;
- Member of Faculty Development Committee (Spring 2014);
- Member of the Journalism Faculty Search Committee (Spring 2014);
- Co-PI of the Professional Exchanges Program for Bangladeshi, Burmese and Indian Young Entrepreneurs grant from the U.S. State Department to bring 11 small business owners to the OU campus and Oklahoma City Metropolitan area in Spring 2015, take a delegation of three U.S. small business owners to Bangladesh, Burma and India in June 2015 and to bring 11 more small business owners on a similar exchange in October/November 2015 and take an outbound exchange of small business owners to the three countries in January 2016;
- Recipient and Co-Principal Investigator, U.S. Department of State, Bureau of Educational and Cultural Affairs grant to the value of just under \$900,000 for the project “The U.S./Pakistan Professional Partnership Program for Journalists in Urdu” in partnership with Uks, Pakistan. This project, over a three-year period, will bring 50 Urdu-speaking journalists to the U.S. and take 10 media professionals to Pakistan toward the end of the grant;

- Co-PI of the Professional Exchanges Program for Bangladeshi and Nepali Young Entrepreneurs grant from the U.S. State Department to bring 11 small business owners to the OU campus and Oklahoma City Metropolitan area in Spring 2014, take a delegation of four U.S. small business owners to Bangladesh and Nepal in June 2014 and to bring 11 more small business owners on a similar exchange in October/November 2014 and take an outbound exchange of small business owners to Bangladesh and Nepal in January 2015.

2013

- Conference organizer, group liaison and program chair, 2013 AEJMC Midwinter conference hosted at the Gaylord College in March;
- Member of the College Centennial Committee (Spring and Fall 2013);
- Member of Faculty Development Committee (Fall 2013);
- Co-PI and Academic Director of the Study of the U.S. Institutes (SUSI) New Media and Leadership grant from the U.S. State Department that brought 20 students from South Asia to OU for five weeks in Summer 2013;
- Co-PI of the Professional Exchanges Program for Bangladeshi Young Entrepreneurs grant from the U.S. State Department that took a delegation of 14 U.S. entrepreneurs to Bangladesh in January 2013;
- Co-PI of the Professional Exchanges Program for Bangladeshi Media Professionals grant from the U.S. State Department that brought nine media professionals to the OU campus and Oklahoma City Metropolitan area in Spring 2013 and took a delegation of seven U.S. media professionals to Bangladesh in May/June 2013. This same grant will bring nine media professionals on a similar exchange in October/November 2013 and take an outbound exchange of media professionals to Bangladesh in January 2014.

2012

- Member of a Search Committee for a tenure track position in Journalism and Director of the Oklahoma Scholastic Media (OSM) (Fall, 2012);
- Member of the Gaylord College Undergraduate Curriculum Committee (Spring 2012);
- Conference organizer, group liaison and program chair, 2012 AEJMC Midwinter conference hosted at the Gaylord College in March;
- Member of the College Centennial Committee (Spring 2012 and Fall 2012);
- Co-PI and Academic Director of the Study of the U.S. Institutes (SUSI) New Media and Leadership grant from the U.S. State Department that brought 20 students from South Asia to OU for five weeks in Summer 2012;
- Co-PI of the Professional Exchanges Program for Bangladeshi

Young Entrepreneurs grant from the U.S. State Department that will bring 11 entrepreneurs to the OU campus in Fall 2012 and take a delegation of eight U.S. entrepreneurs to Bangladesh in January 2013;

- Co-PI of the Professional Exchanges Program for Bangladeshi Media Professionals grant from the U.S. State Department that will bring nine media professionals (each) to the OU campus and Oklahoma City Metropolitan area in the Spring and Fall 2013 and take delegations of seven U.S. media professionals to Bangladesh in June 2013 and January 2014.

2011

- Member of the Gaylord College Undergraduate Curriculum Committee (Spring 2011 – Fall 2011);
- Conference organizer, group liaison and program chair, 2011 and 2012 AEJMC Midwinter conference hosted at the Gaylord College in March;
- Member of the College Centennial Committee (Fall 2011);
- Co-PI and Academic Director of the Study of the U.S. Institutes (SUSI) New Media and Leadership grant from the U.S. State Department that brought 20 students from South Asia to OU for five weeks in Summer 2011 and another 20 students from the same countries in Summer 2012;
- Co-PI of the Professional Exchanges Program for Bangladeshi Young Entrepreneurs grant from the U.S. State Department that brought 11 entrepreneurs to OU in Spring 2012 and that will bring another 11 entrepreneurs in Fall 2012. I also accompanied a delegation of eight U.S. entrepreneurs to Bangladesh in Summer 2012.

2010

- Member of the Gaylord College Diversity Committee;
- Member of the Gaylord College ad hoc committee on comprehensive examinations;
- Member of the Gaylord College ad hoc committee on business and management courses;
- Member of the Gaylord College Undergraduate Curriculum Committee;
- Member of the search committee for a multimedia journalism position;
- Conference organizer, group liaison and program chair for the 2010 AEJMC Midwinter Conference hosted at the College in March.

2009

- Member of the Gaylord Policies and Procedures committee;
- Member of the College's ad hoc Library Committee;
- Member of the Gaylord College Diversity Committee;
- Conference organizer, group liaison and program chair for the 2009 AEJMC Midwinter Conference held at the College in March.

2008

- Member of the Gaylord College Undergraduate Curriculum Committee;
- Member of the Gaylord College Faculty Development Committee;
- Member of the Gaylord College ad hoc Library Committee;
- Member of the Gaylord College Policies and Procedures committee.

2007

- Chairperson of the Graduate and Research Committee (School of Communication Studies, North-West University, South Africa) before joining OU;
- Member of the Gaylord College Undergraduate Curriculum Committee;
- Member of the Gaylord College Faculty Development Committee.

- University

2018/2019

- Recipient of a OU Presidential Dream course for the Spring 2019 semester, for the Women in Leadership class and with the topic of "Being a Woman in the 21st Century."
- One of two faculty OU faculty members selected to lead a "Journey to South Africa" program for three weeks in Summer 2019. This program will have students enroll for six credit hours and will focus on the role of the South African media during and post-apartheid.
- Member of the Regional Advisory Committee on Africa established by President David Boren to review existing and new reciprocal exchange agreements in Africa and reviewing other credit-bearing African study abroad opportunities across the Norman campus.

2017

- Member of the Regional Advisory Committee on Africa established by President David Boren to review existing and new reciprocal exchange agreements in Africa and reviewing other credit-bearing African study abroad opportunities across the Norman campus.

2016

- Member of the Regional Advisory Committee on Africa established by President David Boren to review existing and new reciprocal exchange agreements in Africa and reviewing other credit-bearing African study abroad opportunities across the Norman campus.

2015

- Member of the Regional Advisory Committee on Africa established by President David Boren to review existing and new reciprocal exchange agreements in Africa and reviewing other credit-bearing African study abroad opportunities across the Norman campus.

2014

- Member of the Regional Advisory Committee on Africa established by President David Boren to review existing and new reciprocal

exchange agreements in Africa and reviewing other credit-bearing African study abroad opportunities across the Norman campus;

- Faculty mentor for OU's Fulbright Program (Fall 2014).

2013

- Member of the Selection Committee - The Molly Shi Boren Volunteer Awards, University of Oklahoma, Spring 2013;
- Member of the Regional Advisory Committee on Africa established by President David Boren to review existing and new reciprocal exchange agreements in Africa and reviewing other credit-bearing African study abroad opportunities across the Norman campus.

2012

- Member (since 2009) of the Regional Advisory Committee on Africa established by President David Boren to review existing and new reciprocal exchange agreements in Africa and reviewing other credit-bearing African study abroad opportunities across the Norman campus.

2011

- Presenter at the 8th OU Greek Community Faculty Forums: An Evening With the Great Orators (Fall, 2011);
- Member (since 2009) of the Regional Advisory Committee on Africa;
- Faculty adviser for the Delta Phi Omega Student Organization (Spring 2011).

2010

- Member (since Fall 2009) of the Regional Advisory Committee on Africa.

2009

- Member (since Fall 2009) of the Regional Advisory Committee on Africa;
- Guest speaker at the Joe C. and Carole Kerr McClendon Honors College Spring 2009 Lecture Series: "South Africa's Study: A Documentary Presentation and Discussion."

2008

- Member of the interview panel for the "Study Abroad Program" (Spring 2008).

Activities and professional offices held in professional organizations

2019

- Co-guest editor (with Robyn Goodman and Margaretha Geertsema-Sligh) for a special edition of *Journalism and Mass Communication Educator* that focuses on journalism education.
- Interim co-editor of the Association for Education in Journalism and Mass Communication (AEJMC) International Communication Division (ICD) journal, the *International Communication Research Journal*.
- Member of the Association for Education in Journalism and Mass Communication (AEJMC).
- Program chair for the World Journalism Education Council's fifth congress to be held in Paris in Summer 2019. This role involves

extensive liaison with colleagues and collaborators on various aspects of the conference, coordinating the submission and evaluation process of both the panels and refereed research paper presentations for the conference, and scheduling panel and paper presentations for the conference.

2018

- Co-editor with Eric Freedman and Robyn Goodman *What Journalists Believe, What Journalists Do: Global perspectives in a rapidly changing media environment* published by Routledge in 2018.
- Member of the Association for Education in Journalism and Mass Communication (AEJMC).
- Program chair for the World Journalism Education Council's fifth congress to be held in Paris in Summer 2019. This role involves extensive liaison with colleagues and collaborators on various aspects of the conference, coordinating the submission and evaluation process of both the panels and refereed research paper presentations for the conference, and scheduling panel and paper presentations for the conference.

2017

- Co-editor with Robyn Goodman on a textbook focusing on journalism education in different countries for the World Journalism Education Council, published in 2017;
- Co-editor with Eric Freedman and Robyn Goodman *What Journalists Believe, What Journalists Do: Global perspectives in a rapidly changing media environment* to be published by Routledge in 2018;
- Member of the Association for Education in Journalism and Mass Communication (AEJMC).

2016

- Co-editor with Robyn Goodman on a textbook focusing on journalism education in different countries for the World Journalism Education Council;
- Co-editor with Eric Freedman and Robyn Goodman *What Journalists Believe, What Journalists Do: Global perspectives in a rapidly changing media environment* to be published by Routledge in 2017;
- Member of the Association for Education in Journalism and Mass Communication (AEJMC);
- Program chair for the 4th WJEC conference held in Auckland, New Zealand, in July 2016. This role involves extensive liaison with colleagues and collaborators on various aspects of the conference, coordinating the submission and evaluation process of both the panels and refereed research paper presentations for the conference, and scheduling panel and paper presentations for the conference;

2015

- Co-editor with Robyn Goodman on a textbook focusing on journalism education in different countries for the World Journalism Education Council;
- Chair of a Task force to survey AEJMC membership on internationalizing the AEJMC (results and report presented to the AEJMC Board at its winter meeting in Austin, Texas, December 2015);
- Member of Review Boards for *Asian Journal of Communication*, *Southwestern Mass Communication Journal*, *Ecquid Novi: African Journalism Studies*, *Communicare*, *International Communication Research Journal*;
- Member of the Association for Education in Journalism and Mass Communication (AEJMC).

2014

- Co-editor with Robyn Goodman on a textbook focusing on journalism education in different countries for the World Journalism Education Council;
- Chair of a Task force to survey AEJMC membership on internationalizing the AEJMC (results and report to be presented at the AEJMC national conference in San Francisco in August 2015);
- Participant and mentor in the International Communication Division (ICD)'s Mentorship program (August 2012 – current);
- Member of Editorial Board for *Ecquid Novi: African Journalism Studies*;
- Member of Review Boards for *Asian Journal of Communication*, *Southwestern Mass Communication Journal*, *Ecquid Novi: African Journalism Studies*, *Communicare*, *International Communication Research Journal*;
- Member of the Association for Education in Journalism and Mass Communication (AEJMC).

2013

- Participant and mentor in the International Communication Division (ICD)'s Mentorship program (August 2012 – current);
- Commission on the Status of Women liaison for the International Communication Division (ICD) of the AEJMC (Fall 2011 – current);
- Member of a Task Force on AEJMC in the Global Century for 2012-2013 commissioned by AEJMC President-Elect, Kyu Ho Youm, and chaired by past AEJMC president and founding dean of the Gaylord College, Charles Self;
- Program chair for the 3rd WJEC conference to be held in Mechelen, Belgium, in July 2013. This role involves extensive liaison with colleagues and collaborators on various aspects of the conference, coordinating the submission and evaluation process of both the panels and refereed research paper presentations for the conference, and scheduling panel and paper presentations for the conference;
- Member of Editorial Board for *Ecquid Novi: African Journalism Studies*;
- Member of Review Boards for *Asian Journal of Communication*, *Southwestern Mass Communication Journal*, *Ecquid Novi: African Journalism Studies*, *Communicare*, *International Communication Research Journal*;

- Member of the Association for Education in Journalism and Mass Communication (AEJMC).

2012

- Member of a Task Force on AEJMC in the Global Century for 2012-2013 commissioned by AEJMC President-Elect, Kyu Ho Youm, and chaired by past AEJMC president and founding dean of the Gaylord College, Charles Self;
- Participant and mentor in the International Communication Division (ICD)'s Mentorship program (August 2012 – current);
- Program chair for the 3rd WJEC conference to be held in Mechelen, Belgium, in July 2013. This role involves extensive liaison with colleagues and collaborators on various aspects of the conference, coordinating the submission and evaluation process of both the panels and refereed research paper presentations for the conference, and scheduling panel and paper presentations for the conference;
- Founding member of the World Journalism Education Congress (WJEC) Task Team;
- Commission on the Status of Women liaison for the International Communication Division (ICD) of the AEJMC (Fall 2011 – current);
- Conference Organizer, group liaison and program chair for the 2012 and 2013 AEJMC Midwinter Conference held at the College in March;
- Member of Editorial Board for *Ecquid Novi: African Journalism Studies*;
- Member of Review Boards for *Asian Journal of Communication*, *Southwestern Mass Communication Journal*, *Ecquid Novi: African Journalism Studies*, *Communicare*, *International Communication Research Journal*;
- Member of the Association for Education in Journalism and Mass Communication (AEJMC).

2011

- Founding member of the World Journalism Education Congress (WJEC) Task Team;
- Commission on the Status of Women liaison for the International Communication Division (ICD) of the AEJMC (since Fall 2011);
- Conference Organizer, group liaison and program chair for the 2011 AEJMC Midwinter Conference held at the College in March;
- Member of Editorial Board for *Ecquid Novi: African Journalism Studies*;
- Member of Review Boards for *Asian Journal of Communication*, *Southwestern Mass Communication Journal*, *Ecquid Novi: African Journalism Studies*, *Communicare*, *International Communication Research Journal*;
- Member of the Association for Education in Journalism and Mass Communication (AEJMC).

2010

- Founding member of the World Journalism Education Congress (WJEC)

- task team;
- Conference Organizer, group liaison and program chair for the 2010 AEJMC Midwinter Conference held at the College in March;
- Program chair for the 2nd WJEC conference held at Rhodes University, Grahamstown, South Africa in July 2010, involving extensive liaison with colleagues and collaborators on various aspects of the conference, coordinating the submission and evaluation process of both the panels and refereed research paper presentations for the conference, and scheduling panel and paper presentations for the conference;
- Member of Editorial Board for *Ecquid Novi: African Journalism Studies*;
- Member of Review Boards for *Asian Journal of Communication*, *Southwestern Mass Communication Journal*, *Ecquid Novi: African Journalism Studies*, *Communicare*, *International Communication Research Journal*;
- Member of the Association for Education in Journalism and Mass Communication (AEJMC).

2009

- Conference Organizer, group liaison and program chair for the 2009 AEJMC Midwinter Conference held at the College in March;
- Office bearer in various positions for the International Communication Division (ICD) of the AEJMC until Fall 2009, including head, vice-head, research chair for faculty paper competition and research chair for student paper competition;
- Committee member for ICD's committee to select a new editor for the division's journal – *International Communication Bulletin* (now *International Communication Research Journal*);
- Founding member of the World Journalism Education Congress (WJEC) task team since 2004;
- Program chair for the 2nd WJEC conference held at Rhodes University, Grahamstown, South Africa in July 2010;
- Member of Editorial Board for *Ecquid Novi: African Journalism Studies*;
- Member of the Association for Education in Journalism and Mass Communication (AEJMC).

2008

- Vice head for the International Communication Division (ICD) of the AEJMC;
- Division Head for the ICD in the latter part of 2008;
- Member of Editorial Board for *Ecquid Novi: African Journalism Studies*;
- Member of the Association for Education in Journalism and Mass Communication (AEJMC);
- Moderator for two panel sessions at the AEJMC Convention in Chicago hosted by the International Communication Division and the Critical and Cultural Studies Division.

2007

- Research chair for the International Communication Division (ICD) of the AEJMC during the first part of 2007;

- Vice head of the ICD during the latter part of 2007;
- Member of Editorial Board for *Ecquid Novi: African Journalism Studies*;
- Member of the South African Communication Association (Sacomm);
- Presented Sacomm at the annual meetings of the WJEC (of which I am a founding member) between 2004 and 2007;
- Member of the Association for Education in Journalism and Mass Communication (AEJMC);
- Facilitated activities of the 30th annual symposium of the Southwest Council for Journalism and Mass Communication Education Council (SWECJMC) – hosted by the Gaylord College and coordinated by Dr. Meta Carstarphen.

Public Service to the Larger Community

2019

- Coordinator and team leader of a delegation of U.S. small business owners on a professional exchange program to Ahmedabad, India and Kathmandu, Nepal in January/February 2019 as part of the U.S. Department of State Professional Fellows Exchanges Program with Pakistan, India, Nepal and Kazakhstan;
- Workshop on women in leadership with women members of the Nepali Young Entrepreneurs Forum, Kathmandu Nepal.

2014

- Coordinator and team leader of a delegation of U.S. media professionals and stakeholders on a professional exchange program to Dhaka, Bangladesh and Kathmandu, Nepal in December 2014 as part of the U.S. Department of State Bangladeshi Nepali Small Business Professionals Professional Exchanges Program;
- Workshop with professionals and students: “Take Control: Myths About Leadership and How to Overcome Them.” WeddingDiary in collaboration with FujiFilm, Dhaka, Bangladesh, October 2014;
- Workshop with women entrepreneurs: “We Are Power Women, What's Next?” Bangladesh Startup Cup Women, Dhaka, Bangladesh, October 2014;
- Keynote speaker: “Mingalabar Myanmar,” a photo exhibition of life in Myanmar, Dhaka, Bangladesh, September 2014;
- Coordinator and team leader of a delegation of U.S. media professionals and stakeholders on a professional exchange program to Dhaka, Bangladesh and Kathmandu, Nepal in June 2014 as part of the U.S. Department of State Bangladeshi Nepali Small Business Professionals Professional Exchanges Program;
- Coordinator and team leader of a delegation of U.S. media professionals and stakeholders on a professional exchange program to Dhaka, Bangladesh in January 2014 as part of the above-mentioned U.S. Department of State Bangladeshi Media Professionals Professional Exchanges Program;
- Moderator and panelist on Panel “Be the Inspiration” for Bangladesh StartUp

- Cup Women event, Dhaka, Bangladesh, March 19, 2014;
- Coordinator and team leader of a delegation of U.S. small business owners and stakeholders on a professional exchange program to Dhaka, Bangladesh and Kathmandu, Nepal in June 2014 as part of the above-mentioned U.S. Department of State Bangladeshi/Nepali Young Entrepreneurs Professional Exchanges Program.

2013

- Coordinator and team leader of a delegation of U.S. small business owners and stakeholders on a professional exchange program to Dhaka, Bangladesh in January 2013 as part of the above-mentioned U.S. Department of State Bangladeshi Young Entrepreneurs Professional Exchanges Program;
- Coordinator and team leader of a delegation of U.S. media professionals on a professional exchange program to Dhaka, Bangladesh in May/June 2013 as part of the above-mentioned U.S. Department of State Bangladeshi Media Professionals Exchanges Program;
- Guest speaker at Moore Rotary about the goals, objectives and outcomes of the U.S. Department of State Bangladeshi Media Professionals Exchanges Program.

2012

- Coordinator and team leader of two delegations of U.S. small business owners and stakeholders on a professional exchange program to Dhaka, Bangladesh in June 2012 and January 2013 as part of the above-mentioned U.S. Department of State Bangladeshi Young Entrepreneurs Professional Exchanges Program;
- Mentor for a graduate student in journalism and mass communication as part of the International Communication Division (ICD) of the Association for Education in Journalism and Mass Communication (AEJMC)'s mentorship program for graduate students and junior faculty (Fall 2012).

2011

- Presenter of a leadership session at Fall Media Monday for Oklahoma Scholastic Media (Fall 2011): "Looking for Leadership in Unexpected Places: Developing Leadership Skills and Abilities" to a group of high school students from around the state of Oklahoma.

2010

- Member of a six-member faculty and student team from the Gaylord College of Journalism and Mass Communication to present "Women in Leadership" training workshops to female journalists in Dhaka, Bangladesh and Islamabad, Pakistan. This workshop was part of a University of Oklahoma/Bangladesh Center for Development, Journalism and Communication/Uks (OU/BCDJC/Uks) program (January 2-17, 2010) made possible by a U.S. State Department grant;
- Member of a three-member faculty team from the Gaylord College of Journalism and Mass Communication to facilitate roundtable discussions

with media editors and journalism educators in Dhaka, Bangladesh (December 5-15, 2010) as part of the final segment of the “Women in Leadership” training grant presented by the University of Oklahoma/Bangladesh Center for Development, Journalism and Communication (BCDJC) partnership and funded by a grant from the U.S. State Department.

- Member of a team from the Gaylord College that presented the FACCC Media Training for Artillery Captains in 2010.

2009

- Member of a team from the Gaylord College that presented the FACCC Media Training for Artillery Captains in 2009;
- Evaluator of individual work of student writers who submitted work to Oklahoma Scholastic Media Fall and Spring Media Mondays.

2008

- Member of a team from the Gaylord College that presented the original FACCC Media Training for Artillery Captains at Ft. Sill in 2008;
- Evaluator of individual work of student writers who submitted work to Oklahoma Scholastic Media Fall and Spring Media Mondays;
- Language editor of a newly published and recently translated textbook for freshmen enrolled in marketing management in South Africa. The Afrikaans version of the book was used for the first time in 2008.

2007

- Presented training modules in leadership and management as part of the University of Oklahoma/Bangladesh Centre for Development, Journalism and Communication (OU/BCDJC)’s “Women in Leadership” Training Workshop, Dhaka, Bangladesh, December 8-12, 2007. This workshop was made possible through a U.S. State Department grant;
- Language editor of the English version of a textbook for freshmen in marketing management. This book was used by a number of universities in South Africa in 2007.

6. PROFESSIONAL HONORS AND AWARDS

2012 Best Paper Abstract award from the Commission on the Status of Women (CSW) of the Association for Education in Journalism and Mass Communication (AEJMC) for a paper read at the AEJMC Midwinter Conference in Norman, Oklahoma – “A Section of Their Own: Business Media’s Integration and Segregation of Women as Managers, Leaders and Entrepreneurs.”

2011 Best Paper Abstract award from the Commission on the Status of Women (CSW) of the Association for Education in Journalism and Mass Communication (AEJMC) for a paper read at the AEJMC Midwinter Conference in Norman, Oklahoma – “From the Fall of the Iron Curtain to the Rise of Invisible Nets: An Exploratory Study into the Challenges and

Opportunities Facing Female Media Professionals in Post-Soviet Bulgaria.”

- 2010** OU Presidential Dream Course Award for “Business of Media: Women in Media Leadership,” Spring 2010.
- 2009** Awarded the AEJMC Presidential Citation for Outstanding Service and Dedication as an AEJMC Officer (Head of the International Communication Division) during 2008-2009.
- 2007** Received “High Attendees” Award from the University of Oklahoma Program for Instructional Innovation upon completion of the New Faculty Seminar.
- 1995** Received a Commonwealth Scholarship for post-graduate study in the U.K. for a period of one year (October 1995-October 1996). As part of this scholarship, completed a Masters degree in Communication Policy Studies in the Sociology Department at City University in London.
- 1994** Invited by the National Tjensji University and the Taiwanese government as one of four South African students and one of 44 international graduate journalism students to attend a month-long seminar on Chinese culture and media in Taiwan.

7. ACADEMIC AWARDS

- 1991** Awards by the Department of Communication (Potchefstroom University, South Africa) (now the School of Communication Studies, North-West University Potchefstroom Campus, South Africa) for:
 - Best senior student in Public Relations;
 - Best senior student in Communication Theory (mass communication and media law);
 - Best senior student in Advertising (theory); and
 - Best overall senior student 1990.
- 1990** Merit award for exceptional academic performance – Faculty of Arts, Potchefstroom University (now North-West University), Potchefstroom. South Africa
- 1990** Plaque from the Public Relations Institute of South Africa (Prisa) Vaal Region – Student of the year in Public Relations 1990.

8. PROFESSIONAL AND OTHER ACADEMIC EMPLOYMENT

- 2000-2003** Director, Scribe Communications North West, Potchefstroom office, South Africa.

1997-2000 Manager, Research and Information, Small Business Advisory Bureau (SBAB), Potchefstroom University, Potchefstroom, South Africa.

1993-1997 Full-time research assistant at the above-mentioned institute.

1992 Part-time research assistant, Institute for Communication Research, Department of Communication, Potchefstroom University, Potchefstroom, South Africa.

8.1 Professional Experience

8.1.1 Experience in industry-related and professional (applied) research

As director of **Scribe Communications North West** (March 2000-2004), and manager: Research and Information at the **Small Business Advisory Bureau (SBAB)** (July 1997 – March 2000) I have the following experience in industry- related and professional (applied) research:

- **Writing research proposals, compiling research data and writing applied research projects** for a number of provincial and national role players, the media and other public and/or private institutions (see list of research projects and reports in the Applied Research Projects and Reports section);
- **Presenting, interpreting and discussing** research proposals, results and implications with organizational decision makers to utilize research outcomes that would address existing or future challenges their organizations face.

The above culminated in professional experience in skills and capacity surveys, opinion surveys, impact studies, profile studies, needs analyses and evaluative studies.

8.1.2 Public relations, corporate communications and media functions

During the 1997-2004 period, I also gained the following practical and professional experience in the field of public relations, marketing, media functions and liaison, as well as corporate communication:

- **Creating new corporate product ranges** for, for instance, **Cibaria/All-gro** (a division of MGK in Brits);
- **Creating corporate image and marketing material** on behalf of, for instance, the organizers of the first **South African Conference on Burnout in the Workplace** (School for Human Resource Science at the Potchefstroom University) and **Invest North West**, the North West province's investment body (see <http://www.inw.org.za/>);
- **Media and public liaison functions** performed specifically on behalf of local governments in the North-West province, including the **Potchefstroom City Council** (to market the city to local and international media during two international cricket matches being played there in March 2002; and during the World Summit on Environmental Protection, Johannesburg, 2002);

- **Restructuring and black empowerment program:** on behalf of *Ernst & Vennote* – a consulting engineering company in the North-West province (now Moedi Consulting Engineers – see <http://moedi.co.za/>);
- **Community development projects:** for instance *Thakaneng project* for street children in Potchefstroom, collaborating with sponsors, guest, the media, as well as other local and regional stakeholders;
- **Development of corporate identity manuals:** on behalf of *Placécol* – a South African cosmetics company;
- **Publication of annual reports, stationary and other marketing material (including corporate gifts):** on behalf of the *Department of Social Services, Arts, Culture and Sport* of the North-West government, the provincial *Department of Economic Development and Tourism*, the *North West Provincial Legislator* and the *University of North West* in Mafikeng;
- **Community involvement:** member of the *Potchefstroom Economic Advisory Council (PEAC)* (between 2001 and 2003) – a group of local business people acting in an advisory capacity to the city council to promote economic growth and development in the city. Between 2001 and 2002 I was also a member of the *Potchefstroom Cricket World Cup 2003 Host City Co-ordinating Committee* responsible for the co-ordination of matches being played in Potchefstroom during the 2003 Cricket World Cup, and for the external marketing of the city among various role players.