

## CURRICULUM VITAE

**Martha J. Einerson**

**Dept of Communicating Arts  
Univ of Wisconsin-Superior  
Superior, WI 54880  
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### **EDUCATION:**

Ph.D., Communication, 1993, University of Kentucky, Lexington, Kentucky  
M.A., Communication Studies, 1987, West Virginia University, Morgantown, West Virginia  
B.A., Speech Communication, 1986, Montana State University, Bozeman, Montana

### **CONTINUING EDUCATION:**

*Presidential Administrative Internship* Loras College President James Collins Dubuque, Iowa  
Fall 2008

*HERS Summer Institute* Certified intensive residential training on vital issues facing Higher  
Education administrators, including budgeting, fundraising, inclusive excellence,  
marketing, government relations, conflict management, financial aid, faculty recruitment,  
professional development Bryn Mawr College 2008

*Organizational Assessment* Management and Nonprofit Administration UW-Superior  
Continuing Education 2007

*President's Symposium* Central administrative training Edgewood College Madison, Wisconsin  
2006 2007

*National Conference on Race & Ethnicity (NCORE)* Certified training to build university diversity  
initiative Chicago, Illinois 2006

### **TEACHING:**

2008 – present, Professor, Department of Communicating Arts, UW-Superior  
2003 - 2008, Associate Professor with tenure, Dept of Communicating Arts, UW-Superior  
2001-2003 - Associate Professor, Dept of Communicating Arts, UW-Superior

#### Teaching Assignments:

Comm 110 – Introduction to Speech Communication  
Comm 167 - Introduction to Intercultural Communication  
Comm 211 – Interpersonal Communication  
Comm 251 – Principles of Persuasion

Comm 332/532 – Communicating in Conflict  
Comm 370/570 – Communicating in Organizations  
Comm 376/576 – Group Communication Processes  
Comm 410/610 – Problems in Nonverbal Communication  
Comm 467/667 – Intercultural Communication  
Comm 495 – Communicating in Grief (Special Topics)  
Comm 701 - Communication Theory  
Comm contract courses (avg 3-5/semester)  
WST 150 – Introduction to Women’s Studies (spring 2002)

1999 - 2001- Associate Professor w/ tenure, School of Communication, Univ of Idaho

1993-1999 - Assistant Professor, School of Communication, University of Idaho,  
2000-2001, Co-coordinator, Women’s Studies Minor  
1996-2001, Member, University of Idaho Graduate Faculty  
1994-2001, Member, Women’s Studies Program Faculty

Teaching Assignments:

Comm 101 - Fundamentals of Public Speaking (Course Director)  
Comm 111 – Introduction to Communication Studies  
Comm 233 - Interpersonal Communication  
Comm 332 - Communication and the Small Group  
Comm 252 - Principles of Public Relations  
Comm 432 – Gender and Communication  
Comm 451 - Qualitative Research Methods  
Comm 404 – Advanced Interpersonal Communication & Gender (ST)  
Comm 431 – Professional Presentation Techniques  
Comm 499 - Directed Study (avg 3, individual DS/academic year)

1992 - 1993, Visiting Assistant Professor, Department of Communication  
Studies, University of Montana, Missoula, Montana.

Teaching Assignments:

COMM 561 - Qualitative Research Methods  
COMM 495 - Women and Communication (ST)  
COMM 240 - Small Group Communication  
COMM 110 - Introduction to Interpersonal Communication (course director)

August 1988 - May 1992, Teaching Assistant, Department of Communication,  
University of Kentucky, Lexington, Kentucky. Teaching Assignments:  
Introduction to Communication Studies (100-level)  
Introduction to Interpersonal Communication (200-level)

August 1990 - December 1991, Adjunct Faculty, Women's Studies Program, University  
of Kentucky, Lexington, Kentucky. Teaching Assignment:  
Introduction to Women's Studies - The Social Sciences (200-level)

August 1990 - December 1990, Adjunct Faculty, Department of Language and Literature,  
Midway College, Midway, Kentucky. Teaching Assignment:  
Fundamentals of Public Speaking (100-level)

May 1989 - August 1989, Instructor, Department of Theatre and Mass Communication,  
Bemidji State University, Bemidji, Minnesota. Teaching Assignment:

Introduction to Interpersonal Communication (200-level)  
Public Speaking (100-level)

August 1987 - August 1988, Adjunct Faculty, Department of English, Bemidji State  
University, Bemidji, Minnesota. Teaching Assignment:  
Research Methods & Persuasion (200-level)

August 1986 - August 1987, Teaching Assistant, Department of Communication  
Studies, West Virginia University, Morgantown, West Virginia. Teaching:  
Introduction to Interpersonal Communication (100-level)

**Graduate Committees at University of Wisconsin-Superior**

George Kurtzweil, Communication, (M.A., in progress) Chair  
Melody Swenson, Communication, (M.A., in progress) Chair  
Simona Simkins, Communication, (M.A. 2015)  
Courtney Edwards-Johnston, Communication, (M.A., in progress)  
Gerard Sordelet, Speech Communication (M.A. 2014), Chair  
Jon Svobodny, Communication, (M.A. 2014)  
Matt Suoja, Media/Journalism, (M.A. 2014)  
Ira Young, Educational Administration, Idaho State Univ, (Ed.D. 2013)  
Ivy Vainio, Communication, (M.A. 2013) Chair  
Daniel Laughlin, Communication, (M.A. 2013) Chair  
Christina Kline, Communication, (M.A. 2011) Chair  
Luke Green, Communication, (M.A. 2012)  
Camisha Montgomery, Communication (M.A. 2011) Chair  
Heath Hickock, Speech Communication, (M.A.2010) Chair  
Matt Johnson, Speech Communication (M.A. 2012)  
Claudia Broman, Communication (M.A. 2010) Chair  
Miriam Kero, Speech Communication (M.A. 2009), Chair  
Susan Stanich, Speech Communication (M.A.2009), Chair      June  
Kreike, Mass Communication (M.A. 2009)  
    Micaela Schone, Speech Communication (M.A. 2007)  
    Celia Tarnowski, Speech Communication (M.A.2008)  
    Chuck Rupnow, Speech Communication (M.A. 2008)  
Nora Twite, Speech Communication (M.A. 2006), Chair  
Scott Smith, Speech Communication (M.A. 2005)  
    Michelle McAteer, Speech Communication (M.A. 2005)

Jeff Melton, Speech Communication (M.A. 2005)  
Diana Yefanova, Speech Communication (M.A. 12/ 2003), Chair  
Tracy Ramsay, Communication (Univ of Northern Iowa) (M.A. 2002)

### **Thesis and Dissertation Committees at University of Idaho**

Daniel T. Parker, Teacher Education, (Ph.D. awarded December 2001)  
Lonnie D. Butcher, Theatre Arts (M.F.A. awarded May 2001)  
Kimberly Shute, Theatre Arts (M.F.A. awarded May 1999)  
Joseph Jacoby, Theatre Arts (M.F.A. awarded May 1999)  
Linda K. Taff, Family and Consumer Sciences (M.S. awarded May, 1997)  
Roclyn Davis, Tourism & Recreation (M.S. awarded May, 1997)  
Amy Wilson, Sociology & Anthropology (M.A. awarded December, 1996)  
Randi Movich, Forest Resources (M.S. awarded May, 1996)  
Gabrielle Korten, Theatre Arts, (M.F.A. awarded December, 1995)

### **Thesis and Dissertation Committees at University of Montana**

Rosemary Casano, Communication Studies (M.A. completed July, 1993)

### **Honors and Awards**

2016, Making a Difference Nomination (Diversity Dialogues), (student nominated)  
2015, Making a Difference Award (Diversity Dialogues), (alum-nominated)  
2011, Outstanding Academic Advisor (campus wide, student-nominated; student-voted)  
2006, Spirit of Superior Award  
2005, Employee of the Month, UW-Superior  
2004, Lesbian, Gay, Bisexual & Transgender Honor Award  
1999, Excellence in Teaching Award, University of Idaho  
1996, Master Teacher Award, Western States Communication Association.  
1990, Chancellor's Award for Outstanding Teaching Assistant, University of Kentucky.  
1990, College of Communications Outstanding Teaching Award, University of Kentucky.  
1990, Outstanding Graduate Student Teacher, International Communication Association.  
1989, College of Communications Outstanding Teaching Award, University of Kentucky.

### **PROFESSIONAL ACHIEVEMENT:**

#### **Administrative Positions**

2006 - 2015, Chair, Department of Communicating Arts  
2005 - 2006, Interim Chair, Department of Communicating Arts  
2005 - 2006, Secretary, Faculty Senate  
2006 - 2007, Chair, Faculty Senate  
2007 - 2008, Chair, Faculty Senate

#### **Productive Scholarship**

Banks, S., Louie, E., Einerson, M. J. (2000). Constructing Personal Identities in Holiday Letters. *Journal of Social & Personal Relationships*, 17 (3), 299-327.

- Einerson, M. J. (1998). "Do ya wanna dance?" Collaborating with and Empowering Young Girls In Feminist Interpretive Research. *Frontiers: A Journal in Women's Studies*, XIX (3), 42-57.
- Einerson, M. J. (1998). Fame, Fortune, & Failure: Young Girls' Moral Language Surrounding Popular Culture. *Youth & Society*, 30 (2), 239-255.
- Junk, V., Fox, L., Einerson, M., Taff, L. (1997). Preretirees' Perception of Retirement Income. *Financial Counseling and Planning*, 8 (2), 41-55.
- Einerson, M. J. (1990).(contributing author). In Waldhart, E. and Applegate, J. (Eds.) *Introduction to Communication Studies*. (3rd ed.). Dubuque, IA: Kendall/Hunt Publishing.

### **Papers/presentations at scholarly meetings**

- Graham, C. & M. Einerson (2004). Re-visioning Working in Conflict Situations on the University Campus. Wisconsin Women in Higher Education Annual Conference, UW-Eau Claire, October 14-15.
- Einerson, M.J., Graham, C, Hanson, J. (2004). Women & Communicative Power: Women Leaders and Conflict Managers in Education. 2004 Symposium: Transforming Conflict: Women's Ways of Leading, Mount Mary College, March, Milwaukee, WI.
- Einerson, M.J. & Graham, C. (2003). Recreating and Redefining Gendered Space in a Small Academic Department: A Thematic Analysis. Annual UW System Women Studies Conference, October, Menomonie, WI
- Einerson, M.J. (2001). Building our Future: Mentoring Students in Communication. Annual meeting of the Northwest Communication Association, Coeur d'Alene, Idaho.
- Einerson, M.J. (2001). Radical Final Projects for Gender and Communication: Alternatives to Traditional Writing and Reviews. Annual meeting of the Northwest Communication Association, Coeur d'Alene, Idaho.
- Einerson M. J. (1997). Beyond Business as Usual: Collaborating with Young Girls in Interpretive Research. Annual Meeting of the Western States Communication Association, Monterey, California.
- Einerson, M.J. (1996). Fame, money, & morality: Young girls' talk about New Kids on the Block. Annual Meeting of the Western States Communication Association, Pasadena, California.
- Einerson, M.J. and Grodin, D. (1996). Communication and Feminisms: Envisioning Praxis. Annual Meeting of the Northwest Communication Association, Coeur d' Alene, Idaho.

Prather, J. M. and Einerson, M.J. (1994). Jill in a box: Figure-ground differences in magazine advertisement photographs. Annual Meeting of the Speech Communication Association, New Orleans, Louisiana.

Einerson, M.J. (1994). Conception of voice: A Q-Method study of gendered popular music lyrics. Annual Meeting of the Western States Communication Association, San Jose, California.

Einerson, M.J. (1992). New Kids on the Block just went bad: Female preadolescent constructions of popular music texts. Annual Meeting of the International Association for the Study of Popular Music, Denton, Texas.

Einerson, M.J., Lindlof, T., & Clark, J. (1991). Female preadolescents' interpretations of popular music lyrics: An interpersonal perspective. Annual Meeting of the Speech Communication Association, Atlanta, Georgia. (dissertation pilot study)

Einerson, M.J. (1990). Foucault, feminism, and characteristics of social action in popular music texts. Annual Women's Studies Conference, Bowling Green, Kentucky.

Einerson, M.J. (1989). Adapting Gagne's learning theory and expectancies to stereotyped gender differences in the learning process. Annual Meeting of the Organization for the Study of Communication, Language and Gender, Cincinnati, Ohio.

Einerson, M.J. (1988). A test of the interaction of gender and conflict management style on subordinate satisfaction. Annual Meeting of the International Communication Association, New Orleans, Louisiana.

### **Invited papers/panels/workshops**

Einerson, M. J. (2006). "The Future of NWCA: Past President's Perspectives."  
Panel presentation at Annual Meeting of the Northwest Communication Association, Coeur d' Alene, Idaho.

Einerson, M. J. (2004). "Creating a Supportive Communication Climate." UW-Superior Staff Development Workshop, March.

Einerson, M.J. (2002). "Women's Work & Organizational Leadership." Panel Presentation at Annual Meeting of the Northwest Communication Association, Coeur d' Alene, Idaho.

Einerson, M.J. (2002) "You Can't Sell Social Action Like Soap." Workshop at Minnesota Senior Service Corp's Regional Meeting, October, Duluth, MN

Einerson, M. J. (1998). "Feminist Analyses of Culturally Constructed Female Identity."  
Annual Meeting of the Northwest Communication Association, Coeur d' Alene, Idaho.

Lawrence, P., Einerson, M.J. (1998). "The Impact of Internal and External Messages: Do

They Encourage or Discourage Women from Pursuing Science Degrees?" *Women in Science Education: Imagination, Innovation, Implementation*. University of Idaho

- Einerson, M.J. & Babcock, G. (co-presenters) (1997). "Fields of Feminism." Women's Studies Annual Workshop on Feminist Pedagogy, Univ of Idaho
- Einerson, M.J. (1996). "Pedagogy as a Factor in the Classroom." Fall Teaching Forum, Women's Studies and Office of Teaching/Learning Enhancement, Univ of Idaho
- Einerson, M.J. (1995). Interpersonal interaction: Issues of goals, status, and intimacy. Annual meeting of the Northwest Communication Association, Panel Respondent, Coeur d' Alene, Idaho.
- Einerson, M.J. (1995). Cultural values, social relations, and the nature of human beings. Annual meeting of the Western States Communication Association, Panel Respondent, Portland, OR
- Einerson, M.J. (1994). Interpersonal communication variables: Gendered intimacy and psychological androgyny. Annual Meeting of the Northwest Communication Association, Panel Respondent, Coeur d' Alene, Idaho.

### **Conferences/Symposia**

- 2007 - *Wisconsin Women in Higher Education Leadership (WWHEL)* Fall Conference, October 18-19, Appleton, WI
- 2006 - UW-System Department Chairs Workshop, October, UW-Eau Claire
- 2005 - 6<sup>th</sup> Annual UW-System Symposium for Undergraduate Research and Creative Activity, Lindsay O'Brien, Mary Schmidt, Communicating Arts, presenting senior capstone research, April, Oshkosh, WI
- 2005 - UW-System Department Chairs Workshop, UW-Madison, October.
- 2003 - 4<sup>th</sup> Annual UW-System Symposium for Undergraduate Research and Creative Activity, Laurel Buchanan, Communicating Arts, presenting research, April, Eau Claire, WI

### **Grants**

- 2008 - UW-System, OPID Development Grant (\$2,000). Grant to fund Assessment Workshop for Communicating Arts Dept, and related communication departments within UW-System.
- 2006 - Faculty Professional Development for Research (\$300.00) with Dr. Cynthia Graham-unable to complete research by campus deadline for presentation, award not accepted.
- 1994 - Teaching/Learning Grant Program, University of Idaho. "Enhancing

Retention: Implementation of a Large-Scale Communication Apprehension Pilot Program." (\$2,500.00)

**Editorial Work**

1995-2004, Member, Advisory Board of Readers, *Frontiers: A Journal of Women Studies*.

**PRODUCTIVE SERVICE:**

University of Wisconsin-Superior:

Task Force on Integrating DL, 2014-15  
Asst Prof of Media S&S, 2014-15  
Asst Prof of Communication S&S, Chair, 2013-14  
Asst Prof of Communication S&S, Chair, 2010  
UAAC, Departmental Rep, 2014-15  
Credits/Reinstatement Committee, 2011 - present  
HLC Review, Team Two (Integrity), 2011  
Chancellor, Search & Screen, Chair, 2010-11  
Faculty Senate, Senator-At-Large, 2009-10  
Search & Screen, Policy Analyst, 2009  
Search & Screen, Asst Prof SPCM, 2009-10, Chair  
Continuous Improvement Planning Team (SPBC), 2006-2011  
New Academic Building Planning Committee, Co-chair, May 2007-2009  
Hearing Examiner, Student Academic Misconduct Hearing, 2007  
NCA/Writing-Across-Curriculum Action Team, 2006-07  
NCA Working Group on General Education, Chair, 2004-2005  
Communicating Arts, Asst Professor Search & Screen, Co-Chair, 2003-2004  
Student Activities Director Search & Screen, 2003-2004  
AA/EEO Committee, Chair, 2002-2005  
Communicating Arts Graduate Program Coordinator, 2002-present  
University Faculty Senate, Communicating Arts Senator, 2003-2006  
Faculty Senate Executive Committee, Chair Pro Tempore, 2004-2005  
Classified Staff Advisory Council, Faculty rep, Spring 2005  
Graduate Faculty Council, Communicating Arts Representative, 2001-2004  
Women's Studies Coordinating Committee, Women's Studies, Secretary, 2001-2004  
COMM 110 Working Group, Coordinator 2001-2005, Member 2001-present  
Provost Search & Screen Committee, 2005-2006, Secretary  
Standing Committee on Women's Issues, 2002-2004  
LGBT Subcommittee, 2002-2003  
Provost Search & Screen Committee, 2001-2002  
Search Committee, Dept of Communicating Arts (Mass Comm/Journalism) 2001-2002  
Curriculum Review Committee, Dept of Communicating Arts, 2001-present

University of Idaho:

Commencement Committee, Chair, University Committee, 2000-2001  
Search Committee, Chair, Assistant Professor, School of Communication, 1999  
Search Committee, Director, School of Communication, 1999



Search Committee, Assistant to the Director, School of Communication, 1999 Third Year Review for Asst. Professor Mike Nitz, School of Communication, 1998  
 Scholarship Committee, Chair, School of Communication, 1997-2001.  
 University Affirmative Action Committee, 1997-2000.  
 Search Committee, Visiting Prof of Journalism, School of Communication, 1998.  
 Search Committee, Visiting Prof of Communication, School of Communication, 1997.  
 Interdisciplinary Studies Committee, Chair, College of Letters & Science, 1996-1997.  
 Dean's Advisory Committee, College of Letters and Science, 1994-1996, 1997-1998  
 Committee on Committees, College of Letters and Science, 1994-1996, 1997-1998  
 Women's Studies Coordinating Committee, College of Letters and Science, 1994-2001.  
 Curriculum Committee, School of Communication, 1994-1999.  
 Tenure Review Committee for Assistant Professor Anna Banks, 1994-1995.  
 Search Committee, Assistant Professor of Communication, 1994-1995.  
 Search Committee for Senior Secretary, 1995.  
 Curriculum Review Sub-Committee, School of Communication, 1993-2001.

University of Kentucky:

Search Committee for Director of Women's Studies, 1991-1992.  
 Awards Committee, Chancellor's Awards for Outstanding Teaching, 1991.  
 Search Committee for Chair, Department of Communication, 1991-1992.  
 Curriculum Committee, Department of Communication, 1989-1990.

**Extension Service**

2009 Facilitate Strategic Planning, Student Involvement, UW-Superior  
 2009 McNair Scholars, Faculty Panel  
 2008 PBS 8 "Power of Art" Awards Ceremony, Opening remarks & welcome  
 2008 Freshman & New Student Induction Ceremony, Faculty Welcome, Cords  
 2007 "Advantage Wisconsin" UW-System Strategic Planning, Think Tank #1- Prepare Students, Member  
 2007 "WI Governor's Roundtable w/ UW Chancellors" July  
 2007 "What's Graduate School Really Like?" 07-08 McNair Scholars  
 2006 Assist in planning and hosting Professor Mark Chesler, Fall Opening Day  
 2006 New Faculty Orientation Panel Presenter  
 2006 5<sup>th</sup> Grade Speech Workshop, Cooper Elementary School, March  
 2005-present, Moderator, *Final Edition*, KUWS.FM, WI Public Radio  
 2003-2005 New Tenure Track Faculty Orientation/Discussion Group Coordinator  
 2002 Superior "Paint the Town, September  
 2001-2002 Immediate Past President, Northwest Communication Association (NWCA)  
 2000-2001 President, NWCA  
 1999-2000, 1<sup>st</sup> Vice President and conference planner, NWCA  
 1998, Organizacion de Estudiantes Latino Americanos, Professor Access Forum  
 1998, Second Vice President, NWCA  
 1998, Freshman Retention Program, Faculty Presenter for Student Advisory Services

1997, Nominating Committee, Executive Board, WSCA  
1996-97, Odyssey of the Mind, coached 2<sup>nd</sup> grade team, Genesee, Idaho  
1996, Search Committee for Institutional Membership Coordinator, WSCA  
1996, Guest keynote speaker, Kiwanis Club of Moscow  
1995, Depart'l Rep, Legislative Assembly, Western States Comm Assoc (WSCA)  
1995, Idaho Coordinator, Global Media Monitoring Project, coordinated data collection efforts to monitor Idaho news (newspaper, tv, radio) for worldwide project examining employment equity and portrayal of women in news. Results of project were published and distributed at Fourth World Conference on Women, Beijing, China.  
1994, Academic Advisory Committee, Residence Halls 1994-  
1996, Faculty Advisor, Sigma Nu Fraternity.  
1994-1995, Program Planner, Division of Interpersonal and Small Group Communication,  
NWCA  
1994-1995, Faculty-in-Residence Advisory Board, Residence Halls Association.  
1994, Member, Credentials Committee, WSCA.  
1993-1994, manuscript evaluator, NWCA Annual Meeting.  
1993-1997, Member, Editorial Board, *Journal of the Northwest Communication Association*.

### **Advisory Boards**

Lake Superior College, Letters & Science Advisory Board, 2006-2011

**Professional Organizational Memberships:**

Wisconsin Women in Higher Education Leadership (WWHEL) 2004-2012

Northwest Communication Association, 1992-2007.

National Communication Association, 1990-present

Western States Communication Association, 1992-2001

Organization for Research on Women & Communication, 1993-1999.

**Invited Lectures and Speeches**

New Student Induction Ceremony, "Confidence, Curiosity, and Choices" September 2009

New Faculty Orientation, "Traveling the Road to Tenure & Promotion" Panel Discussion, November 2007.

"Welcome to the Real World." Keynote Address, Freshman Orientation, UW-Superior, August 2005.

"Junior Faculty Experiences." Invited panel discussion, "Seminar in College Teaching" College of Education, University of Idaho, December, 1994.

"Images of Women in Mass Media: From TV to Talk." University Roundtable Lecture Series, University of Idaho, October, 1994.

"Gender and Communication." Undergraduate honors program, University of Montana, February, 1993.

"Interpersonal Attitudes and Skills." Student Activities Board Lecture, University of Kentucky, January, 1989.

"Speaking like a leader." Keynote Speaker, Future Business Leaders of America, Kentucky State Convention, September, 1989.

"Coping with Conflict." Workshop presentation, College of Home Economics, University of Kentucky, 1989.