

Sandra L. French

Communication Department
Radford University
PO Box 6932
Radford, VA 24142

2402 Olde Salem Drive
Salem, VA 24153
office: 831-6045
sfrench5@radford.edu

EDUCATION

Ph.D. Communication Arts and Sciences. The Pennsylvania State University. August 2006.
Dissertation: The Rhetoric of Reputation Building: Taking Stock of Bill Gates, Marketing and the Media. Advisor: Dr. Thomas W. Benson.

This study chronicles media coverage of Bill Gates from 1975 – 2000 and offers critical assessments of reputation as a rhetorical construct.

M.A. Speech Communication. Wake Forest University, 1994. GPA: 4.0
Master's Thesis: "Healing Elements of Discourse: An exploratory analysis of the framing strategies utilized by acquaintance rape survivors." Advisor: Dr. Allan Louden.

B.S. Speech Communication. Radford University, 1991.
Magna Cum Laude with honors in Communication. GPA: 3.7
Undergraduate Honors Thesis: "The Great Communicators: An Exploration of the rhetorical strategies of Jesus Christ and Ronald Reagan." Advisor: Dr. Gwen Brown.

TEACHING AWARDS, PUBLICATION,* AND BUSINESS HONORS

Graduate School Poster Exhibition, College of Liberal Arts, Third Place, "The Rhetoric of Reputation Building: Taking Stock of Bill Gates, Marketing, and the Media," The Pennsylvania State University, spring 2005.

*"Reflections on Healing: Framing Strategies Utilized by Acquaintance Rape Survivors." *Journal of Applied Communication Research* 31(4), November 2003.

Top papers panel. "Presidential Communication in the Information Age: Virtual Democracy in the Clinton White House." Eastern Communication Association Convention, spring 2003.

Graduate Assistant Award for Outstanding Teaching, sponsored jointly by the Graduate School and the Office of the Vice Provost for Undergraduate Education. 1 of 10 recipients of this annual, University-wide award. The Pennsylvania State University, spring 2003.

International Communication Association Award for Outstanding teaching by a graduate student, The Pennsylvania State University, summer 2003.

Department of Communication Arts and Sciences Kathryn B. DeBoer Distinguished Teaching Award, The Pennsylvania State University, spring 2003.

Special Project (Lightning Bolt) Award, DynCorp. May, 2000

Performance Excellence Award, DynCorp. May, 1999

2 Most Valued Employee Awards, MWBB. July, 1997

Instructor of the Quarter, Catapult Software Training. December, 1996

International Communication Association Award for Outstanding teaching by a graduate student, Wake Forest University, May, 1994

TEACHING EXPERIENCE

Radford University, Radford, VA

Department of Communication, Assistant Professor

- COMM 231: Research Methods (2 sections, 38 total students)
- COMM 240: Teamwork (2 section, 59 total students)
- COMM 314: Organizational Communication (1 section, 54 total students)
- COMM 439/539: Communication and Leadership (1 section, 21 total students)

The Pennsylvania State University, University Park, PA

Department of Communication Arts and Sciences, Graduate Teaching Assistant

- SPCOM 100A: Effective Speech (3 sections, 75 total students)
- SPCOM 100A: Effective Speech, LEAP--Learning Edge Academic Program (1 section, 15 total students)
- CAS 100B: Effective Speech, Small Group emphasis (1 section, 36 total students)
- CAS 100B: Effective Speech, Small Group emphasis, linked to IST 110 course (2 sections, 72 total students)
- CAS 100C: Effective Speech, Rhetorical Criticism emphasis (2 sections, 43 total students)
- CAS 101: Introduction to Human Communication (1 section, 150 students)
- EMSC 100: College of Earth and Mineral Sciences First Year Seminar instructor.
Selected as department representative to teach effective presentation skills, fundamentals of debate, and effective use of Power Point, fall 2004, spring 2004, and spring 2004. (24 class sessions)

Instructor, Human Resource Development Center

- COM 058: One Last Look: Proofreading Techniques (2 sessions, 30 total students)
- COM 075: Connecting to your Audience: Persuasive Business Writing (2 sessions, 30 total students)
- COM 083: Communicating your Message: Writing for Clarity and Impact (2 sessions, 30 total students)

Instructor, Continuing Education

- CAS 100A: Effective Speech (1 section, 14 total students)
- SPCOM 497I: Using New Technologies in the Classroom (1 section, 6 total students)
- CAS 497E: Shy Child in the Classroom (1 section, 8 total students)

Instructor, World Campus on-line

- CAS 475: Studies in Public Address (rolling enrollment)
- CAS 475: Studies in Public Persuasion (1 section, 21 total students)

Wake Forest University, Winston-Salem, NC

Department of Communication, Graduate Teaching Assistant

- SPC 110: Public Speaking (4 sections, 48 total students)

INVITED PRESENTATIONS

Radford University

COMM 460, Communication and Technology, for Dr. Krista Terry. Day session on technology and its impact on organizational communication, spring 2007.

COMM 414, Critical Analysis of Public Discourse, for Dr. Gwen Brown. Day session on conducting research/performing critical analysis, fall 2006.

The Pennsylvania State University

CAS 562, Qualitative research methods, for Dr. Michelle Miller-Day. Part of a panel of guest speakers discussing issues in qualitative research, The Pennsylvania State University, spring 2005.

“The campus interview: Not just surviving, but thriving.” Evening presentation at the University Graduate Student Association meeting, The Pennsylvania State University, spring 2004.

CAS 352, Organizational Communication, for Instructor Jennifer Davis. Day session on resume writing, The Pennsylvania State University, fall 2003.

SPCOM 100A, Effective speech, for Instructor Jennifer Davis. Day session on rhetorical criticism, The Pennsylvania State University, spring 2002.

SPCOM 100A, Effective speech, for Instructor Jennifer Davis. 3-day session on rhetorical criticism, The Pennsylvania State University, fall 2001.

PROFESSIONAL DEVELOPMENT

Computer course on Breezo presentation. Led by Dr. Krista Terry, spring 2007.

“Teaching Leadership.” Led by Dr. Michael Hackman, short course at the National Communication Association Convention, fall 2006.

“Teaching the College Course in Communication Theory.” Led by Dr. Em Griffin and Dr. Derek Lane, short course at the National Communication Association convention, fall 2003.

“Teaching Rhetoric of the Sixties.” Led by Dr. Mari Boor-Tonn, Dr. Carol Jablonski and Dr. David Zarefsky, short course at the Eastern Communication Association convention, spring 2003.

“Cyber-plagiarism: Temptations for Students and Tactics for Teachers.” Led by Dr. John Harwood. Workshop at The Pennsylvania State University, spring 2003.

Performance-Based Learning training. Led by Dr. Larry Spence, The Pennsylvania State University, summer 2002.

Grant-writing workshop. The Pennsylvania State University, fall 2001.

SERVICE

Radford University

Communication Department, library liaison. Responsible for communicating faculty requests to library, serving as department representative to approve books and other materials and communicating updates to faculty, 2006-2007.

Taught workshop during May Our Turn on “Problem-Based Learning: A Pedagogical Approach.” Spring 2007.

Volunteered to revise final draft of School of Communication proposal, spring 2007.

Serving on Transition Committee for the School of Communication, 2007-2008.

Advising departmental majors, 2007-2008.

The Pennsylvania State University

Department of Industrial Engineering, The Pennsylvania State University. Coordinator for the oral competency component of the English Proficiency Exams for Ph.D. candidates, spring 2005.

Editorial intern, *The Review of Communication*, 2001-2004.

Department of Communication Arts and Sciences, The Pennsylvania State University. Graduate Forum Officer of professional development, 2003-2004.

College of Liberal Arts, The Pennsylvania State University. Organized first annual memorial blood drive 2003. Now in its fourth year.

Department of Industrial Engineering, The Pennsylvania State University. Speech rater for the oral competency component of the English Proficiency Exams for Ph.D. candidates, Spring 2003 and 2004.

Department of Speech Communication, The Pennsylvania State University. Graduate Forum Officer, technology committee representative, 2002-2003.

RESEARCH ASSISTANTSHIPS

- Research assistant for Drs. Rosa Eberly and J. Michael Hogan for the NEH-funded *Voices of Democracy* online project. S. Parry-Giles, J.M. Hogan, R.A. Eberly, R. Gaines, and M. Medhurst, co-PIs. 2005-2006
- Research assistant for Drs. Rosa Eberly and J. Michael Hogan. Conducted archival research and developed two websites for fall semester classes and eventual use in an NEH grant proposal. Summer, 2004
- Research assistant for Dr. Lisa Davis. Developed an Internet workbook to supplement the basic public speaking course. Summer, 2002

CONFERENCE PRESENTATIONS (*competitively selected)

- “Revolution or Revenue? An Analysis of Bill Gates' Corporate Vision.” Panel presentation for Public Address Division, National Communication Association Convention, 2005.
- *“The Media Makes a President: Media Construction of George W. Bush’s Rise to Eloquence.” Public Address Division, National Communication Association Convention, 2003.
- *“Presidential Communication in the Information Age: Virtual Democracy in the Clinton White House.” Paper accepted to the **Top Competitive Papers in Political Communication** panel, Eastern Communication Association Convention, 2003.
- “Computer Communication Technology in the University Classroom: Research, Deployment, and Pedagogical Techniques.” Panel presentation, Eastern Communication Association Convention, 2003.
- “The Democratization of Public Memory: The Internet as a Place of Public Commemoration.” Panel presentation, Public Address Division, National Communication Association Convention, 2002.
- *“The Rhetoric of Bill Gates: An Examination of Rhetorical Vision and Redemptive Rhetoric.” Student Division, National Communication Association Convention, 2002.
- *“Kenneth Burke’s Theory of Redemption: Reflections of Sexual Assault Survivors.” **Top Competitive Papers on Kenneth Burke** panel, Eastern Communication Association Convention, 2002.

Featured in Prentice-Hall Mastering Public Speaking textbook by George Grice and John Skinner, original printing, 1993, as an exemplar student speech I wrote entitled *Volunteerism: Just Do It*. Performed speech for accompanying video. Included in textbook is a “speaker’s journal” of my thoughts as I composed the speech.

BUSINESS EMPLOYMENT HISTORY

09/99 – 06/01

Exchange Administrator/Network Administrator
DynCorp Technical Services, Fort Worth, TX

Responsible for network system support and Exchange server. Managed all aspects of email for DTSL.

09/97 – 09/99

Supervisor, Information Systems
DynCorp Technical Services, Fort Worth, TX

Managed Information Systems support. Developed Standard Operating procedures and ensured compliance. Developed and maintained help desk support. Hired help desk personnel. Provided training for users on software applications as needed.

08/97 - 01/97

On-Site Support Technician
McGuire, Woods, Battle & Boothe, LLP (MWBB), Baltimore, MD

Responsible for all PC support for remote office site in Baltimore, Maryland.

01/97 - 03/95

Corporate Trainer
Catapult Software Training, Inc., Vienna, VA

Provided applications training to corporations. Expertise in over thirty (30) software packages and five (5) operating systems. Responsible for customizing documentation for classes and winning new corporate accounts.