

JANE GIBSON NATT

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Purdue University
Brian Lamb School of Communication
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Academic Record

M.A. 1999, University of North Carolina, Chapel Hill, Mass Communication
Park, Fellowship Recipient
B.A. 1982, University of Kentucky, Journalism

Academic Appointments and Experience

2016-present, Clinical Associate Professor, Purdue University, West Lafayette, IN
2010-2015, Director, Basic Course, Purdue University, West Lafayette, IN
2000-2016, Clinical Assistant Professor, Purdue University, West Lafayette, IN
2005-2009, Undergraduate Director, Brian Lamb School of Communication,
West Lafayette, IN
1998-199, Adjunct Instructor, Elon College, Elon, NC
1997-1999, Research Assistant, University of North Carolina-Chapel Hill, Chapel
Hill, NC

Professional Experience

1999-2000, PR Specialist, American Association of School Administrators,
Washington, DC
1982-1997, Newswoman, The Associated Press

Research

Refereed publications

Fedesco, H.N., Kenner, A., & Natt, J. (2017). The effect of relevance strategies on
student perceptions of introductory courses. *Communication Education*,
66, 196-209, doi: 10.1080/03634523.2016.1268697

Anderson, L., Hearit, L., Morgan, M. & Natt, J. (2015). Using a Mixed-
Methodological Approach to Assess the Communication Lab: Gaining
Insights and Making Improvements. *Communication Center Journal*, 1, 9-
36.

Conference papers and presentations

Anderson, L., Hearit, L., Natt, J. & Morgan M. (November, 2014) “Can you look at this?” Using a Qualitative Approach to Assess the Communication Lab.” Poster presented at the annual meeting of the National Communication Association.

Fedesco, H., Kentner, A. Natt, J. & Runshe, D. (November, 2016) “Enhancing the relevance of the basic course and its effect on student perceptions.” Paper presented to annual meeting of the National Communication Association.

Natt, J. (2015). Embracing opportunities to adapt the basic course for STEM majors. Panel organized at the annual meeting of the National Communication Association, Las Vegas, Nevada.

Teaching

Awards and Honors

Purdue University, Outstanding Study Abroad Leader, 2019. Named the inaugural winner of this award by Purdue’s international programs.

College of Liberal Arts Outstanding Undergraduate Teacher, 2015, (\$2,000): Awarded by the CLA Educational Excellence Committee from nominations submitted by Educational Excellence committees from all CLA departments and schools.

Purdue IMPACT Award (\$10,000) – Selected as an IMPACT Faculty Fellow for Spring 2015 to redesign foundational courses to make them more focused on student-centered instruction.

W. Charles Redding Award for Excellence in Teaching, Purdue University, Brian Lamb School of Communication, 2013: Brian Lamb School of Communication’s highest honor for an undergraduate teacher.

Charles B. Murphy Undergraduate Teaching award nominee from the College of Liberal Arts, 2013: Represented College of Liberal Arts at the University level for the Charles B. Murphy Undergraduate Teaching award. This is the university’s top teaching award that rewards teachers who “demonstrate superior ability in communicating the chosen material to students” and who recognize “that their teaching responsibility to students does not stop at the classroom door.”

Program of Distinction, National Communication Association, Basic Course Division, 2012

While director of COM114, Purdue’s basic course, it was selected as a program of distinction by a panel of judges in the Basic Course Division of the NCA. The selection letter specifically cited the COM114 training and mentoring program as a major reason for the selection.

Membership in Academic, Professional & Scholarly Societies

National Communication Association

Association for Education in Journalism and Mass Communication

Involvement with graduate program

Committee member for the following graduate students:

1. Linda Hughes-Kirchubal, M.A, 2013
2. Amy Mattox, M.A., 2003

Grants

Intercultural Pedagogy Grant, June 2018, \$3,000, for Communication and Culture Study Abroad in Siena, Italy.

SAIL (Semester Abroad Intercultural Learning) Grant, March 2018, \$12,000, for Communication and Culture Study Abroad in Siena, Italy.

Dean's Innovation Grant for Experiential Learning, December 2016, \$5,000, for course development "Social Media for Social Good."

ITAP Instructional Education Grant, Fall 2015, \$2,420. "iPads and lens for Introduction to Social Media course"

Dean's Teaching Incentive Grant: 2007 fall, "Podcasting News" \$340.

Dean's Teaching Incentive Grant: 2004 fall, "Computer-Assisted Reporting," \$720.

Dean's Research Incentive Grant: 2004 spring, \$800, with Melanie Morgan

Undergraduate Courses Taught

COM 114: Fundamentals of Human Communication

COM 114: Fundamentals of Human Communication online

COM 252: Writing for the Mass Media

COM303: Intercultural Communication

COM311: Copy Editing and Design

COM315: Technical Communication

COM325: Interviewing (in London, England)

COM358: Specialized Reporting (no longer offered)

COM395: Reporting Public Affairs

COM400: Advanced Newswriting (no longer offered)

COM 407: Introduction to New Media/Social Media

COM495: Sports Media Relations

COM497: Sportswriting

COM495: Social Media for Social Good

COM497: Travel Writing

Courses Directed

2010-2016 -- COM 114 Fundamentals of Human Communication

Numbers are for ALL sections of COM114 (including honors, LC, Engineering, distance):

Fall 2011: 119 sections, 3054 students, 70 TAs/LTLs/CLs

Spring 2012: 91 sections, 2113 students, 50 TAs/LTLs/CLs

Summer 2012: 10 sections, 220 students, 9 TAs

Fall 2012: 125 sections, 2995 students, 69 TAs/LTLs/CLs

Spring 2013: 90 sections, 1890 students, 49 TAs/LTLs/CLs

Summer 2013: 12 sections, 223 students, 10 TAs

Fall 2013: 117 sections, 2935 students, 72 TAs/LTLs/CLs

Spring 2014: 84 sections, 1924 students, 50 TAs/LTLs/CLs

Summer 2014: 10 sections, 210 students, 9 TAs

Fall 2014: 123 sections, 2778 students, 69 TAs/LTLs/CLs

COM 252: Writing for the Mass Media (2/3 sections/per semester) 2000-present

Honors contracts and independent studies

Fall 2017, COM495H, Honors contract, Darcy McKintosh

Fall 2017, COM252H, Honors contract, Kevin Zhu

Spring 2017, COM252H, Honors contract, Mikaela Wieland

Fall 2016 COM491 – “Copy Editing for Agriculture Publications” – Regan Holtzclaw

Spring 2011 COM491H – “Twitter Promotions,” Sarah Bube

Spring 2009 COM491H: “Advanced Newsletter Publishing,” Megan Jahrling

Fall 2008 COM491: “Advanced Sportswriting,” Leroy Bridges.

Fall 2005 COM491: “Advanced Copy Editing,” John Kraft

Fall 2005 COM252I: “Writing for the Mass Media: A Comparative Perspective (with study abroad student Sara Gandy).

Spring 2005 COM491: “Copy Editing II: Copyediting for print and online,” Christina Nethercutt

Fall 2001 COM491H Feature Writing. Megan Finnerty, winner, best presentation, 2002 Honors Colloquium

Contributions to curriculum

Developed or significantly revised 8 courses at Purdue:

COM252: Writing for the Mass Media

COM311: Copyediting and Design

COM407: Introduction to New Media (2012)

COM490: Advanced Newswriting (no longer offered)

COM497: Sports Media Relations (spring 2017)

COM497: Sportswriting (fall 2017)

COM497: Social Media for Social Good (fall 2017)

COM497: Travel Writing (summer, Fall 2018)

Instructional Innovation

Beijing Olympics, 2008, created a program that allowed 17 students to work for two months for the Olympic News Service during the Beijing Summer Olympics.

The Communicator, 2000-2011, worked with students in COM252 Honors to produce the department's semi-annual alumni newsletter, both print and online versions.

Communication Lab: Working with funding from International Programs at Purdue, in spring 2012, the Communication Lab was established for students to receive one-on-one help in COM114.

Specialized 114 sections: Working with Purdue Engineering and Purdue Polytechnic worked to create specialized 114 sections for their majors.

Online 114 quizzes: Instituted online quizzes in fall 2012 that allowed for an additional 15 minutes of class time to be used for other purposes, including skills training.

Smartphones: As it becomes more important for journalists to have many skills, instituted a smartphone only reporting class.

Partnership with Purdue Athletics Communications: Developed a relationship to prepare students from two sports classes to move into paid internships with Purdue Athletics Communications.

Partnership with Lafayette/West Lafayette Visitor's Bureau: Students in special topics Travel Writing wrote blog posts for publication on HomeofPurdue.com, the visitor's center official blog.

Service Learning: Working with Purdue's Office of Engagement, students in special topics Social Good class partnered with small, area nonprofits to create social media strategies for the organizations and do volunteer work.

Development of Instructional Materials

Morgan, M. & Natt, J. (2017). *Effective Presentations*. Van-Griner 400-page custom textbook written specifically for COM114.

Instructor's Manual to accompany *Effective Presentations* (2017), this 100+ page manual was created to aid busy TAs who have never taught a course before and to help ensure that active learning takes place in the COM114 classroom.

International Teaching Experience

London Internship Program, 2019: Taught Interviewing and oversaw 48 students who interned at various London agencies.

Siena, Italy, 2018: Created this faculty-led opportunity. Taught Travel Writing to 16 students.

London Internship Program, 2017: Taught Intercultural Communication and oversaw 38 students who interned at various London agencies.

London Internship Program, 2016: Taught Intercultural Communication and oversaw 40 students who interned at various London agencies.

Beijing Olympic Program, 2008: Taught Advanced Newswriting and oversaw 17 students who worked at interns for the Beijing Olympics News Service.

London Internship Program, 2002: Taught newswriting with a intercultural perspective and oversaw 50 students who interned at various London agencies.

Course Evaluations

Using the University Core of (1) “Overall, I would rate this course as excellent;” and (2) “Overall, I would rate this instructor as excellent,” I have achieved the following scores (scale of 1-5; highest possible score = 5.0).

| Course | Semester | Course Rating | Instructor Rating |
|----------|-------------|---------------|-------------------|
| COM114 | Summer 2019 | 3.9 | 4.6 |
| COM252 | Spring 2019 | 4.4 | 4.4 |
| COM407 | Spring 2019 | 4.4 | 4.3 |
| COM497 | Spring 2019 | 4.3 | 4.3 |
| COM495 | Spring 2019 | 3.8 | 4.1 |
| COM252 | Fall 2018 | 4.6 | 4.9 |
| COM311 | Fall 2018 | 4.0 | 4.3 |
| COM311 | Fall 2018 | 4.4 | 4.8 |
| COM495/7 | Fall 2018 | 4.2 | 4.3 |
| COM497 | Summer 2018 | 4.5 | 4.5 |
| COM497 | Spring 2018 | 4.7 | 4.9 |
| COM252 | Spring 2018 | 4.9 | 4.9 |
| COM407 | Spring 2018 | 4.6 | 4.7 |
| COM407 | Spring 2018 | 3.9 | 4.0 |
| COM252 | Fall 2017 | 4.7 | 4.5 |
| COM311 | Fall 2017 | 4.6 | 4.9 |
| COM495 | Fall 2017 | 4.3 | 4.6 |
| COM497 | Fall 2017 | 3.8 | 4.0 |
| COM407 | Spring 2017 | 4.5 | 4.8 |
| COM497 | Spring 2017 | 4.7 | 4.6 |
| COM252 | Spring 2017 | 4.8 | 4.9 |
| COM252 | Spring 2017 | 4.6 | 4.3 |
| COM315 | Fall 2016 | 4.1 | 4.7 |
| COM311 | Fall 2016 | 4.8 | 4.9 |
| COM252 | Fall 2016 | 4.7 | 4.7 |
| COM252 | Fall 2016 | 4.4 | 4.6 |

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|--------|-------------|-----|-----|
| COM252 | Spring 2016 | 4.6 | 4.7 |
| COM407 | Spring 2016 | 4.3 | 4.4 |
| COM311 | Fall 2015 | 4.7 | 4.9 |
| COM252 | Fall 2015 | 4.8 | 4.8 |
| COM407 | Spring 2015 | 4.8 | 4.8 |
| COM252 | Spring 2015 | 4.4 | 4.7 |
| COM252 | Fall 2014 | 4.6 | 4.8 |
| COM311 | Fall 2014 | 4.3 | 4.6 |
| COM114 | Summer 2014 | 4.0 | 4.3 |
| COM252 | Spring 2014 | 4.2 | 4.2 |
| COM497 | Spring 2014 | 4.3 | 4.4 |
| COM252 | Fall 2013 | 4.3 | 4.6 |
| COM311 | Fall 2013 | 4.3 | 4.7 |
| COM252 | Spring 2013 | 4.6 | 4.6 |
| COM497 | Spring 2013 | 4.9 | 4.9 |
| COM252 | Fall 2012 | 4.6 | 4.9 |
| COM311 | Fall 2012 | 4.6 | 4.8 |
| COM114 | Summer 2012 | 4.5 | 4.7 |

Teaching presentations

Presenter, Benjamin Franklin Transatlantic Fellows Summer Institute, Purdue University. Hour-long workshop “Writing the News” for 50+ international high school students as part of the institute’s “Media and Communication” Module, 2013

Co-presenter. Center for Instructional Excellence’s College Teaching Workshops Series I. “Instructional Presentation Techniques that Engage Students,” 2014.

Participation in summer institutes and other programs

College Media Institute: Sports Reporting Workshop, Vanderbilt University, Spring 2019.

Aug. 6-12, 2005 – Investigative Reporters and Editor’s “Computer-Assisted Reporting Boot Camp.” Columbia, MO. Extensive training in EXCEL and ACCESS and DATABASES. Exercises incorporated into revamped COM359: Reporting Public Affairs course.

Breakfast of Editing Champions, AEJMC, August, 2012. Shared teaching ideas of daily online quizzes, Find the Goofs, live tweeting events.

Teaching Publications

Natt, J. (2007). [Review essay of Irby, John, Kenton Bird, Susan English and David Cuillier (2007). Reporting that Matters: Public Affairs Coverage. Boston: Pearson Education Inc. pp 320. Parks, Perry (2006). Making Important News Interesting: Reporting Public Affairs in the 21st Century. Oak Park, Ill.: Marion Street Press Inc. pp. 251]. *Journalism and Mass Communication Educator* 62 (1).

Natt J. and Madsen, L. (2005). "The Case of the Unsolved Crime: How group leadership affects group decision-making processes." *Teaching Ideas for the Basic Public Course*, 9th Edition.

Whitford, F.; Shaheen, L.; Kilbane, K.; Boyd, J.; Natt, J.; Skinner, D.; Morisse, C.; Falda, W.; Blessing, A. (2003). *Communicating With the News Media: Sending a Clear, Concise, Consistent Message*. Publication of Purdue Pesticides Programs, Purdue University Cooperative Extension Service

ENGAGEMENT

University or School Departmental Service

Departmental Service

Member, Search Committee, Assistant Professor, Interpersonal and Social Media, 2018

Unit head, Mass Communication unit, 2017-present, 2005-2007

Undergraduate Director, Brian Lamb School of Communication, 2005-2009

Member, Faculty Affairs Committee, 2001-2003, 2008-2010, 2010-2017, 2017-2019

Member, Undergraduate Committee, 2001-2009, 2012-2016

Member, Search Committee, Continuing Lecturer, 2017

Member, Search Committee, Engineer, BLSC television studio, 2016

Member, Search Committee, Professional in Residence, 2015

Member, Search Committee, Continuing Lecturer, 2015

Member, Search Committee, Assistant Professor, Political Communication, 2013

Member, Search Committee, Assistant Professor, Social Networks, 2013

Chair, Search Committee, Clinical Assistant Professor, 2011

Member, Search Committee, Department Chair, 2002

Member, Search Committee, Assistant Professor, Mass Communication, 2002

Other departmental service

Renovation committee for BLSC teaching lab, BRNG2273

Volunteer, phone calls to admitted students, 2017, 2018, 2019.

Volunteer, Digital Media Conference, 2018. As part of a one-day recruitment event for mass communication students from area high schools and their parents, held sessions on the importance of writing to various careers and promoted writing courses available in BLSC.

Member, working group on graduate program plan and implications for teaching and course offerings committee for Dean Reinhold, 2015

Representative of BLSC, dinner, President Mitch Daniels, 2013

Social media, BLSC, 2013

Member, BLSC website committee, 2011

Organizer, Slate.com's live taping of popular podcast Political Gabfest, 2011, 2012

Commencement representative, BLSC, 2001, 2003, 2006, 2008, 2016

Speaker, Women in Communication, 2000, 2001
Speaker, Boiler Communication, 2015

University Service

Reviewer, Faculty Development Center, 2019
Member, CLA Faculty Senate Grade Appeals Committee, 2017, 2018, 2019
Member, Purdue Language and Cultural Exchange planning committee, 2013
Representative, Purdue University, Speak and Learning Subcommittee, Indiana Council on Higher Education.
Moderator, 4th annual Stopping Child Abuse summit, Panel on media coverage of child abuse, 2009.
Senator, CLA Faculty, 2004-2007
Member, CLA Grievance Committee, 200-2007
Participant, Measured Response sponsored by Purdue Homeland Security Institute, 2004
Participant, Diversity Conversation Series, “Media and the Sept. 11 Attacks” forum, 2001
Speaker, Freedom of Information Act issues, 2001
Campus Contact, Society of Professional Journalists, 2001-present.

Evidence of engagement through media interviews

“Egypt faces pressure to release captive journalists,” Purdue Exponent, 2014
“Crafting the New Media Course,” emilycramer.com, 2014
“Blogging brings courses on to web,” Purdue Exponent, 2012
“Daily Show may provide quality news,” Purdue Exponent, 2008
“Olympic experience priceless for 3 students,” Daily Herald, 2008
“175 years young, still evolving,” Journal & Courier, 2003
“Expert: Times scandal scars profession, classroom,” Purdue News Service, 2003