

Nichola D. Gutgold, Ph.D.
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Education:

Ph.D. Speech Communication, Penn State University, 1999
Dissertation: The Rhetoric of Elizabeth Dole:
Managing Rhetorical Roles 1987-1999
M. A. Speech Communication, Bloomsburg University, 1988
B. A. English, with honors, Kings College, 1984
B. A. Mass Communications, with honors, Kings College, 1984

Areas of Specialization:

Women's Rhetoric
Pedagogy of Public Speaking

Awards:

Outstanding Research and Creative Accomplishment Award, PSU Lehigh Valley, 2006-2007
Advising Excellence Award, PSU Lehigh Valley, 2003-2004
Teaching Excellence Award, PSU Lehigh Valley, 2001-2002
Student Appreciation and Recognition Award, PSU Lehigh Valley, 1996-1997

Employment:

Associate Professor of Communication Arts and Sciences
Penn State Lehigh Valley, 2006-present
Assistant Professor of Communication Arts and Sciences
Penn State Lehigh Valley, 2000 to 2006
1995 to 2000 Penn State Berks-Lehigh Valley College; full time lecturer of speech communication
1990-1995 Penn State Allentown; part time lecturer of speech communication
1988-1995 Northampton Community College; part time lecturer of speech communication
1988-1995 Northampton Community College's Center for Business and Industry; corporate trainer
1988-1995 Luzerne County Community College; part time lecturer of speech communication
1986-1988 Crown American Corporation; marketing and advertising director
1984-1986 Allentown Outlet Mall; marketing director

Administrative Experience:

1994-1998 Evening Administrator of Penn State Lehigh Valley

Courses Taught:

Public Speaking (Communication Arts and Sciences 100)
Org. Communication (Communication Arts and Sciences 352)
Negotiation (Business Administration 322)
Professional Speaking (Communication Arts and Sciences 400)
Speech Writing (Communication Arts and Sciences 318)
Media and Society (Communications 100)
Art of the Cinema (Communications 150)
Computer Mediated Communication (Communication Arts and Science 283)

Memberships in Professional Associations:

National Communication Association (NCA)
Eastern Communication Association (ECA)
Pennsylvania Speech Communication Association (PCA)

Offices Held:

Secretary of Rhetoric and Public Address Interest Group of Eastern
Communication Association 1999-2002

Vice-Chair of PCA 2008

Corporate Training and Consulting:

Bosch-Rexroth Corporation, 2005
Reinsel Kuntz Leshner, 2005
Lehigh Valley Hospital, 2006-2007
Baruch College, 2007

Other activity:

Web Commentator, Women's Media Center, 2007
Op/Ed writer, The Morning Call, 2004-present
Speech writer, Mayoral race, Allentown, PA, 2001
Faculty Leader, The Washington Center, Washington, D.C.
GOP Convention, 2000, 2004
Inaugural Program, 2000

Grants:

Margaret Chase Smith Library, Ada Laeke Research Grant, May, 2005, to travel to Skowhegan, Maine to research Margaret Chase Smith. \$600.

Research Development Grant, April, 2005, to travel to Washington, D.C. to interview Carol Moseley Braun. \$300.

Research Development Grant, March, 2005 to purchase New York Times art for manuscript on women presidential candidates. \$200.

Angel Computer Faculty Development Grant to work with a student to integrate on-line teaching into communication courses, 2003. (value, \$500)

Research Development Grant, Research Grant to study first lady rhetoric, Penn State Berks-Lehigh Valley College, 1999, \$1750.

Gerald R. Ford National Library, Research Grant to Study Betty Bloomer Ford, November 1998, \$1,090.

Project Empower Grant's Center for Learning and Academic Technologies to improve Speech Communication 100, January, 1996 - \$5,500
Obtained a grant for networking faculty in speech who have empowered courses with technology

FIRST Grants (Faculty Integrating Resources and Technologies) for incorporating Power Point into a team problem-based project for organizational communication, Fall, 1998 - \$500

Scholarly Publications:**Books:**

Gutgold, N.D. *Seen and Heard: The Women of Television News*. Lexington Books, forthcoming, 2008.

Gutgold, N.D. *Paving the Way for Madam President*. Lexington Books, 2006.

Wertheimer, Molly M. and Gutgold, N.D. *Elizabeth Hanford Dole: Speaking from the Heart*. Praeger Press, 2004.

Book Chapters and Articles:

Gutgold, Nichola D. (2007). *Madam President Speaks; The Communication of Women in Power; Between One and Many; The Art and Science of Public Speaking*, Steven Brydon and Michael D. Scott, Mayfield, sixth edition, 2007.

Gutgold, Nichola D. (2006) Chapter in a Book. "The Autobiography of Elizabeth Dole. Contemporary women and Autobiography, Molly Mayhead and Brenda DeVore Marshall editors, Rowman and Littlefield.

Gutgold, Nichola D. (2006) "'Low Stakes' Public Speaking in the Basic Speech Course." *Teaching Ideas for the Basic Course* (10th edition), Barbara S. and Lawrence W. Hugenberg, Eds.

Gutgold, Nichola D. "Turning Speeches into Oral Presentations" 2006 Pfeiffer Annual.

Gutgold, Nichola D. "Teaching Students to Give Successful Paper Presentations" *North Dakota Journal of Speech and Theatre*, September, 2005.

Gutgold, Nichola D. (2004) "Teaching Speech On Line!" *Teaching Ideas for the Basic Course* (8th edition), Barbara S. Hugenberg and Lawrence W. Hugenberg, Eds.

Gutgold, Nichola D. (Winter 2004) "Meet the Candidates." *Communication Teacher* 18:1, pp 26-27. This article has been reprinted with permission in an anthology titled "Selections from the Speech Communication Teacher, 2002-2005" that will be available to instructors who adopt "The Art of Public Speaking" by Stephen E. Lucas.

Gutgold, Nichola D. Chapter in a book. "The Rhetoric of Elizabeth Dole." *Contemporary American Orators*, Bernard Duffy and Richard Leeman, editors, Greenwood Press, 2005.

Gutgold, Nichola D. "The Most Memorable Spouse Speech." *The Pennsylvania Communication Association Annual* 58/59 (2002/2003): 29-43.

Gutgold, Nichola D. (Winter, 2003) "Informative Speaking? Check Out the TV Shopping Channels!" *Communication Teacher*. 17:2,13-14.

This article has been reprinted with permission in an anthology titled "Selections from the Speech Communication Teacher, 2002-2005" that will be available to instructors who adopt "The Art of Public Speaking" by Stephen E. Lucas

Gutgold, Nichola D. "Writing to Learn Speech and Other Performance-Based Courses." *Iowa Communication Journal*, Volume 34, No. 2, September 2002. pp. 85-89.

Gutgold, Nichola D. review of "*The Women's Public Speaking Handbook*" for Wadsworth Thomson Learning, 2002.

Gutgold, Nichola D. "The Dole Stroll; Excerpts from an interview with Elizabeth Dole, April 7, 1998." *Between One and Many; The Art and Science of Public Speaking*, Steven Brydon and Michael D. Scott, Mayfield, fourth edition, 2002, p 42.

Gutgold, Nichola D. review of Steven Brydon and Michael Scott's *Between One and Many*, (McGraw-Hill) *American Communication Journal*, January 2002.

Gutgold, Nichola D. (October, 2001) Review. "A Rich History of Oz Before the Rainbow," *The Review of Communication*. Volume 1, Number 2.

Gutgold, Nichola D. and Hobgood, Linda. (Rowman and Littlefield, 2003) Molly Meijer Wertheimer, ed. "A Certain Comfort of A Candid First Lady." *The Rhetoric of Twentieth Century First Ladies*, pp325-340.

Gutgold, Nichola D. (2002) "Tips for Organizing Your Next Presentation." *The McGraw-Hill Training Sourcebook*.

Gutgold, Nichola D. (Fall, 2001) "Reaching into the Community; Studying a Local Politician in the Basic Speech Course." *Communication Teacher*. 16.1: pp10-11.

Gutgold, Nichola D. (July, 2001) Review. "Exploring the Rhetoric of Women Governors." *The Review of Communication*, Volume 1, Number 1.

Gutgold, Nichola D. (Spring, 2001) "Introducing a Classmate to the Class Using E-mail." *The Successful Professor*, pp1-3.

Gutgold, Nichola D. (Spring,2001) "The Spouse to Candidate Shift of Elizabeth Hanford Dole." *Women and Language*. XXIV 1 pp.29-36.

Gutgold, Nichola D. (2000) "A World of Speech Ideas." Teaching Ideas for the Basic Course, Vol 4; Barbara S. Hugenberg and Lawrence W. Hugenberg, Eds. Unit VII, 7.2.

Gutgold, Nichola D.(Summer, 2000) "Meta Communication in Business Communication." *Communication Teacher*, 14:1 p14.

Gutgold, Nichola D. (1999) "SEEK Effective Communication Skills." The McGraw-Hill Training Sourcebook, p. 321.

Gutgold, Nichola D. (1998) "Pointing Groups to Power Point." *Speech Communication Teacher* - 11, pp. 5-6. This article has been reprinted with permission in an anthology titled "Selections from the Speech Communication Teacher, 1996-1999" that will be available to instructors who adopt "The Art of Public Speaking" by Stephen E. Lucas.

Invited Presentations:

Carlow University, March, 14 2007, Invited Speaker for The School for Social Change's Women's History Month Celebration. Title of Talk: *Paving the Way for Madam President*.

Kutztown University, March, 22, 2007, Invited Speaker for The Women's Center. Title of Talk: *Paving the Way for Madam President*.

Conference Presentations:

National Communication Association Conference, November 15-18, 2007
Anticipating Madame President II: A Roundtable

Session Role: Respondent

Restoring Faith in Public Intellectualism

Unit: Applied Communication Division

Session Role: Respondent

Pennsylvania Communication Association Conference, October 18-20, 2007
Presented a poster session: "Social Networking Connects Young People to Politics."

National Communication Association Conference, November 16-19, 2006.
Presented a paper: "Paving the Way for Madam President: A Rhetorical Analysis of Five Women who ran for President."

Participated in the Feminist Studies Book Fair.

Pennsylvania Communication Association Conference, October 5-7, 2006
Presented a paper "History Provides Insight into a Woman's Quest for the Presidency."

National Communication Association Conference, November 21-24, 2005,
Presented a paper "Just Like Azaleas in the Spring; Elizabeth Dole's Use of Southern Heritage in her Autobiography."

Eastern Communication Association Conference, April 27-May 1, 2005,
Organized a panel and presented a paper, "Twenty Years after Geraldine Ferraro, Are Women Communicating Greater Expectations in Politics?"

Eastern Communication Association Conference, 2004, contributed to a round table discussion on the scholarship of Molly Meijer Wertheimer.

Eastern Communication Association, Organized a panel and presented a paper: "Integrating Interviewing into Scholarship"; Presented a Paper, "In the Line of Duty; Elizabeth Dole's administrative positions"; Chaired a panel. Eastern Communication Association, April, 2003, presented a paper "Betty Ford's Reaction to Watergate."

National Communication Association Conference, 2003, presented a paper, "The Religiosity of Elizabeth Dole," also chaired a panel of "Women in the Political Sphere."

National Communication Conference, November 20-24, 2002. Presented a paper, "Betty Ford's Response to the National Crisis of Watergate." Presented two papers in the GIFTS series: "Show Me the A Speech!" and "Reaching into the Community; Analyzing the communication of a local politician in the basic course." Participated in a round table discussion "Feminist Pedagogy; junior and senior faculty discuss this important issue." Respondent: Julia T. Wood.

Organization for the Society of Women, Gender and Language Annual Conference, October, 2002. Presented a paper "From Reticence to the Radio Address; Laura Bush's emergence as a spokesperson after 9/11."

Eastern Communication Association Annual Conference, April 25-30, 2002. Presented a paper, "Betty Ford's Response to the National Crisis of Watergate." Participated in a round table, "Governor Jane Swift's Media Treatment."

Eastern Communication Association, April 26-30, 2001. Presented a Paper, "Elizabeth Dole reduced public speaking in Interpersonal Discourse."

Speech Communication Association of Pennsylvania Annual Conference, Oct. 18-20, 2001. Participated on a Round Table, "Style and the Modern First Lady."

National Communication Association Annual Conference, Nov. 1-4, 2001. Organized a panel and presented a paper, Managing Rhetorical Roles from Spouse to Candidate."

National Communication Association, Nov. 8-12, 2000. Presented a Paper, "Identity formation in spouses turned candidates."

Eastern Communication Association Annual Conference, April 27-30, 2000. Presented a Paper, "How Betty Ford Expanded the Boundaries of the role of First Lady" and presented a poster session titled ">From Spouse to Candidate; Managing the Rhetorical Roles of Elizabeth Hanford Dole."

Rhetoric and Public Affairs Interest Group of Eastern Communication Association in conjunction with the Speech Communication Association of Pennsylvania. Annual Conference, October 14-16, 1999. Presented an invited paper: "The Rhetoric of Elizabeth Hanford Dole 1983-1999."

Eastern Communication Association Annual Conference, April 19-22, 1999. Presented a Paper, "Betty Bloomer Ford, A Candid First."

Organization for the Society of Communication, Language and Gender, Annual Conference, October 15-18, 1998. Presented a paper, "One Voice, the Singular Voice of Women 1935-1998."

Eastern Communication Association Annual Conference, April 23-26, 1998. Presented on a panel discussion; "Motherhood as Rhetorical Imperative in Political Discourse?"

New York State Speech Communication Association, Annual conference, September 19-21, 1997. Presented a paper; "Elizabeth Dole's Use of Immediacy in her 1996 GOP convention speech."

