

**CURRICULUM VITAE**  
**Kristina Drumheller**  
**Assistant Professor, West Texas A&M University**  
**Department of Communication**

**Home**

6301 S. Leigh St.  
Amarillo, Texas 79118  
806.353.4408 (hm); 806.626.1039 (cell)  
kdrumheller@wtamu.edu

**Office**

WTAMU Box 60754  
Amarillo, Texas 79016  
806.651.2816

---

## **Educational Background**

Ph.D. University of Missouri – Columbia, Communication, 2004

Dissertation: *Vehicles for Entertainment or Legitimacy Crisis? Revisiting Legitimacy and Image Restoration Efforts After Film Depictions of Organizational Crises*  
Advisor: Michael Kramer

M.A. Southwest Texas State University, Communication Studies, 1998

Thesis: *The Use of Social Judgment Involvement Theory in the Sermons of Mainline and Seeker Churches.*  
Advisor: Frank Flauto

B.A. Texas Tech University, Public Relations/Marketing, (Cum Laude Honors), 1994

## **Research & Teaching**

**Research Interests:** Organizational Legitimacy and Crisis Management, Spirituality and Emotionality in the Workplace, Religious Communication and Generational Intersection, Organizational Brainstorming Processes, Rhetoric and Advertising, Organizational and Social Identity

**Frequently Taught Courses:** Organizational Communication, Crisis Management, Research Methods, Training & Development, Small Group, Social Identity in Organizations, Mass Communication, Public Relations, Business & Professional Speaking, Argumentation & Debate, Special Topics in Rhetoric and Advertising, Principles of Communication

## **Publications**

Drumheller, K., & Benoit, W. L. (2004). USS Greenville collides with Japan's Ehime Maru: Cultural issues in image repair discourse. *Public Relations Review*, 30, 177-185.

- Drumheller, K. (2005). Millennial dogma: A fantasy theme analysis of the Millennial generation's uses and gratifications of religious media. *Journal of Communication & Religion*, 28, 47-70.
- Dougherty, D. S., & Drumheller, K. (2006). Sensemaking and emotions in organizations: Accounting for emotions in a rational(ized) context. *Communication Studies*, 57, 215-238.
- Drumheller, K., & Drumheller, M. (in press). The price of freedom: Ideological issues in Pope John Paul II's messages on World Communications Day. In J. R. Blaney & J. P. Zompetti, *The rhetoric of Pope John Paul II*. Lanham, MD: Lexington Books.

## Conference Presentations

- Drumheller, K. (2008, July). *Removing the blinders: The church as a context for organizational communication research*. A position paper presented at Alta Revisited for Organizational Communication scholars, Snowbird, UT.
- Drumheller, K., & Lawler, G. (2008, May). *Using technology to generate interest in the classroom*. Workshop presented at the conference of The Teaching Professor, Kissimmee, FL.
- Drumheller, K. (2008, April). *Brainstorming to influence: Creating faculty "think tanks" to affect change*. Paper presented at the conference of the Southern States Communication Association, Savannah, GA.
- Drumheller, K. (2006, April). *Broken levees, broken bureaucracy: Questioning state government legitimacy after hurricane Katrina*. Paper presented at the conference of the Southern States Communication Association, Dallas, TX.
- Drumheller, K. (2005, November). *Organizational legitimacy reparation and organizational image restoration: One and the same*. Paper presented at the conference of the National Communication Association, Boston, MA.
- Drumheller, K., & Drumheller, M. (2005, February). *Predestined ascendancy: Hidden power in overt debate over the ordination of gays and lesbians in the Presbyterian Church (USA)*. Paper submitted for presentation at the conference of the Western States Communication Association.
- Atkinson, J., & Drumheller, K. (2003, May). *Taking the American dream to a theater near you: The mythology of Star Wars as a product of the culture industry*. Paper presented at the conference of the International Communication Association, San Diego, CA.
- Dougherty, D., & Drumheller, K. (2003, February). *Sensemaking and emotions in organizations: Accounting for emotions in a rational(ized) context*. Paper presented at the conference of the Western States Communication Association, Salt Lake City, UT. **[Top Organizational Communication Panel Paper]**

- Drumheller, K. (2002, November). *Cancelled flight: Employee responses to American Airlines' acquisition of TWA*. Paper presented at the conference of the National Communication Association, New Orleans, LA.
- Drumheller, K., Hudson, L., & Drumheller, M. (2002, November). *God of war: The rhetorical acceleration of religious dogma during the "War on Terror."* Paper presented at the conference of the National Communication Association, New Orleans, LA.
- Drumheller, K. (2002, November). *Millennial dogma: A fantasy theme analysis of the Millennial generation's uses and gratifications of religious media*. Paper presented at the conference of the National Communication Association, New Orleans, LA.
- Pfafman, T., Drumheller, K., & Dixon, M. (2002, November). *Who gets to make the rules?: A case study of power and differentiation in social groups*. Paper presented at the conference of the National Communication Association, New Orleans, LA.
- Drumheller, K. (2002, April). *They huffed and puffed: Big Tobacco's efforts after the fall of their house*. Paper presented at the conference of the Central States Communication Association, Milwaukee, WI. **[Top Graduate Student Paper, Rhetoric Division]**
- Drumheller, K. (2001, November). *Inside 60 Minutes: Fighting for Legitimacy and Redemption After The Insider*. Paper presented at the conference of the National Communication Association, Atlanta, GA.
- Drumheller, K. (2000, November). *Legitimacy on the Big Screen: Re-inventing Ideologies and Legitimation Endeavors After A Civil Action*. Paper presented at the conference of the National Communication Association, Seattle, WA. **[Top Graduate Student Paper, Organizational Communication Division]**
- Drumheller, K. (2000, April). *Renegotiating "Equality": The Rhetoric of the Trials for the Dragging Murder in Jasper, Texas*. Paper presented at the conference of the Southwestern States Communication Association, New Orleans, LA.
- Ritter, K., Wuensche, K.D., Harmon, M.L., & Drumheller, K. (1999). *Workbook for Public Speaking: SCOM 203*. Carrollton, TX: Alliance Press Custom Books.
- Drumheller, K. (1998, April). *The Godmobile: Using Religion to Sell Transportation at the Turn-of-the-Century*. Paper presented at the conference of the Southwestern States Communication Association, San Antonio, TX.

## Teaching Experience

**West Texas A&M University** – Amarillo, TX

Aug. 2006 – present

Assistant Professor

- Communication Theory (Graduate)
- Mass Communication (Graduate)
- Organizational Communication
- Religious Communication
- Interpersonal Communication
- Business & Professional Communication
- Research Methods

**McMurry University** – Abilene, TX

Aug. 2004 – June 2006

Assistant Professor (Lecturer 2002-2004)

- **Department of the Year Award (2002-03)**
- **Special Topics:** Crisis Management; Advertising Rhetoric; Communicating Social Identity
- Organizational Communication
- Research Methods
- Public Relations
- Small Group Communication
- Mass Communication; Broadcasting
- Business & Professional Communication
- Argumentation & Debate

**University of Missouri** - Columbia, MO

Aug. 2000 – May 2002

Teaching Assistant

- Public Speaking, self-contained

**East Central College** – Union, MO

Jan. 2000 – May 2002

- Interpersonal communication

**Fontbonne College** – St. Louis, MO

Jan. 2000 – May 2000

- Small group communication
- Course development for senior seminar in Rhetorical Criticism and the Media

**St. Louis Community College** – Florissant, MO

Jan. 2000 – May 2000

- Oral communication – hybrid basic course

**Blinn College** – Bryan, Texas

July 1998 – Dec. 1999

Part-time Lecturer

- Business & Professional Communication
- Federal Prison Camp for Women, Introduction to Speech

**Texas A&M University**– College Station, Texas

August 1999 – Dec. 1999

**George Bush School, Program on Conflict and Dispute Resolution**

Teaching Assistant/Research Assistant (each 10 hours)

- Public Speaking
- Scheduled Speakers
- Managed listserv
- Researched on Edwards Aquifer/Conflict Management

**Texas A&M University** – College Station, Texas

August 1998 – May 1999

Assistant Lecturer, Full Time

- Public Speaking
- Co-Authored Public Speaking Workbook

## **Service**

### **Community**

OUTstanding Amarillo, focus group planner/research assistance

Amarillo Public Relations Organization, organizing chair

Abilene Public Relations Organization, charter board member

Buffalo Gap Historic Village, internship consultant

Trainer, Association of Professional Researchers for Advancement – National & Southwest Region

Guest Speaker, American Business Women’s Association, Public Speaking & Communication

High School Debate Workshop Volunteer – Abilene, TX region

High School Debate Judge – Abilene, TX region

Judge, Missouri High School Speech and Debate

Environmental Training for Elementary Educators

- Assistant Director, Keep Austin Beautiful

**University Service**

**West Texas A&M University Service**

Travel Fund Committee

Institutional Review Board Committee

Graduate Advisory Council

Core Curriculum Fellow

Helped review PHPM Crisis Management Plan

**McMurry University Service**

General Education Subcommittee - Chair

Strategic Planning – Academic Subcommittee

Board of Trustees – Advancement Committee

International Scholarship Selection Committee

Education Committee

Undergraduate Honors Thesis Advisor (Ellis, Pryor, Perkins, Guess)

Undergraduate Honors Thesis Committee (Spurgeon, Sain, Teig)

T.I.P. Social Club Sponsor 2002 – 2006

Distance Learning Task Force

McMurry Think Tank and General Education Revision committees

Blackboard Participant (PT3 Grant) & Moodle Participant (Program Comparison)

**Honors/Awards/Grants**

*Killgore Research Grant - \$2810*

*Sam Taylor Grant - \$1400 for project on emotionality and spirituality in the workplace (in progress)*

*Who's Who Among America's Teachers (2005)*

*Top Three Paper*, Organizational Communication Division, presented at the Western States Communication Association convention, Salt Lake City, UT, February 2003.

*Top Graduate Student Paper*, Rhetoric Division, presented at the Central States Communication Association convention, Milwaukee, WI, April 2002.

*Top Graduate Student Paper*, Organizational Communication Division, presented at the National Communication Association convention, Seattle, WA, November 2000.

## **Advisees Accepted to Undergraduate Conferences**

Whitfield, J. (2006, April). Paper presented at the Southern States Communication Association Undergraduate Conference in Louisville, KY.

Perkins, S. (2005, Feb.). *Insider Trading – It's Not a Good Thing: Martha Stewart's Image Restoration Efforts*. Paper presented at the Western States Communication Association Undergraduate Conference in San Francisco, CA.

Huddleston, K. (2004, Feb.). *Enhancing Persuasive Ability. Using Social Judgment Theory*. Paper presented at the Western States Communication Association Undergraduate Conference in Albuquerque, NM.

Paysee, A. (2003, April). *A Trusted Companion. A Reflection on the Eastman Kodak Company*. Paper presented at the Southwestern States Communication Association Undergraduate Conference in Birmingham, AL.

## **Honors Theses Directed**

Guess, T. (2006). *Servant leadership as a corporate model*. Presented for Graduation with Departmental Honors in Communication.

Perkins, S. (2005). *Insider trading – It's not a good thing: Martha Stewart's image restoration efforts*. Presented for Graduation with University and Departmental (Communication) Honors.

Pryor, C. (2005). *Sexually explicit content in advertising*. Presented for Graduation with Departmental Honors in Communication.

Ellis, A. (2004). *Smoke rings in the dark: Utilization of image restoration theories by the big four tobacco company*. Presented for Graduation with University and Departmental (Communication) Honors.

## **Honors Theses Committee Member**

Sain, M. (2006). *Where my girls at? Ideology and the music of female hip hop artists*. Presented for Graduation with Departmental Honors in Communication.

Spurgeon, M. (2006). *Open doors, where's the doctrine? A Pentadic Analysis of the Methodist Church's Open Doors Campaign*. Presented for Graduation with University and Departmental (Communication) Honors.

Teig, T. (2006). *What Might Have Ben: Original Play*. Presented for Graduation with University and Departmental (Theatre) Honors.

## **Professional Associations & Service**

National Communication Association, Member (1998-present)  
Reviewer – Student Division

Southern States Communication Association, Member (1998-present)

Western States Communication Association, Member (2003-present)  
Reviewer – Organizational Communication Division

Texas State Communication Conference  
Reviewer for Best Student Papers for Undergraduate Conference

## **Additional Education**

*Motorola's* Influence (Collaborating for Results) Course

*Motorola's* Successful Negotiator Course

*Austin Presbyterian Theological Seminary's* Midwinter Lecture Series - Church Growth and Decline

Keep Austin Beautiful Environmental Course Trainer

Keep America Beautiful Certified Curricula Trainer