

**Curriculum Vita**  
**DIANNE G. BYSTROM**  
March 2017

Carrie Chapman Catt Center for Women and Politics  
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**Current Position**

*Director, Carrie Chapman Catt Center for Women and Politics, Iowa State University, July 1996 –*

**Education**

*Ph.D. 1995 University of Oklahoma Communication (emphases in Political  
Communication and Mass Communication)*  
*M.A. 1982 University of Oklahoma Journalism and Mass Communication*  
*B.A. 1975 Kearney (NE) State College Journalism, summa cum laude, with minors in  
English and French*

**Books in Progress (under contract)**

Warner, B. R., Bystrom, D. G.; McKinney, M. S.; & Banwart, M. C. (forthcoming in 2017). *An Unprecedented Election: Media, Communication, and the Electorate in the 2016 Campaign*. Santa Barbara, CA: Praeger.

Bystrom, D. G., & Burrell, B. (forthcoming in 2018). *Women in the American Political System: An Encyclopedia of Women as Voters, Candidates, and Office Holders* (two volumes). Santa Barbara, CA: ABC-CLIO.

Banwart, M. C., Bystrom, D. G., & Winfrey, K. L. (forthcoming in 2018). *Women and Politics: A Communication Perspective*. New York, NY: Peter Lang Publishing.

**Books Published**

Bystrom, D. G., Banwart, M. C., & McKinney, M. S. (Eds.) (2014). *alieNATION: The Divide and Conquer Election of 2012*. New York, NY: Peter Lang Publishing.

McKinney, M. S., Kaid, L. L., Bystrom, D. G., & Carlin, D. (Eds.) (2005). *Communicating Politics: Engaging the Public in Democratic Life*. New York, NY: Peter Lang Publishing.

Bystrom, D.G., Banwart, M. C., Kaid, L. L., & Robertson, T. (2004). *Gender and Candidate Communication: VideoStyle, WebStyle, NewsStyle*. New York, NY: Routledge.

Kaid, L. L., Tedesco, J. C., Bystrom, D. G., & McKinney, M. S. (Eds.) (2003). *The Millennium Election: Communication in the 2000 Campaign*. Lanham, MD: Rowman & Littlefield Publishers Inc.

### **Books Published (continued)**

Kaid, L. L., & Bystrom, D. G. (Eds.) (1999). *The Electronic Election: Perspectives on the 1996 Campaign Communication*. Mahwah, NJ: Lawrence Erlbaum Associates Inc.

Ragan, S., Bystrom, D., Kaid, L. L., & Beck, C. (Eds.). (1996). *The Lynching of Language: Gender, Politics, and Power in the Hill-Thomas-Hearings*. Champaign, IL: University of Illinois Press.

### **Book Chapters**

Bystrom, D. (2017). Gender and Political Advertising. In Holtz-Bacha, C. and Just, M. (Eds.), *Handbook of Political Advertising*. New York, NY: Routledge.

Bystrom, D. (forthcoming in 2017). Gender and Communication on the Campaign Trail: Media Coverage, Advertising, and Online Outreach. In Carroll, S. J., and Fox, R. L. (Eds.), *Gender and Elections: Shaping the Future of American Politics*. (4<sup>th</sup> Ed.). New York, NY: Cambridge University Press.

Bystrom, D. (2016). American Women and Political Campaigns: Communication Between Candidates, Voters, and the Media. In Benoit, W. L. (Ed.), *Handbook of Political Campaigning in the United States*. Santa Barbara, CA: ABC-CLIO.

Bystrom, D., & Hennings, V. (2014). Articulating Interests and Advocating Issues: An Analysis of Congresswomen's Political Speech after the 2012 Election. In Bystrom, D. G., Banwart, M. C., & McKinney, M. S. (Eds.), *alieNATION: The Divide and Conquer Election of 2012*. New York, NY: Peter Lang Publishing.

Hennings, V., & Bystrom, D. (2014). Gendered Framing of the 2012 Election: Incidence of the "War on Women." In Bystrom, D. G., Banwart, M. C., & McKinney, M. S. (Eds.), *alieNATION: The Divide and Conquer Election of 2012*. New York, NY: Peter Lang Publishing.

Bystrom, D. (2014). Advertising, Web Sites, and Media Coverage: Gender and Communication along the Campaign Trail. In Carroll, S. J., and Fox, R. L. (Eds.), *Gender and Elections: Shaping the Future of American Politics*. (3<sup>rd</sup> Ed.). New York, NY: Cambridge University Press.

Bystrom, D. G., & Hennings, V. M. (2013). Newspaper Coverage of Women Running for the U.S. Senate in 2012: Evidence of an Increasingly Level Playing Field? In Armstrong, C. (Ed.), *Media Disparity: A Gender Battleground*. Lanham, MD: Lexington Books.

Bystrom, D., Brown, N., & Fiddelke, M. (2013). Barriers Bent, Not Broken: Newspaper Coverage of Women State and Local Executive Office Candidates. In Rose, M. (Ed.), *Women & Executive Office: Pathways and Performance*. Boulder, CO: Lynne Rienner Publishers.

### **Book Chapters (continued)**

- Bystrom, D., & Brown, N. (2011). Videostyle 2008: A Comparison of Female vs. Male Political Candidate Television Ads. In McKinney, M. S., and Banwart, M.C. (Eds.), *Communication in the 2008 U.S. Election: Digital Natives Elect a President*. New York, NY: Peter Lang Publishing Inc.
- Bystrom, D. (2010). 18 Million Cracks in the Glass Ceiling: The Rise and Fall of Hillary Rodham Clinton's Campaign for the Democratic Nomination for President. In Murray, R. (Ed.), *Cracking the Highest Glass Ceiling: A Global Comparison of Women's Campaigns for Executive Office*. Westport, CT: Praeger Publishers.
- Bystrom, D. (2010). Advertising, Web Sites, and Media Coverage: Gender and Communication Along the Campaign Trail. In Carroll, S. J., and Fox, R. L. (Eds.), *Gender and Elections: Shaping the Future of American Politics*. (2<sup>nd</sup> Ed.). New York: Cambridge University Press.
- Bystrom, D. (2008). Confronting Stereotypes and Double Standards in Campaign Communication. In Reingold, B. (Ed.), *Legislative Women: Getting Elected, Getting Ahead*. (pp. 59-83). Boulder, CO: Lynne Rienner Publishers.
- Bystrom, D. (2008). Carrie Chapman Catt Center for Women and Politics and Women Candidates, Advertising. In Kaid, L.L., & Holtz-Bach, C. (Eds.), *Encyclopedia of Political Communication*. Thousand Oaks, CA: Sage Publications Inc.
- Bystrom, D. (2006). Advertising, Web Sites, and Media Coverage: Gender and Communication along the Campaign Trail. In Carroll, S. J., and Fox, R. L. (Eds.), *Gender and Elections: Shaping the Future of American Politics*. New York, NY: Cambridge University Press.
- Bystrom, D. (2006). The Evolving Role of Women in Midwestern Politics. In Sisson, R., Zacher, C., Burnham, A., & Zell, R. (Eds.), *Encyclopedia of the Midwest*. Columbus, OH: Institute for Collaborative Research and Public Humanities.
- Bystrom, D.G. (2005). Media Content and Candidate Viability: The Case of Elizabeth Dole. In McKinney, M. S., Kaid, L. L., Bystrom, D. G., & Carlin, D. (Eds.), *Communicating Politics: Engaging the Public in Democratic Life*. New York, NY: Peter Lang Publishing.
- McKinney, M. S., Kaid, L. L., & Bystrom, D. G. (2005). The Role of Communication in Civic Engagement. In McKinney, M. S., Kaid, L. L., Bystrom, D. G., & Carlin, D. (Eds.), *Communicating Politics: Engaging the Public in Democratic Life*. New York, NY: Peter Lang Publishing.
- Bystrom, D. (2004). Women as Political Communication Sources and Audiences. In Kaid, L. L. (Ed.), *Handbook of Political Communication Research*. Mahwah, NJ: Lawrence Erlbaum Associates Inc.

### **Book Chapters (continued)**

- Banwart, M. C., Bystrom, D. G., Robertson, T., & Miller, J. (2003). Issue Agendas in Candidate Messages vs. Media Coverage: Are Women and Men on the Same Page? In Kaid, L. L., Tedesco, J. C., Bystrom, D. G., & McKinney, M. S., *The Millennium Election: Communication in the 2000 Campaign*. Lanham, MD: Rowman & Littlefield Publishers Inc.
- Bystrom, D. (2003). On the Way to the White House: Communication Strategies for Women Candidates. In Watson, R. P. & Gordon, A., *Anticipating Madam President*. Boulder, CO: Lynne Rienner Publishers.
- Bystrom, D., & Kaid, L. L. (2002) Are Women Candidates Transforming Campaign Communication? A Comparison of Advertising Videostyles in the 1990s. In Rosenthal, C. S. (Ed.), *Women Transforming Congress*. Norman, OK: University of Oklahoma Press.
- Bystrom, D., McKinnon, L. M., & Chaney, C. (1999). First Ladies and the Fourth Estate: Media Coverage of Hillary Clinton and Elizabeth Dole in the 1996 Presidential Campaign. In L. L. Kaid & D. G. Bystrom (Eds.), *The Electronic Election: Perspectives on the 1996 Campaign Communication*. Mahwah, NJ: Lawrence Erlbaum Associates Inc.
- Bystrom, D., & Miller, J. (1999). Gendered Communication Styles and Strategies in Campaign 1996: The Videostyles of Women and Men Candidates. In L. L. Kaid & D. G. Bystrom (Eds.), *The Electronic Election: Perspectives on the 1996 Campaign Communication*. Mahwah, NJ: Lawrence Erlbaum Associates Inc.
- DeRosa, K. L., & Bystrom, D. (1999). The Voice of and for Women in the 1996 Presidential Campaign: Style and Substance of Convention Speeches. In L. L. Kaid & D.G. Bystrom (Eds.), *The Electronic Election: Perspectives on the 1996 Campaign Communication*. Mahwah, NJ: Lawrence Erlbaum Associates Inc.
- Kaid, L. L. & Bystrom, D. (1999). The Electronic Election in Perspective. In L. L. Kaid & D. G. Bystrom (Eds.) *The Electronic Election: Perspectives on the 1996 Campaign Communication*. Mahwah, NJ: Lawrence Erlbaum Associates Inc.
- Bystrom, D. (1996). Beyond the Hearings: The Continuing Effects of Hill vs. Thomas on Women and Men, the Workplace, and Politics. In Ragan, S., Bystrom, D., Kaid, L. L., & Beck, C. (Eds.), *The Lynching of Language: Gender, Politics, and Power in the Hill-Thomas Hearings*. Champaign, IL: University of Illinois Press.

### **Journal Articles**

- Dimitrova, D. V., & Bystrom, D. G. (forthcoming in 2017). The Role of Social Media in the 2016 Iowa Caucuses. *Journal of Political Marketing*.
- Bystrom, D., & Dimitrova, D. V. (2014). Migraines, Marriage, and Mascara: Media Coverage of Michele Bachmann in the 2012 Republican Presidential Campaign. *American Behavioral Scientist*, 58 (9), 1169-1182.

### **Journal Articles (continued)**

- Dimitrova, D. V., & Bystrom, D. (2013). The Effects of Social Media on Political Participation and Candidate Image Evaluations in the 2012 Iowa Caucuses. *American Behavioral Scientist*, 57 (11), 1568-1583.
- Bystrom, D., & Dimitrova, D. (2007). Rocking the Youth Vote: How Television Covered Young Voters and Issues in a 2004 Target State. *American Behavioral Scientist*, 50 (9), 1124-1136.
- Banwart, M. C., & Bystrom, D. (2005). Gendered Reactions: Young Voters Responses to the 2004 Presidential Advertisements. *American Behavioral Scientist*, 49 (2), 314-325.
- Banwart, M., Bystrom, D., & Robertson, T. (2003). From the Primary to the General Election: A Comparative Analysis of Media Coverage of Candidates in Mixed-Gender Races for Governor and U.S. Senate in 2000. *American Behavioral Scientist*, 46 (5), 658-676.
- Bystrom, D. G., Robertson, T., & Banwart, M. C. (2001). Framing the Fight: An Analysis of Media Coverage of Female and Male Candidates in Primary Races for Governor and U.S. Senate. *American Behavioral Scientist*, 44, 1999-2013.
- Bystrom, D.G. (1996). Candidate Gender and the Presentation of Self: The Videostyles of Men and Women in U.S. Senate Campaigns. In Notes on Recent Dissertations, *Political Communication*, 13, 487-89.
- Bystrom, D. (1995, August). Research on Women Candidates. *Political Advertising Research Reports*, 2(2), 2-3.
- Cawyer, C., Bystrom, D., Miller, J., Simonds, C., & Martin, J. S. (1994). Communicating Gender Equity: Representation and Portrayal of Women and Men in Introductory Communication Textbooks. *Communication Studies*, 45, 325-31.
- Bystrom, D., Roper, C., Gobetz, R., Massey, T., & Beall, C. (1991). The Effects of a Televised Gubernatorial Debate. *Political Communication Review*, 16, 57-80.

### **Grants, Awards & Honors:**

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|------|---|
| 2016 | Distinguished Higher Education Leadership Award, Iowa Network for Women in Higher Education |
| 2016 | Martin Luther King Jr. Advancing One Community Award, Iowa State University                 |
| 2015 | Faculty/Staff Inspiration Award, Alumni Association, Iowa State University                  |
| 2014 | Institutional Service Award, College of Liberal Arts and Sciences, Iowa State University    |

**Grants, Awards & Honors (continued):**

- 2008 Impact Award, Alumni Association, Iowa State University, Carrie Chapman Catt Center for Women and Politics
- 2007 \$8,500 grant from the Center for American Women and Politics, Rutgers University, to develop and present Ready to Run® Iowa: Campaign Training for Women
- 2005-2006 \$11,000 grant from Cargill Inc. for leadership development program graduate teaching assistantships and guest speakers
- 2004-2005 \$9,000 grant from Cargill Inc. for leadership development program graduate teaching assistant and faculty mentor stipends
- 2000-2003 \$265,000 grant from the W.K. Kellogg Foundation and \$75,000 grant from the Iowa State University Office of the Provost for “Shared Leadership for Institutional Change,” a leadership development program for women and minority faculty and staff at Iowa State
- 2000 \$5,000 grant from the ALCOA Foundation to develop and present “Foundations for the Future: A Young Leaders Development Program”
- 1999 Outstanding Alumni Award, University of Nebraska at Kearney
- 1998 \$10,000 grant from the W. K. Kellogg Foundation (through the Center for American Women and Politics at Rutgers University) to develop and present N.E.W. Leadership Midwest/ISU in July 2000
- 1997 Co-authored book, *The Lynching of Language: Gender, Power and Politics in the Hill-Thomas Hearings*, cited as outstanding work on intolerance in North America by the Gustavus Myers Center for the Study of Human Rights in North America
- 1997 \$5,000 grant from U.S. West for “Getting the Message Out: Economic Independence for Iowa Girls,” a three-day training workshop for middle school girls

**Recent Invited Presentations (University and National Symposia)**

Bystrom, D. (2017, March 29). Panelist, *Women in Politics: A Conversation about the Future*. Second annual Jamison Lecture, Texas Women’s University, Denton, Texas.

Bystrom, D. (2016, March 7). Panelist, *Gender Dynamics of the Campaign Trail: Stereotypes, Messages, & Communication*. Women in American Democracy Conference, Ohio State University, Columbus, OH.

### **Recent Invited Presentations (University and National Symposia – continued)**

- Bystrom, D. (2016, February 12). Keynote speaker, *Women's Values and Voice: Navigating Politics and Policy Inside and Outside of Academia*. University of Iowa, Iowa City, IA.
- Bystrom, D. (2015, September 16). *Looking Forward, Looking Back: The Impact of Women on the 'State of our State.'* State of Our State luncheon, League of Women Voters of Illinois, Chicago, IL.
- Bystrom, D. (2014, April 11). *Political Advertising Content and Effects: TV Spots by or for Women*. Working Group Conference on Women, Media and Politics: A Comparative Perspective, Arizona State University, Tempe, AZ.
- Bystrom, D., & Schmidt, S. (2013, March 5). *The 2012 Election: The Good, the Bad and the Ugly*. College of Liberal Arts and Sciences Dean's Distinguished Lecture Series, Iowa State University, Ames, Iowa.
- Bystrom, D. (2013, February 25). *Women and the 2012 Election*. Paul Simon Public Policy Institute, Southern Illinois University, Carbondale, IL.
- Bystrom, D. (2013, January 30). *Gender and Political Communication: 30 Years of Research on Women Candidates' Media Coverage, Advertising and Websites*. John Goodwin Tower Center for Political Studies, Southern Methodist University, Dallas, Texas.
- Bystrom, D. (2012, March 1). *On the Bench and Ballot: Iowa Women in Judicial and Political Leadership*. Women in Iowa Law & Politics conference, College of Law, University of Iowa, Iowa City, IA.
- Bystrom, D. (2009, March 11). *The New Political Campaign Dialog: The Dynamics of Gender, Race and Age*. Social Science Seminar Series, College of Arts and Sciences, Oklahoma State University, Stillwater, OK.
- Bystrom, D. (2008, February). *Bill to Michelle, Cindy to Ann: A Media Perspective on Spouses and Gender in the 2008 Race*. National First Ladies Library, Canton, OH.
- Bystrom, D. (2008, February). *From Super Tuesday and Beyond: Reflections and Predictions*. Gettysburg College, Gettysburg, PA.
- Bystrom, D. (2008, April 18). *Campaign 2008: Rituals, Realities and Other Reflections*. Department of Communication, University of Missouri, Columbia, MO.
- Bystrom, D. (2007, January). *Unfinished Business: Electing a Woman to Represent Iowa in the U.S. Congress*. Keynote speaker, Women's Resource and Action Center 35<sup>th</sup> anniversary, University of Iowa, Iowa City, IA.
- Bystrom, D. (2003, February). *Presidential Campaign Advertising in the Internet Age*. Texas A&M University Conference on Presidential Rhetoric, College Station, TX.

### **Conference Paper Presentations**

- Dimitrova, D. V., & Bystrom, D. G. (2016, May). *The Role of Social Media in the 2016 Iowa Caucuses*. Presented at the pre-conference of the annual meeting of the International Communication Association, San Diego, CA.
- Bystrom, D. (2016, April). *She Said, She Said: Comparing Hillary Clinton's Communication Strategies in her Campaigns for the Democratic Nomination for President*. Presented at the annual meeting of the Central States Communication Association, Grand Rapids, MI.
- Colbert, A., & Bystrom, D. (2015, April). *Iowa Women in Leadership: Policies, Practices and Research Results*. Presented at the Iowa Women Lead Change eastern Iowa conference, "Transforming Journeys," Cedar Rapids, IA.
- Bystrom, D., & Hennings, V. (2014, April). *Articulating Interests and Advocating Issues: An Analysis of Congresswomen's Political Speech after the 2012 Election*. Presented at the annual meeting of the Midwest Political Science Association, Chicago, IL.
- Bystrom, D., & Hennings, V. (2013, November). *Gender Bias Bygone? A Content Analysis of Female and Male Candidates for the U.S. Senate in 2012*. Presented at the annual meeting of the National Communication Association, Washington, DC.
- Hennings, V., & Bystrom, D. (2013, November). *Gendered Framing of the 2012 Election: The "War on Women" as Rhetorical Strategy*. Presented at the annual meeting of the National Communication Association, Washington, DC.
- Bystrom, D., & Dimitrova, D. V. (2012, November). *Beyond the Horse Race: Political Information Sources and Effects on Iowa Caucus-Goers*. Presented at the annual meeting of the National Communication Association, Orlando, FL.
- Bystrom, D., & Dimitrova, D. V. (2012, November). *Marriage, Migraines and Mascara: Media Coverage of Michele Bachmann in the 2012 Republican Primary Campaign*. Presented at the annual meeting of the National Communication Association, Orlando, FL.
- Bystrom, D. (2012, March). *Image, Issues and Iowa: Pre-Caucus Evaluations of Michele Bachmann and Her Male Rivals*. Presented at the annual meeting of the Central States Communication Association, Cleveland, OH.
- Bystrom, D., & Brown, N.J. (2010, November). *Mediating the Candidate: Newspaper Coverage of Women Running for Local and State Executive Office*. Presented at the annual meeting of the National Communication Association, San Francisco, CA.
- Bystrom, D. G., & Brown, N. J. (2009, November). *Videostyle 2008: An Examination of "Feminine" vs. "Masculine" Television Advertising Strategies*. Presented at the annual meeting of the National Communication Association, Chicago, IL.

### **Conference Paper Presentations (continued)**

- Bystrom, D. G., Brown, N. J., & Norris, J. (2009, November). *The Role of Communication in Youth Mobilization Efforts for the 2008 Iowa Caucus*. Presented at the annual meeting of the National Communication Association, Chicago, IL.
- Bystrom, D. (2009, April). *Iowa Women and Politics: Pathways and Prospects for State and National Office*. Presented at the annual meeting of the Midwest Political Science Association, Chicago, IL.
- Bystrom, D. (2008, November). *A Tale of Two States: Newspaper Coverage of Hillary Clinton's Presidential Candidacy in Iowa and New Hampshire*. Presented at the annual meeting of the National Communication Association, San Diego, CA.
- Bystrom, D. (2008, August). *Gender and U.S. Presidential Politics: Early Newspaper Coverage of Hillary Clinton's Bid for the White House*. Presented at the annual meeting of the American Political Science Association, Boston, MA.
- Bystrom, D. (2006, June). *Gender and Campaign Communication: TV Ads, Web Sites, and Media Coverage*. Paper presented at the national symposium on Women in Politics: Seeking Office and Making Policy at the University of California at Berkeley.
- Bystrom, D. (2005, April). *An Analysis of Women's and Men's Reactions to Presidential Candidate Political Ads in the 1996, 2000 and 2004 Campaigns*. Presented at the annual meeting of the Central States Communication Association, Kansas City, MO.
- Bystrom, D. (2004, November). *Videostyle: Communication Messages through Campaign Advertising*. Presented at the annual meeting of the National Communication Association, Chicago, IL.
- Bystrom, D., & Banwart, M. C. (2004, November). *Gender and Political Communication: Implications for Young Voters*. Presented at the annual meeting of the National Communication Association, Chicago, IL.
- Bystrom, D. (2004, September). *An Analysis of Women's and Men's Reactions to Presidential Candidate Political Ads: 1996 and 2000 with Thoughts about 2004*. Presented at the annual meeting of the Iowa Communication Association, Amana Colonies, IA.
- Bystrom, D. (2003, April.) *Iowa's First Woman in Congress? An Analysis of Two Campaigns*. Presented at the annual meeting of the Central States Communication Association, Omaha, NE.
- Bystrom, D. (2002, November). *Encouraging Women to Run for Political Office: A Case Study of Iowa's Women in Public Policy*. Presented at the annual meeting of the National Communication Association, New Orleans, LA.

### **Conference Paper Presentations (continued)**

- Bystrom, D. (2002, August). *What Works: Voter Reactions to Female and Male Videostyles*. Presented at the annual meeting of the American Political Science Association, Boston, MA.
- Bystrom, D. (2001, November). *Communication Strategies and Candidate Status: Women Winning Elections*. Presented at the annual meeting of the National Communication Association, Atlanta, GA.
- Robertson, T., Bystrom, D. G., & Banwart, M. C. (2000, November). *Framing the Fight: An Analysis of Media Coverage of Female and Male Candidates in Primary Races for Governor and U.S. Senate*. Presented at the annual meeting of the National Communication Association, Seattle, WA.
- Bystrom, D. (1999, November). *Why Not A Woman? Reactions to the Presidential Candidacy of Elizabeth Dole*. Presented at the annual meeting of the National Communication Association, Chicago, IL.
- Bystrom, D. (1998, September). *Videostyles of Women and Men Candidates in U.S. Senate Campaigns in the 1990s*. Presented at the annual meeting of the American Political Science Association, Boston, MA.
- Bystrom, D., McKinnon, L. M., & Chaney, C. (1998, April). *First Ladies and the Fourth Estate: Media Coverage of Hillary Clinton and Elizabeth Dole in the 1996 Presidential Campaign*. Presented at the annual meeting of the Midwest Political Science Association, Chicago, IL.
- Bystrom, D. (1997, November). *Effects of Television Advertising on Voter Perceptions of Women and Men U.S. Senate Candidates: What Strategies Work Best?* Presented at the annual meeting of the National Communication Association, Chicago, IL.
- Bystrom, D. & Beert, A. (1997, November). *First Ladies and the Fourth Estate: Newspaper Coverage of Candidate Wives in the 1996 Presidential Campaign*. Presented at the annual meeting of the National Communication Association, Chicago, IL.
- Bystrom, D., & Kaid, L. L. (1997, November). *The Evolution of Videostyle for Women Candidates: Debate as an Advertising Tool*. Presented at the annual meeting of the National Communication Association, Chicago, IL.
- Bystrom, D., & Miller, J. (1997, November). *Campaigning for State vs. Federal Office: An Analysis of the Television Spots of Male and Female Gubernatorial and U.S. Senate candidates*. Presented at the annual meeting of the National Communication Association, Chicago, IL.

### **Conference Paper Presentations (continued)**

- Bystrom, D., & Kaid, L. L. (1996, November). *Videostyle and Technology in Political Advertising: An Update on Women Candidates in the 1994 Election*. Presented at the annual meeting of the Speech Communication Association, San Diego, CA.
- Bystrom, D. (1996, May). *Videostyles of Men and Women Candidates in U.S. Senate Campaigns*. Presented at annual meeting of the International Communication Association, Chicago, IL.
- Bystrom, D. (1996, March). *The Videostyles of Women Candidates in U.S. Senate Campaigns: Voice, Visuals, and Visions*. Presented at the annual meeting of the South Central Women's Studies Association, Norman, OK.
- Bystrom, D. (1994, November). *Gender Differences and Similarities in the Presentation of Self: The Videostyles of Female vs. Male U.S. Senate Candidates in 1992*. Presented at the annual meeting of the Speech Communication Association, New Orleans, LA.
- Cawyer, C. S., Bystrom, D., Miller, J., Simonds, C., O'Brien, M., & Martin, J. S. (1994, April). *Communicating Gender Equity: Representation and Portrayal of Women and Men in Introductory Communication Textbooks*. Presented at the annual meeting of the Central States Communication Association, Oklahoma City, OK.
- Bystrom, D. (1993, November). *From Anita Hill To Capitol Hill: A Content Analysis of Factors Contributing to the Candidacies of Women in the 1992 U.S. House And Senate Races*. Presented as part of a panel, Top Student Papers in Political Communication, at the annual meeting of the Speech Communication Association, Miami, FL.
- Bystrom, D., Roper, C., & Chanslor, M. (1993, November). *Sex, Race, and Politics: Interethnic Communication in the Hill-Thomas Hearings*. Presented at the annual meeting of the Speech Communication Association, Miami, FL.
- Cawyer, C. S., Bystrom, D., & Roper, C. (1993, November). *Using Surveys to Measure Campus Climate: Practical and Methodological Considerations*. Presented at the annual meeting of the Speech Communication Association, Miami, FL.
- Bystrom, D. G., & Roper, C. (1993, February). *The Parent-Child Relationship: An Interpersonal Communication Perspective*. Presented at the annual meeting of the Western Speech Communication Association, Albuquerque, NM.
- Bystrom, D. (1992, November). *The Politics of Political Correctness*. Presented at the annual meeting of the Speech Communication Association, Chicago, IL.

### **Conference Panel Presentations**

- Bystrom, D. (2017, April). Panelist, *Gender and Elections: Reflections on the 2016 Election*, at the annual meeting of the Midwest Political Science Association, Chicago, IL.

### **Conference Panel Presentations (continued)**

- Bystrom, D. (2017, March). Panelist and chair, *Women in the 2016 Election: Roundtable Discussion*, at the annual meeting of the Iowa Association of Political Scientists, Des Moines, IA.
- Bystrom, D. (2017, March). Chair and discussant, *Women in Politics*, at the annual meeting of the Iowa Association of Political Scientists, Des Moines, IA.
- Bystrom, D. (2016, April). Panelist, *Credibility, Outsiders and the 2016 GOP Primary*, at the annual meeting of the Central States Communication Association, Grand Island, MI.
- Bystrom, D. (2016, April). Panelist, *The Iowa Caucuses: Realities and Myths*, at the annual meeting of the Central States Communication Association, Grand Island, MI.
- Bystrom, D. (2016, April). Panelist, *Analyzing the 2016 Presidential Election: Reflections on the Primaries and Predictions for the General Election*, at the annual meeting of the Central States Communication Association, Grand Island, MI.
- Bystrom, D. (2015, April). Panelist, *2014 Political Campaigns: Substantive Convergence or Continued Polarization*, at the annual meeting of the Central States Communication Association, Madison, WI.
- Bystrom, D. (2015, April). Panelist, *Awaiting Madame President: Perspectives of Scholars and Elected Officials on the First Female President of the United States*, at the annual meeting of the Central States Communication Association, Madison, WI.
- Bystrom, D. (2015, April). Panelist, *Gender and Elections: Looking Back at 2014, Looking Ahead to 2016*, at the annual meeting of the Midwest Political Science Association, Chicago, IL.
- Bystrom, D. (2014, April). Moderator, *Policy Discussion: Action Steps for the Future*, at the Women in Politics 2014: Historic and Current Perspectives symposium, University of Iowa, Iowa City, IA.
- Bystrom, D. (2014, April). Discussant, *Evaluating Female Candidates and Representatives: Priming and Stereotypes*, at the annual meeting of the Midwest Political Science Association, Chicago, IL.
- Bystrom, D. (2013, April). Panelist, *Author Meets Critics: Gender and Justice – Why Women in the Judiciary Really Matter*, at the annual meeting of the Midwest Political Science Association, Chicago, IL.
- Bystrom, D. (2013, April). Panelist, *Gender and Elections: 2012 and Beyond*, at the annual meeting of the Midwest Political Science Association, Chicago, IL.
- Bystrom, D. (2013, April). Panelist, *The 'War on Women': Gender, Politics and Rhetoric*, at the annual meeting of the Central States Communication Association, Kansas City, MO.

### **Conference Panel Presentations (continued)**

Bystrom, D. (2013, April). Panelist, *Looking Back, Looking Forward: Lessons Learned from Campaign 2012*, at the annual meeting of the Central States Communication Association, Kansas City, MO.

Bystrom, D. (2013, April). Panelist, *Forecasting the Role of Gender in the 2012 Election*, at the annual meeting of the Midwest Political Science Association, Chicago, IL.

Bystrom, D. (2012, March 29-April 1). Panelist, *Analyzing the 2012 Presidential Election: Reflections on the Primaries and Predictions for the General Election*, at the annual meeting of the Central States Communication Association, Cleveland, OH.

Bystrom, D., (2012, March 29-April 1). Panelist, *Exploring Key Areas of Campaign Communication in the 2012 Elections*, at the annual meeting of the Central States Communication Association, Cleveland, OH.

Bystrom, D. (2010, April). Panelist, *Gender and Elections: Looking Back to 2008, Looking Forward to 2010 and 2012*, at the annual meeting of the Midwest Political Science Association, Chicago, IL.

Bystrom, D. (2009, April). Panelist, *Whither the 2008 Presidential Election: Who, What, Why?* at the annual meeting of the Midwest Sociological Society, Des Moines, IA.

Bystrom, D. (2008, April). Panelist, *Gender and Elections*, at the annual meeting of the Midwest Political Science Association, Chicago, IL.

Bystrom, D. (2005, April). Panelist, *Building a Center for Political Communication from the Ground Up: Discussion by Directors of University and College Centers or Institutes of Political Communication*, at the annual meeting of the Eastern Communication Association, Pittsburgh, PA.

Bystrom, D. (2004, November). Panelist, *Dialogue on Research in Political Communication: A Campaign 2004 Debriefing*, at the annual meeting of the National Communication Association, Chicago, IL.

Bystrom, D. (2004, November). Panelist, *Looking Forward/Looking Back at Iowa, New Hampshire and South Carolina: Ethnographic Reports*, at the annual meeting of the National Communication Association, Chicago, IL.

Bystrom, D. (2004, November). Panelist, *Political Communication Research in the New Millennium*, at the annual meeting of the National Communication Association, Chicago, IL.

### **Conference Panel Presentations (continued)**

Bystrom, D. (2003, April). Panelist, *Roundtable on the 2002 Elections: Another Year of the Woman or Not?* at the annual meeting of the Midwest Political Science Association, Chicago, IL.

Bystrom, D. (2002, November). Panelist, *Revisiting S/election 2000*, at the annual meeting of the National Communication Association, New Orleans, LA.

Bystrom, D. (2002, November). Panelist, *Political Communication from the Beginning: Spotlight on the Scholarship of Lynda Lee Kaid*, at the annual meeting of the National Communication Association, New Orleans, LA.

Bystrom, D. (2002, November). Panelist, *Another Year of the Woman NOT? Roundtable on Women and the 2002 Elections*, at the annual meeting of the Southern Political Science Association, Savannah, GA.

Bystrom, D. (2002, April). Panelist, *Roundtable: Women Candidates and Redistricting in the 2002 Elections*, at the annual meeting of the Midwest Political Science Association, Chicago, IL.

Bystrom, D. (2000, November). Panelist, *Communicating Politics: Engaging the Public in Campaign 2000 and Beyond*, at the annual meeting of the National Communication Association, Seattle, WA.

Bystrom, D. (2000, April). Panelist, *Politics and Political Communication in the Iowa Caucuses*, at the annual meeting of the Midwest Political Science Association, Chicago, IL.

Bystrom, D. (1999, November). Panelist, *Cooperative Research on the 2000 Elections: Forming Teams to Maximize Political Communication Inquiry*, at the annual meeting of the National Communication Association, Chicago, IL.

### **Recent Invited Presentations (Civic and Community Organizations):**

Bystrom, D. (2017, March). *The Status of Women in Elected and Appointed Office in Iowa and Nationally*, USDA Food Safety and Inspection Service, Des Moines, IA.

Bystrom, D. (2017, February). *Connecting with the Community: The Leadership, Engagement and Research Programs of the Carrie Chapman Catt Center for Women and Politics*, Ames Morning Rotary, Ames, IA.

Bystrom, D., (2017, January). *How to Get Elected or Appointed to Public Office*, Leadership Iowa, Des Moines, IA.

Bystrom, D. (2016, November). *Why Women's Leadership Matters, The Way Up: Developing Women Leaders to Enhance Iowa Higher Education*, Coralville, IA.

**Recent Invited Presentations (Civic and Community Organizations, continued):**

Bystrom, D. (2016). *Women and Politics 2016*, Women for a Stronger America (Oct. 19), Des Moines, IA; League of Women Voters of Ames and Story County (Sept. 15); and Ames chapter, American Association of University Women (Sept. 13).

Bystrom, D. (2016, May). *Women in Politics: The 2016 Election*. Osher Lifelong Learning Institute, Alumni Association, Iowa State University, Ames, IA.

Bystrom, D. (2015, April). *Looking Back, Looking Forward: 2014 Election Results and Early Forecast for 2016*. Ames Morning Rotary Club, Ames, IA.

Bystrom, D. (2015, March). *Connecting with the Community: The Leadership, Engagement and Research Programs of the Carrie Chapman Catt Center for Women and Politics*. ISU Women's Club, Ames, IA.

Bystrom, D. (2015, January). *The Importance of Message*. Elect-Her: Panther Women Win, University of Northern Iowa, Cedar Falls, IA.

Bystrom, D. (2014, October). *Ready to Run? What Candidates Need to Know*. Iowa Self Advocacy Conference, Coralville, IA.

Bystrom, D. (2014, January). *The American Woman in Politics Today and Web and TV Messaging*. Blueprint for Winning Academy, Des Moines, IA.

Bystrom, D. (2012, October). *Campaign 2012: Money, Media and Masses*. Osher Lecture Series, Alumni Association, Iowa State University, Ames, IA.

Bystrom, D. (2012, March). *Reflections on Campaign 2012: Rituals, Rhetoric, and Realities*. Iowa State Retirees, Iowa State University, Ames, IA.

Bystrom, D. (2011, January). *Get on the Board or Ballot: Making a Difference in Elected and Appointed Office in Iowa*. Leadership Ames, Ames, IA.

Bystrom, D. (2010). *Get on the Board or Ballot: Women Making a Difference in Elected and Appointed Office in Iowa*, American Association of University Women (March 9), Ames, IA, chapter; N.E.W. Leadership Institute (June 5), University of Iowa, Iowa City, IA; League of Women Voters of Ottumwa (Oct. 13), Ottumwa, IA.

Bystrom, D. (2009, January). *Civic Engagement: The Importance of Political Participation, Leadership and Public Service*. Leadership Iowa (Jan. 16), Des Moines, IA; and Leadership Ames (Jan. 30).

Bystrom, D. (2009, June). *Sowing the Seeds: Encouraging Women to Seek Elected and Appointed Office in Iowa*. League of Women Voters of Iowa state convention, Ottumwa, IA.

### **Courses Taught (Iowa State University)**

- Campaign Rhetoric (SP CM/POL S 417), Fall 2012 and Fall 2008
- Women in Politics (POL S/WS 385), Fall 2009 and Spring 1999
- Interdisciplinary Research on Women and Leadership (WS 488), Spring 2008 and Spring 2006
- Women and Leadership (WS 333), Spring 2007 and Spring 2005
- Leadership Styles and Strategies in a Diverse Society (LAS 222), Spring 2004
- Political Campaign Communication, Honors Program seminar, Spring 2004 and Fall 2000
- Women and Political Leadership, POL S/WS mini-course, Spring 2002
- Mass Media and Society: Interrelationships (JL MC 497), Fall 1997

### **Current Iowa State University Service**

2016-present Member, College of Liberal Arts and Sciences Strategic Planning Steering Committee

2008-present Member, Advisory Committee, Emerging Leaders Academy

2001-present Member, Women's Leadership Consortium

1996-present Serve on graduate student thesis and dissertation committees

### **Current Community Organizations and Service:**

2011-present Member, Iowa Women's Leadership Project

1997-present Member, NEXUS Executive Women's Alliance

1997-present Member, Rotary International, Ames Noon Rotary

1995-present Member, League of Women Voters (member of the board of directors, League of Women Voters of Iowa, 2012-2016)

### **Professional Service**

2004-2008 Secretary-treasurer, Political Communication Division, American Political Science Association

2002-2005 Vice chair-elect (2002), vice chair (2003), chair (2004) and past chair (2005), Political Communication Division, National Communication Association.

1999-2000 Program planner, National Communication Association summer conference, "Communicating Politics: Engaging the Public in Campaign 2000 and Beyond."

1998-2002 Editor, *Women/Politics* newsletter of the Organized Section for Women and Politics Research of the American Political Science Association

1995-1998 Secretary, Political Communication Division, National Communication Association

**Previous University Experience**

- Research Associate, Political Communication Center, University of Oklahoma (1995-1996)
- Assistant Provost, University of Oklahoma (1988-1995)
- Director, Communication Services, University of Oklahoma (1985-1988)
- Assistant Director (1982-85), Senior Writer (1980-82), and Writer (1979-80), News Services, University of Oklahoma