

Craig W. Trumbo, Ph.D.

Journalism and Technical Communication
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Faculty Experience

- 2007 - current **Colorado State University:** Associate Professor, Journalism & Technical Comm.
- 2004 - 2007 **University of Vermont:** Research Associate Professor, College of Medicine
- 2001 - 2004 **University of Missouri:** School of Journalism, Associate Professor (Tenured)
- 1998 - 2001 **University of Wisconsin:** Life Sciences Communication, Assistant Professor
- 1997 - 1998 **Cornell University:** Department of Communication, Assistant Professor

Educational Experience

- 1993 - 1997 **University of Wisconsin-Madison**, Ph.D. 1997. Mass Communication.
Dissertation: *Judging environmental risk. Effects of communication channels and information processing in a model of individual risk judgment.*
- 1991 - 1993 **Iowa State University**, M.S. 1993. Journalism and Mass Communication.
Thesis: *The agenda-setting relationship between the news media and public opinion: The case of global warming, 1988 - 1992.*
- 1979 - 1984 **Iowa State University**, B.A. 1984. Journalism and Mass Communication.
Emphases: Science writing, photojournalism.

Continuing Education

- 2005 **Environmental Sciences Research Institute**, completed 100 hours of instruction for certificate in Geographic Information Systems and Spatial Analysis.
- 2006 **Pennsylvania State University, World Campus**, post-BA certificate in Geographic Information Systems, emphasis in GIS for Health Applications.

Academic Honors and Memberships

AEJMC Nafziger-White Dissertation Award (1998)
Phi Kappa Phi (1997), Kappa Tau Alpha (1993), Gamma Sigma Delta (1993)
International Communication Association
Society for Risk Analysis

Peer-Reviewed Publications

- Trumbo CW and McComas KA (2008). Institutional trust, information processing and perception of environmental cancer risk. *International Journal of Global Environmental Issues* 8(1/2): 61-76.
- Trumbo CW, McComas KA and Besley JC (2008). Individual- and community-level effects on risk perception in cancer cluster investigations. *Risk Analysis* 28(1): 161-178..
- McComas KA, Trumbo CW and Besley JC (2007). Public meetings about suspected cancer clusters: The impact of voice, interactional justice, and risk perception on attendees' attitudes in six communities. *Journal of Health Communication* 12(6): 527-549.
- Trumbo CW, McComas KA and Kannaovakun K (2007). Cancer anxiety and the perception of risk in alarmed communities. *Risk Analysis* 27(2): 335-350.
- Riesenfeld EP, Marcy TW, Reinier K, Mongeon JA, Trumbo CW, Wemple BE, and Kaminsky KA (2007). Radon awareness and mitigation in Vermont: A public health survey. *Health Physics* 92 (5): 425-431.
- McComas KA, Besley, JC, and Trumbo CW (2006). Why citizens do and don't attend public meetings about local cancer cluster investigations. *The Policy Studies Journal* 34(4): 671-698.
- Trumbo CW and O'Keefe GJ (2005). Intention to conserve water: Environmental values, reasoned action, and information effects across time. *Society & Natural Resources* 18: 573-585.
- Trumbo CW (2004). Research methods in mass communication research: A census of eight journals 1990-2000. *Journalism and Mass Communication Quarterly* 81(2): 417-436.
- Trumbo CW and O'Keefe GJ (2004). Communication and reasoned action toward water conservation. *Environmental Communication Yearbook* 1(1): 189-204.
- Trumbo CW (2004). Mass-mediated information effects on testicular self-examination among college students. *Journal of American College Health* 52(6): 257-261.
- Trumbo CW (2004). Cancer information on the World Wide Web: Gross characteristics. *Journal of the National Cancer Institute* 96(4): 332-333.
- Trumbo CW and McComas KM (2003). The function of credibility in information processing for risk perception. *Risk Analysis* 23(2): 343-353.
- Trumbo CW (2002). Information processing and risk perception: An adaptation of the heuristic-systematic model. *Journal of Communication* 52(2): 367-382.
- McComas KA, and Trumbo CW (2001). Application of the Meyer Credibility Index in risk communication. *Risk Analysis* 21(3): 467-480.
- Trumbo CW, Sprecker K, Yun G, Dumlao R, and Duke S (2001). Use of e-mail and the web by science writers. A comparative study, 1994-1999. *Science Communication* 22(4): 347-378.
- Trumbo CW, and O'Keefe GJ (2001). Intention to conserve water: Environmental values, planned behavior, and information effects. A comparison of three communities sharing a watershed. *Society & Natural Resources* 14: 891-901.
- Trumbo CW, and Shanahan J (2000). Social research on climate change: Where we have been, where we are at, and where we might go. *Public Understanding of Science* 9(3): 199-204.
- Trumbo CW (2000). The nature of public requests for cancer cluster investigations: A survey of state health departments. *American Journal of Public Health* 90(8): 1300-1303,
- Yun GW, and Trumbo CW (2000). Response comparison of a survey executed by mail, e-mail, & web site. *Journal of Computer Mediated Communication*: <http://jcmc.indiana.edu/vol6/issue1/yun.html>
- Trumbo CW (1999). Heuristic-systematic information processing and risk judgment. *Risk Analysis* 19(3): 385-393.

- Trumbo CW, Markee N, O'Keefe G, and Park E (1999). Antecedent precipitation as a methodological concern in attitude surveys on water conservation. *Water Resources Research* 35(4): 1269-1274.
- Trumbo CW, Dunwoody SD, and Griffin RJ (1998). Journalists, cognition, and the presentation of an epidemiologic study. *Science Communication* 19(3): 238-265.
- Trumbo CW (1998). Communication channels and risk information: A cost-utility model. *Science Communication* 20(2): 190-203.
- Trumbo CW (1996). Examining psychometrics and polarization in a single-risk case study. *Risk Analysis* 16(3): 423-432.
- Trumbo CW (1996). Constructing climate change. Claims and frames in U.S. news coverage of an environmental issue. *Public Understanding of Science* 5(3): 1-15.
- Trumbo CW (1995). Longitudinal modeling of public issues. An application of the agenda-setting process to the issue of global warming. *Journalism and Mass Communication Monographs* 152: 1-57.

Book Chapters

- Trumbo, CW (2001). Risk communication. In the *Encyclopedia of Library and Information Science*, Vol. 69 (A. Kent, Ed.). M. Dekker, Inc., New York.
- Trumbo, CW (2000). Risk, rhetoric, and the reactor next door. Chapter 10 in *Connections and Directions: Technical Communication, Deliberative Rhetoric, and Environmental Discourse* (N. Coppola and B. Karis, Eds.). Ablex Publishing.

Manuscripts in Progress

- Trumbo CW (2008). *Hazard proximity and cancer risk perception: A GIS analysis*. This paper reports the results of NSF grant SES-0433410, a reanalysis of the cancer cluster investigation data to examine the effect of hazard proximity. Manuscript under review at *Risk Analysis*.
- Trumbo CW (2008). *Proximity to extreme events: The effect of Katrina on optimistic bias in Gulf Coast counties*. This paper reports the results of NSF grant SES-0554921, a survey of individuals living on the Gulf Coast to evaluate the effect that proximity to the Katrina landfall has on perception of future hurricane risk. Manuscript in preparation for *Environment and Behavior*.
- Trumbo CW (2008). *Lay perception of synergistic risk for lung cancer and coronary heart disease*. This paper reports the results from a data collection grant from the Time-sharing Experiments for the Social Science (TESS) project, an on-line survey of approximately 400 individuals demonstrating the application of adjusted anchoring vignettes for measuring perception of synergistic risk involving the combinations of radon and smoking for lung cancer and smoking plus family history for coronary heart disease. Manuscript in preparation for *Journal of Health Communication*.
- Trumbo, CW (2008). *What can interpersonal incomparability tell us about optimistic bias in risk perception?* This paper also reports the results from a data collection grant from the Time-sharing Experiments for the Social Science (TESS) project. Manuscript in preparation for *Journal of Risk Research*.
- Trumbo, CW. (2008). U.S. news coverage and patient visits for flu: A time-series analysis. Manuscript in preparation for *Journal of Health Communication*.

Technical Reports & Invited Presentations

Will the public accept toxicogenomic information? Trumbo CW. Paper presented at: Communicating Toxicogenomics Information to Non-Experts, National Academies of Science, Emerging Issues in Environmental Health Science series; April 22, 2004; Washington, DC.

Communication and Perception of Clusters. Trumbo, C.W. (2003, July 11). Invited presentation at the conference "Current Practice in the Investigation of Disease Clusters." Sponsored by the New Jersey Department of Health and Senior Services and the Cancer Institute of New Jersey.

Orientations Toward Water Conservation in the Truckee River Watershed. Trumbo, C.W. and O'Keefe, G.J. (2000). A report to the public and policymakers in Northwestern Nevada.

Communicating Information About Environmental Remediation Technologies to the Mass Media Through the Use of Interactive Multimedia. Trumbo, C.W. (1994). A Report to the U.S. Department of Energy, Technology Integration Program of the Ames Laboratory at Iowa State University.

Farmers and Water Quality: Local Answers to Local Issues. Evaluation of Producer Involvement in the United States Department of Agriculture 1990 Water Quality Demonstration Projects. Nowak, P., O'Keefe, G., Anderson, S., and Trumbo, C.W. (submitted 1995, revised 1997). Report to the U.S. Department of Agriculture.

Conference Papers Presented (selected, since 1997)

McComas, KA, Foster, MW, Trumbo, CW, Besley, JC (2007, Nov.) *Exploring the notion of public meetings as social stations of risk amplification.* Paper presented to the Society for Risk Analysis annual convention, Austin, TX.

Besley, JC, McComas, KA, Trumbo, CW. (2007, Nov.) *Citizens' perception of the fairness of local scientists and its relationship to nanotechnology concern.* Paper presented to the Society for Risk Analysis annual convention, Austin, TX.

Trumbo, CW (2006, Nov.). *GIS methods to spatially merge, analyze and visualize social survey data demonstrated in a study of the effect of hazard proximity on cancer risk perception.* Poster to be presented to the American Public Health Association annual convention, Boston.

McComas, KA, Besley, JC, and Trumbo, CW. (2006, Nov.). *Not-so-great expectations: The use of public meetings for risk communication during cancer cluster investigations.* Paper to be presented to the Society for Risk Analysis annual convention, Baltimore, MD.

Besley, JC, McComas, KA, and Trumbo, CW. (2006, August). *Media content and procedural justice in the context of local cancer cluster investigations.* Paper presented to the Mass Communication and Society Division at the annual convention of the Association for Education in Journalism and Mass Communication, San Francisco, CA.

Trumbo, CW and McComas, KA. (2004, Nov. 9). *Risk perception, communication, and suspected cancer clusters.* Paper presented to the American Public Health Association Annual Convention, Washington DC.

Trumbo, CW and McComas, KA. (2004, Dec. 6). *A macro-level examination of risk perception & communication in cancer investigations.* Paper presented to the Society for Risk Analysis annual convention, Palm Springs CA.

Besley JC, McComas KA and Trumbo CW (2004, Dec. 7) *A Content Analysis of Newspaper Coverage about Public Meetings on Cancer Clusters.* Paper presented to the Society for Risk Analysis annual convention, Palm Springs CA.

- Park SY, Yun GW and Trumbo, CW (2001, May 25). *Magazine Coverage of Eating Disorders, 1980-1999*. Paper presented to the International Communication Association annual convention, Washington DC.
- Trumbo CW and McComas KA (2000, Dec. 5). *Credibility as a factor in information processing for risk judgment*. Paper presented to the Society for Risk Analysis annual convention, Arlington, VA.
- Trumbo, C. W., and O'Keefe, G. J. (2000, August 9). *Understanding environmentalism and information effects in water conservation behavior: A comparison of three communities sharing a watershed*. Paper presented to the Science Communication Group at the annual convention of the AEJMC, Phoenix.
- Trumbo, C. W. (2000, August 9). *Modeling information seeking, exposure and attention in an expanded theory of reasoned action*. Paper presented to the Communication Theory and methodology Division at the annual convention of the AEJMC, Phoenix.
- Yun, G.W., and Trumbo, C.W. (1999, Nov 15). *Response comparison of a survey executed by mail, e-mail, & Web site*. Paper presented at the annual convention of the Midwest Association for Public Opinion Research, Chicago.
- McComas, K.A., & Trumbo, C.W. (1999). *Application of Meyer's Credibility Index in environmental health-risk controversies*. Paper presented at the annual convention of the National Communication Association, Chicago.
- Trumbo, C.W., and Kannaovakun, P. (1999). *An Index of Generalized Cancer Anxiety for Use in Health Communication Surveys* Paper presented to the Science Communication Interest Group, at the Association for Education in Journalism and Mass Communication annual convention, New Orleans, August.
- Trumbo, C.W., Sprecker, K., Yun, G.W., Dumlao, R., and Duke, S. (1999). *Use of e-mail and the Web by science writers: A longitudinal comparison, 1994-1999*. Paper presented at the AEJMC annual convention, New Orleans, August.
- Christen, C., Trumbo, C.W., & O'Keefe, G. (1999). *Mediated perspectives on water conservation: A rural-urban study*. Paper presented to the bi-annual Conference on Communication and the Environment, Flagstaff, AZ, July.
- Trumbo, C.W., O'Keefe, G., and Christen, C. (1999). *Attitudinal-communities for water conservation*. Paper presented to the Sixth National Watershed Conference, Austin TX, May.
- Trumbo, C.W. (1999). *The heuristic-systematic model and risk perception. Replicated evaluation with observational data*. Paper presented to the Information Systems Division of the International Communication Association, San Francisco, May.
- Trumbo, C.W., and Edy, J. (1998). *An epidemic of epidemiology? Cancer clusters reported to state health departments*. Society for Risk Analysis annual convention, Phoenix, AZ, December 1998.
- McComas, K., and Trumbo, C.W. (1998). *Who do citizens believe? Applying a previously validated source credibility scale in a risk communication context*. Society for Risk Analysis annual convention, Phoenix, AZ, December 1998.
- Shanahan, J., and Trumbo, C.W. (1998). *Voices and messages in global climate change coverage*. Seventh International Symposium on Society and Resource Management, Columbia MO, May.
- Trumbo, C.W. (1997). *Differential information processing across levels of arousal in a risk controversy*. Society for Risk Analysis, Washington, DC, Dec. 1997.
- Trumbo, C.W. (1997). *Heuristic-systematic information processing and judgment of environmental risk*. AEJMC, Science Interest Group, Annual Conference, Chicago, August 1997.

Extramural Research Support

<i>Grant No. (PI)</i> <i>Source</i>	<i>Dates</i> <i>Total Costs</i>	<i>% Effort</i>	
1 RO1 CA00000-08 (PI: Trumbo, CW) National Cancer Institute	01/01/09-12/31/09 \$50,000	25%	<u>DEVELOPING</u>
Public Opinion and the Propagation of Clean Indoor Air Policy. This study will examine the effect of public opinion on the establishment of clean indoor air policy by analyzing a longitudinal model using publicly available data on the strength of state clean indoor air policy and publicly available state-level data from the U.S. Census' Current Population Survey that reports public opinion in support of clean indoor air laws. Proposal under revision for submission to NCI June 2008.			
SES-0000000 (PI: Trumbo, CW) National Science Foundation	01/01/09-12/31/11 \$750,000	25%	<u>PENDING</u>
Dynamics of Hurricane Risk Perception: A Multimethod Panel Study. In the context of hurricanes, the proposed investigation will examine the chain of relationships from information exposure to processing to risk perception/optimistic bias to evacuation intent. The study will also examine the temporal stability of individual hurricane risk perception, and real-time family-level evacuation decision making during hurricane warnings. Proposal under development in collaboration with Lori Peek (Sociology), Wayne Schubert (Atmospheric Science), Brian McNoldy (Atmospheric Science) and Alice Fothergill (Sociology, University of Vermont) for submission February 24, 2008.			
POP0503518 (PI: Geller, B.) Susan Komen Foundation	05/01/05 -04/30/07 \$129,000	15%	<u>COMPLETED</u>
Why Some Breast Cancer Survivors do not Use Surveillance Mammography. Survey of women who have undergone breast cancer treatment who have and have not returned for subsequent mammography to understand potential barriers to follow-up.			
SES-0554921 (PI: Trumbo, CW) National Science Foundation	10/01/05-09/30/06 \$74,120	15%	<u>COMPLETED</u>
Proximity to Extreme Events: The Effect of Katrina-Rita on Optimistic Bias in Gulf Coast Counties. Survey of residents of the Gulf Coast, excluding damaged areas of Louisiana and Alabama, to assess perception of risk for next hurricane season and factors affecting intention to evacuate.			
SES-0433410 (PI: Trumbo, CW) National Science Foundation	8/01/04-7/31/06 \$100,000	20%	<u>COMPLETED</u>
Hazard Proximity and the Perception of Cancer Risk: A Multi-level Spatial Analysis. Project supported by the Human and Societal Dynamics program will employ Geographic Information Systems techniques to better understand the communication and perception of risk for cancer associated with environmental exposures.			
SES-0443028 Trumbo (PI) National Science Foundation	08/01/02-07/31/06 \$331,019	25%	<u>COMPLETED</u>
Risk Communication and Public Participation During the Investigation of Cancer Clusters. This study examines the manner in which individuals interact with information as they form and modify perceptions of risk from suspected environmental cancer hazards. Thirty such cases are investigated through surveys in a generalizing replication of previous work.			
7 RO3 CA88604-02 Trumbo (PI) NIH, National Cancer Institute	09/01/00 – 08/31/02 \$152,000	20%	<u>COMPLETED</u>
Cancer Information on the Web: Taxonomic and Content Analyses. This study sampled the Web's content on cancer at two points in time (March 2001 and March 2003) and executed a descriptive content analysis evaluating changes across the time period.			

IRG-58-011-44-01	Trumbo (PI)	10/01/00 – 09/30/01	5%	<u>COMPLETED</u>
American Cancer Society \$35,000				
Information Effects on Testicular Self-Exam Behavior in College-Aged Males.				
This study assesses the effects of a youth-targeted national cable broadcast in which testicular self-examination was promoted. A telephone survey of college males included variables from the Theory of Reasoned Action, as well as measures of self-exam compliance, message exposure, knowledge, attention, and the effects of humor and fear.				
SES-9996191	Trumbo (PI)	09/01/97-08/31/99	20%	<u>COMPLETED</u>
National Science Foundation \$139,409				
Risk Judgment and Community Cancer Clusters.				
This project examines how laypersons process information to arrive at a risk judgment about an environmental hazard associated with a perceived cancer cluster. A series of these cases are examined in detail, collecting both archived data (news reports, lay health studies, information from state health investigators) as well as survey data from individuals living in communities where these investigations have been requested and undertaken.				
SBR-9896386	Trumbo (PI)	09/01/97-08/31/00	20%	<u>COMPLETED</u>
National Science Foundation \$204,098				
Planned Behavior, Environmental Values and Domestic Water Conservation.				
This study examines attitudes and behaviors toward domestic water conservation throughout the Truckee River Watershed in California and Nevada.				

Extramural Research Support Attempted (2007-2008 Academic Year)

SES-0751068	(PI: Trumbo, CW)	01/01/08-12/31/08	25%	<u>DECLINED</u>
National Science Foundation \$37,905				
Public Opinion and the Propagation of Clean Indoor Air Policy. Reviewed December 2007.				
SES-0751529	(PI: Trumbo, CW)	01/01/08-12/31/08	25%	<u>DECLINED</u>
National Science Foundation \$62,510				
The Agenda Dynamics of Climate Change, 1985 to 2008. Reviewed November 2007.				

Intramural Support (Research and Teaching)

Trumbo, CW	(PI)	11/01/07-3/1/08		<u>ACTIVE</u>
CSU Center for Research on Communication & Technologies \$2,000				
Dynamics of hurricane risk perception across seasons. Proposal Development Grant awarded to collect pilot data in support of pending application to NSF (see above). Executing mail survey to recontact respondents from 2006 survey in order to demonstrate panel design feasibility.				
Trumbo, CW	(Instructor)	11/15/07-5/15/08		<u>ACTIVE</u>
CSU TILT Innovation Grant for Course Enhancement \$ 750				
JTC471/500 Research Methods Project. Funds to be used for conduct of live data collection exercise in Communication Research Methods course (undergraduate and master's combined, under development as honors course). Class will design, execute, analyze and report results of a mail survey on a community issue.				

Chronology of Teaching Experience

Title (Cr)	Institution	Term, Enrollment	Description
JTC471 Communication Research Methods (3)	CSU	2008, S 12 UG	Quantitative, qualitative methods of analyzing process and effects of mass and interpersonal communication. Under development as honors course.
JTC500 Communication Research and Evaluation Methods (3)	CSU	2008, S 6 MS	Theory and applied communication research and evaluation methods for assessing and improving communication in a technological environment. Introductory methods course for Master's program.
JTC335 Digital Photojournalism (3)	CSU	2008, S 18 UG 2007, F 33 UG	Introduces beginning skills of digital imaging as applied in photojournalism. Students complete assignments in news, sports, feature, environmental portrait, and photo essay, and create a portfolio of photojournalistic images from these course assignments.
J416 Doctoral ProSeminar (3)	Missouri	2002, S 8 PhD	Advanced treatment of theory and methods, focusing on specific interests of students' areas of research. Course is designed to support the development of a dissertation proposal.
J421 Doctoral Seminar (1)	Missouri	2002, S 8 PhD	During the first half of the semester each Doctoral Faculty member visits a class session focused on her/his research. During the second half, students write a theory-based research proposal after presentation of a preliminary version for comments.
J408 Research Methods (3)	Missouri	2002, F 12 MA	Introduction to the most common quantitative research methods of research used in communication research. Introductory methods course for Master's program.
J401 Mass Media Seminar (4)	Missouri	2001, F 25 MA	Introduction of concepts fundamental to conduct of social scientific research, overview of history and structure of field of mass communication, survey of major theoretical perspectives on mass communication at both micro and macro levels, with treatment of micro-macro and mass-interpersonal integration.
J474 Thesis Seminar (2)	Missouri	2001, F 12 MA	Guidance of master's candidates toward the successful establishment of a thesis committee and the completion of the first three chapters of a research thesis. Course includes guided readings on methods and unit on protection of human subjects in research.
J303 Solving Practical Problems in Journalism (3)	Missouri	2002, F 22 UG 2003, S 18 UG	Introduction for upper-level undergraduates to the most common research methods of that are used in journalism. Conduct and reporting of social surveys emphasized.

J309 History of American Journalism (3)	Missouri	2003, S 165 UG	Examination of the complex interactions of the media, political, and social systems in American history. Also addresses history of journalists, whose labor, knowledge, and experience working on newspapers, magazines, radio, and television helps to explain the industrial growth of media during the 20th century.
LSC 740 Introduction to Communication Theory and Research (3)	Wisconsin	1998, F 10 MS 1999, F 20 MS	Introduction of concepts fundamental to conduct of social scientific research, overview of history and structure of field of communication, survey of major theoretical perspectives on mass communication at both micro and macro levels. Includes guidance toward selection of advisor and initiation of thesis committee, and discussion on protection of human subjects.
LSC 660 Applied Statistical Analysis for Communication Researchers	Wisconsin	2001, S 9 MS	Introduction for MS students to fundamental quantitative analysis techniques and strategies, use of software packages, interpretation and presentation of output. Design and execution of analyses using SPSS integrated into projects.
LSC 875 Communication of Science & Technology (3)	Wisconsin	1999, F 15 MS	Exploration of conceptual and theoretical foundations of science communication. Course readings emphasize communication among scientists, relationships between scientists and journalists, and the effect of mediated science information on the public understanding of science. Case study approach used, including issues of climate change and biotech.
LSC 980 Seminar: Science and Technology Comm. (3)	Wisconsin	2000, S 9 MS	Follow-up graduate course for LSC 875. Students take a research project that has been initiated in the previous class and carry it through to data collection, analysis, completion, and submission to a conference or journal.
LSC 505 Publications Editing (3)	Wisconsin	1999, F 19 UG 1999, S 17 UG	Required upper-level undergraduate class in planning, writing, editing and producing publications. Course includes analysis of effective writing and grammar. Modes of publication cover full range from newsletters, Web sites, and magazines.
COMM 116 Interpersonal Communication Theory (3)	Cornell	1998, S 250 UG	Course looks at a range of settings in which human communication occurs. Focus is on communication between individuals, in small groups, in families, or in organizations.
COMM 484/686 Risk Communication (3)	Cornell	1998, S 20 UG 5 MS	Overview of risk assessment and exploration of risk communication with emphasis on senders, receivers, and messages. Emphasizes the role of government, communities, and the news media in risk communication. Included a significant case study on environmental risk factors for breast cancer.

Membership on Thesis, Dissertation, and Preliminary Exam Committees

- I-Huei Cheng, MA in Journalism, Univ. of Missouri, 2003 (member)
“Framing smoking messages toward the youth: a think aloud protocol study.”
- Oxana Prokopovich, MA in Journalism, Univ. of Missouri, 2003 (member)
“Rhetorical appeals of advertising on alcohol-related product websites.”
- Bayasgalan Bayarsaikhan, MA in Journalism, Univ. of Missouri, 2002 (chair)
“Trends in coverage of the Internet in 1995, 1998 and 2001 in four American newspapers.”
- Kim Sprecker, PhD in Mass Communication, Univ. of Wisconsin, 2001. (member)
“Reader perceptions of credibility of university scientists as sources of environmental news.”
- Gretchen Fryling, MS in Life Sciences Communication, Univ. of Wisconsin, 2000. (chair)
“An analysis of interactivity in biotechnology web sites.”
- Katherine Canada, MS in Life Sciences Communication, Univ. of Wisconsin, 2001. (chair)
“Tater tox: Claims and frames in British representation of a modern biotechnology controversy.”
- Larissa Washburn, MS in Life Sciences Communication, Univ. of Wisconsin, 2000. (chair)
“Risk amplifying frames in the media coverage of BSE in Britain.”
- April Eichmeier, MS in Life Sciences Communication, Univ. of Wisconsin, 2000. (chair)
“The theory of reasoned action and intention to drink red wine.”
- Mary Jae Paul, MS in Life Sciences Communication, Univ. of Wisconsin, 2000. (member)
“Disaster communication on the Internet: a case study of selected disaster relief web sites.”
- Sue-Jen Lin, PhD in Mass Communication, Univ. of Wisconsin, 2000. (prelim member)
“Readers’ preferences for interactivity of online newspapers.”
- Yun Gi-Woong, PhD in Mass Communication, Univ. of Wisconsin, 2000. (prelim member)
“The effects of interactivity on the credibility of static web sites and web site forums.”

Other Scholarly Activity (Current)

Editorial Board Member: *Environmental Communication*, *Science Communication*

Manuscript Reviewer:

<i>Risk Analysis</i>	<i>American Journal of Public Health</i>
<i>Human Communication Research</i>	<i>Health Education Research</i>
<i>Mass Communication and Society</i>	<i>Public Understanding of Science</i>
<i>Science Communication</i>	<i>Environmental Communication</i>
<i>Media Psychology</i>	<i>Human Organization</i>

Ad Hoc Grant Reviewer: National Science Foundation, Decision Risk and Management Sciences

Service (2007-2008 Academic Year)

Departmental Committees: Graduate, Diversity, Library (chair)

Technical Consultant (2007-2008), Provided technical lighting assistance for “The Virtual Canine” project, PI Ray Whalen, Veterinary Neuroscience, College of Veterinary Medicine and Biomedical Sciences. <http://www.cvmb.colostate.edu/vetneuro/>

Class host and guest lecturer, photography program at Fossil Ridge Polaris High School. Hosted class visiting CSU campus for presentation on photojournalism and appeared at FRHS campus to guest lecture and participate in judging photography contest. Deborah Warshaw, instructor.

CSU Journalism Day. Presented lecture on photojournalism and digital imaging ethics to visiting high school students.