

## RESUME

January 2011

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**Director, Center for Health and Risk Communication**  
**Professor, Department of Speech Communication and Grady College of Journalism and Mass Communication**  
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**University of Georgia**  
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### Educational Background

- Ph.D.** Florida State University, Tallahassee, FL, 1974  
Major: Communication Theory and Research  
Minor: Instructional Design
- M.A.** University of Iowa, Iowa City, IA, 1967  
Major: Rhetoric and Public Address
- B.S.** Eastern Illinois University, Charleston, IL, 1966  
Honors Degree in Education  
Major: Speech Education

### Academic Appointments

- 2006 Director, Center for Health and Risk Communication, University of Georgia
- 2004- Professor, Department of Speech Communication and Grady College of Journalism and Mass communication, University of Georgia
- 1990-1996 Professor, Dept. of Speech Communication University of Maryland
- 1978-1990 Associate Professor, Dept. of Communication Arts and Theatre, University of Maryland
- 1976-1978 Assistant Professor, Dept. of Speech and Dramatic Art, University of Maryland
- 1974-1976 Assistant Professor, Depts. of Speech and Dramatic Art/Secondary Education, University of Maryland

- 1973-1974 Graduate Assistant, Dept. of Communication, Florida State University
- 1968-1972 Assistant Professor, Robert Morris College, Carthage, IL

### **Other Employment Background**

- 1996-2003 Director of Communication, Centers for Disease Control and Prevention, Atlanta, GA
- 1990 Senior Associate, Macro Systems Inc., Silver Spring, MD (On Sabbatical)
- 1986 Research Associate, Division of Cancer Prevention and Control, National Cancer Institute (IPA)
- 1979-1980 Director of Research, Needham Porter Novelli, Washington, D.C. (On Sabbatical)
- 1967-1968 Instructor of Speech and Debate Coach, Muscatine High School, Muscatine, IA

### **Research and Scholarly Activities**

#### **Books**

Edgar, Timothy, Noar, Seth, and Freimuth, Vicki S. (Editors). (2007). Communication Perspectives on AIDS in the 21<sup>st</sup> Century. Mahwah, NJ: Lawrence Erlbaum Associates.

Fitzpatrick, Mary Ann, Edgar, Timothy, & Freimuth, Vicki S. (Editors), (1993). Communication, Language, and Health. Avon, England: Multilingual Matters.

Edgar, Timothy, Fitzpatrick, Mary Anne, & Freimuth, Vicki (Editors), (1992). AIDS: Communication Perspectives. Lawrence Erlbaum.

Freimuth, Vicki S., Stein, Judith, & Kean, Thomas. (1989). Searching for Health Information: The Cancer Information Service Model. Philadelphia: University of Pennsylvania Press..

#### **Chapters in Books**

Kennedy, M.G., Beck, B., & Freimuth, V.S. (2007). Entertainment education and HIV prevention. In T. Edgar, S. Noar, & V.S. Freimuth. Communication and HIV/AIDS. New Jersey: Lawrence Erlbaum.

Edgar, T., Freimuth, V.S., & Hammond, S.L., "Lessons from the Real World," Handbook of Health Communication. Edited by T.L. Thompson & A.M. Dorsey, Mahwah, NJ: Lawrence Erlbaum Associates, 2003, 625-636.

Freimuth, V., Cole, G., and Kirby, S. "Issues in evaluating mass media health communication campaigns". Evaluation in Health Promotion: Principles and Perspectives. Edited by Irving Rootman, et. al., Copenhagen: WHO Regional Office for Europe, 2001, 475-492.

Freimuth, Vicki S., "Response: Applied Health Communication Research", Applied Communication in the 21st Century. Edited by Kenneth N. Cissna. Lawrence Erlbaum, 1995.

Freimuth, Vicki S., Stein, Judith, & Kean, Thomas, "Communicating with the Public about Cancer: The Cancer Information Service", Case Studies in Health Communication. Edited by Eileen Berlin Ray. Lawrence Erlbaum, 1993, 277-289.

Freimuth, Vicki S., "Theoretical Foundations of AIDS Media Campaigns", AIDS: Communication Perspectives. Edited by Timothy Edgar, Mary Anne Fitzpatrick, and Vicki S. Freimuth. Hillsdale, NJ: Lawrence Erlbaum Associates, 1992, 91-110.

Atkin, Charles & Freimuth, Vicki S., "Formative Evaluation Research in Campaign Design", Public Communication Campaigns. Edited by Ronald E. Rice and Charles Atkin. Beverly Hills: Sage Publications, 1989, 131-150.

Freimuth, Vicki S. "The Chronically Uninformed: Closing the Knowledge Gap in Health", Communication in Health Care Contexts: A Systems Perspective. Edited by Eileen Berlin Ray and Lewis Donohew. Hillsdale, NJ: Lawrence Erlbaum Associates, 1989, 168-183.

Freimuth, Vicki S., "The Diffusion of Supportive Information", Social Support: Process in Context. Edited by Terrance L. Albrecht & Mara Adelman. Beverly Hills: Sage Publications, 1987, 212-237.

Freimuth, Vicki S., "The Role of the Public Service Announcement in NonProfit Marketing", Advances in NonProfit Marketing. Edited by Russell Belk. Greenwich, CT: JAI Press Inc., 1985, 55-93.

Freimuth, Vicki S., "Communication Apprehension in the Classroom", Communication in the Classroom. Edited by Larry L. Barker. Englewood Cliffs, NJ: 1982, 121-145.

Freimuth, Vicki S., Greenberg, Rachel, Romano, Rose Mary, and Wagner, Ursula, "Health Public Service Announcements: Assessing Their Potential Effectiveness Through Standardized Pretesting", Health Education and the Media. Edited by D.S. Leathar, G.B. Hastings, and J.K. Davies. Oxford, England: Pergamon Press, 1981.

### **Articles in Refereed Journals**

Hovick, S., Freimuth, V., Johnson-Turbes, A., Chervin, D. (accepted). Risk information and processing among poor audiences. *Risk Analysis*.

Freimuth, V. & Hovick, S. (in press). Cognitive and Emotional Health Risk Perceptions among People Living in Poverty. *Journal of Health Communication*.

Hovick, S., Johnson-Turbes, A., Freimuth, V., & Chervin, D. (2011). Assessing multiple health risk perceptions and responses among the southern poor: A focus group approach. *Preventing Chronic Disease*, 8(1). [http://www.cdc.gov/pcd/issues/2011/jan/09\\_0222.htm](http://www.cdc.gov/pcd/issues/2011/jan/09_0222.htm).

Hilyard, K.M., Freimuth, V.S., Musa, D., Kumar, S. & Quinn, S.C (2010). The vagaries of public support for government actions in case of a pandemic, *Health Affairs*, 29(12), 2294-2301.

Quinn, S.C., Kumar, S., Freimuth, V.S., Musa, D., Casteneda-Angarita, N., & Kidwell, K. (2011). Racial and ethnic disparities in exposure, susceptibility and access to health care for H1N1 influenza: Results of a national survey. *American Journal of Public Health*, 101,285-293.

Paek, H.-J., Hilyard, K, Freimuth, V., Barge, K., & Mindlin, M. (2010). Applying Theories of Behavior Change to Public Emergency Preparedness: Implications for Effective Health and Risk Communication, *Journal of Health Communication*, 15(4), 428-444.

Quinn, S.C., Kumar, S., Freimuth, V.S., Kidwell, K., & Musa, D. (2009). Public willingness to take vaccine or drug under Emergency Use Authorization during 2009 H1N1 pandemic, *Biosecurity and Bioterrorism: Biodefense Strategy, Practice, and Science*,7(3), 275-290.

Macias, W.A., Hilyard, K. & Freimuth, V.S. (2009). Blog functions as risk and crisis communication during hurricane Katrina, *Journal of Computer Mediated Communication*, 15(1), 1-31.

Freimuth, V.S., Hilyard, K., Barge, K., & Sokler, L. (2008). Action, Not Talk: A Simulation of Risk Communication during the First Hours of a Pandemic, *Health Promotion Practice*. 9(4supp), 35S-44S.

Paek, H., Hilyard, K., Freimuth, V.S., Barge, K., Mindlin, M. (2008). Public Support for Government Actions During a Flu Pandemic: Lessons Learned from a Statewide Survey. *Health Promotion Practice*, 9(4supp), 60S-72S.

Freimuth, V.S. (2006). Order out of chaos: The self-organization of communication following the anthrax attacks. *Health Communication*, 20(2), 141-148.

Freimuth, V.S. (2008). Communication in health disparities. *The International Encyclopedia of Communication*. Edited by Wolfgang Donsbach. Hoboken, NJ: Wiley-Blackwell.

Freimuth, V.S., Massett, H.A., & Meltzer, W. (2006). A descriptive analysis of 10 years of research published in the Journal of Health Communication. *Journal of Health Communication*, 11(1), 11-20.

Edgar, T. & Freimuth, V.S. (2006). Introduction: 10 years of health communication research. *Journal of Health Communication*, 11(1), 7-9.

Freimuth, V.S. & Quinn, S.C. (2005). Health communication, intelligence, and health differentials. *American Journal of Public Health*, 95(7), 1089.

Freimuth, Vicki S. & Quinn, Sandra C. "The Contributions of Health Communication to Eliminating Health Disparities," *American Journal of Public Health*, V94(12), 2053-2056.

Freimuth, Vicki S. "The Health Information National Trends Survey (HINTS): Development, Design, and Dissemination," *The Journal of Health Communication*, V9 (5), 483-485.

Freimuth, Vicki S. "Epilogue to the Special Issue on Anthrax", *Journal of Health Communication*, 2003, V8, 148-151.

Freimuth, Vicki S., Quinn, Sandra C., Thomas, Stephen B., Cole, Galen E., Zook, Eric, Duncan, Ted (1999). African Americans - views on research and the Tuskegee Syphilis Study". *Social Science & Medicine*, 2001, V54, N5 (Mar), P797-808

Freimuth, V.S., Parvanta-Fishman, C. "Health Communication at the Centers for Disease Control and Prevention", *American Journal Health Behavior*, August 2000; 24(1):18-25

Freimuth, V.S, Linnan, H.",Communicating the Threat of Emerging Infections to the Public", *Journal of Emerging Infectious Diseases*, July-August 2000, 6(4), 337-347

Freimuth, Vicki, Nowak, Glen, Cole, Galen, Kirby, Susan, Caywood, Clarke (1998). "The Application of "Integrated Marketing Communications" to Social Marketing and Health Communication: Organizational Challenges and Implications". Social Marketing Quarterly, (1998), 4(4)

Freimuth, V.S., "Changing Women's Lives: A Communication Perspective on Participatory Qualitative Research Techniques for Gender Equity@ Journal of Gender Studies,6(3), (1997)

Freimuth, V.S., Plotnick, C.A., Ryan, C.E., Schiller, S., ARight Turns Only: An Evaluation of a Video-Based, Multicultural Drug Education Series for Seventh Graders@, Health Education & Behavior, 24(5), (1997).

Treiman, E., Freimuth, V.S., Damron, D., Lasswell, A., Anliker, J., Havas, S., Langenberg, P., Feldman, R., "Attitudes and Behaviors Related to Fruits and Vegetables Among Low-Income Women in the WIC Program", Journal of Nutrition Education,28(3), (1996) 149-156.

Dillard, J.P., Plotnick, C.A., Godbold, L.C., Freimuth, V.S., Edgar, T., "The Multiple Affective Outcomes of AIDS PSAs: Fear Appeals Do More Than Scare People", Communication Research, 23(1), (1996),44-72.

Freimuth, Vicki S., "Mass Media Strategies and Channels: A Review of the Use of Media in Breast and Cervical Cancer Screenings Programs", Wellness Perspectives, 11(2), (1995)79-106.

Clift, E. & Freimuth, V.S. "Health Communication: What it is and what it can do for you", Health Education, 26 (2), (1995), 68-74.

Freimuth, Vicki S., "Narrowing the Cancer Knowledge Gap among Blacks", Journal of the National Cancer Institute Monographs, 14, (1993), 81-91.

Freimuth, Vicki S., Edgar, Timothy, & Fitzpatrick, Mary Anne, "Introduction: The Role of Communication in Health Promotion", Communication Research, 20(4), (1993), 509-516.

Freimuth, Vicki S., "Channels and Vehicles of Communication: The Asbestos Awareness Campaign", American Journal of Industrial Medicine, 23(1), (1993), 105-111.

Freimuth, Vicki S., Hammond, Sharon, Edgar, Timothy, McDonald, Deborah, & Fink, Edward, "Factors Explaining Intent, Discussion, and Use of Condoms", Health Education Research: Theory and Practice, 7(2), (1992), 203-215.

Edgar, Timothy, Freimuth, Vicki, Hammond, Sharon, McDonald, Deborah, & Fink, Edward, "Strategic Sexual Communication: Condom Use Resistance and Response", Health Communication, 4 (2), (1992), 83-104.

Freimuth, Vicki S. and Mettger, Wendy, "Is There a 'Hard-to-Reach' Audience?" Public Health Reports, 105 (3) (May-June 1990), 232-238.

Freimuth, Vicki S., Hammond, Sharon L., Edgar, Timothy, & Monohan, Jennifer, "Reaching Those at Risk: A Content Analysis of AIDS PSAs", Communication Research, 17 (6), 1990, 775-791.

Hammond, Sharon L., Freimuth, Vicki S., & Morrison, William, "Radio and Teens: Convincing Gatekeepers to Air Health Messages, Health Communication, 2 (2) 1990, 59-67.

Edgar, Timothy, Hammond, Sharon, & Freimuth, Vicki S., "The Role of the Mass Media and Interpersonal Communication in Promoting AIDS-Related Behavioral Change", AIDS and Public Policy Journal, 4 (1) (1989), 3-9.

Freimuth, Vicki S., Hammond, Sharon L., & Stein, Judith. "Health Advertising: Prevention for Profit", American Journal of Public Health, 78 (5) (May, 1988), 557-561.

Edgar, Timothy, Freimuth, Vicki S., & Hammond, Sharon L., "Communicating the AIDS Risk to College Students: The Problem of Motivating Change." Health Education Research, 3 (1988), 59-65.

Freimuth, Vicki S., Edgar, Timothy, & Hammond, Sharon L., " College Students' Awareness and Interpretation of The AIDS Risk." Science, Technology, and Human Values, 12 (1987), 37-40.

Hammond, Sharon Lee, Freimuth, Vicki S., & Morrison, William, "The Gatekeeping Funnel: Tracking a Major PSA Campaign from Distribution Through Gatekeepers to Target Audience." Health Education Quarterly, 14 (Summer 1987), 153-166.

Freimuth, Vicki S. & Greenberg, Rachel H., "Pretesting Television Advertisements for Family Planning Products in Developing Countries: A Case Study", Health Education Research, 1 (1986), 37-45.

Freimuth, Vicki S., Greenberg, Rachel H., DeWitt, Jean Z., & Romano, Rose Mary, "Covering Cancer: Newspapers and the Public Interest", Journal of Communication, 34 (Winter 1984), pp. 62-73.

Pohl, Sheila Ninomiya & Freimuth, Vicki S., "Foods for Health: Involving Organizations in Planned Change", Journal of Applied Communication Research (Spring 1983), 17-27.

Freimuth, Vicki S. & Van Nevel, Paul, "Reaching the Public: An Analysis of the Asbestos Awareness Campaign", Journal of Communication, 31 (Spring 1981), pp. 155-167.

Greenblatt, Lynda, Hasenauer, James, & Freimuth, Vicki S., "Psychological Sex Type and Androgyny in the Study of Communication Variables." Human Communication Research, 6 (Winter 1980), pp. 117-129.

Greenberg, Rachel, Freimuth, Vicki S., & Bratic, E., "A Content Analytic Study of Daily Newspaper Coverage of Cancer", Communication Yearbook 3. Edited by Dan Nimmo. New Brunswick, NJ: Transaction Books, 1979, pp. 645-654.

Freimuth, Vicki S., "Assessing the Readability of Health Education Materials", Public Health Reports, 94 (November/December 1979), pp. 568-570.

Freimuth, Vicki S. & Marron, Theresa, "The Public's Use of Health Information Sources", Health Education (July/August, 1978), pp. 18-20.

Jamieson, Kathleen H. & Freimuth, Vicki S., "The Banning of the 'Lottery': Implications for Censorship in the Schools", Sightlines (Fall 1977), pp. 14-17.

Freimuth, Vicki S. & Jamieson, Kathleen H., "The Lottery: An Empirical Analysis of Its Impact", Research in the Teaching of English, II (Winter 1977), pp. 235-243.

Freimuth, Vicki S., "The Effects of Communication Apprehension on Communication Effectiveness", Human Communication Research (Spring 1976), pp. 289-298. Reprinted in The Context of Communication. Edited by Jean Civickly. New York: Holt, Rinehart, and Winston, 1981.

### **Refereed Booklets**

Freimuth, Vicki S. & Jamieson, Kathleen H., Communication with the Elderly: Shattering Stereotypes. Urbana, IL: ERIC/SCA Theory into Practice Series, 1979, 38 pages.

### **Other Publications**

Freimuth, V.S., ACDC: Getting the Word Out About Health@, CBE Views, 20(3), (1997) 92-93.

Global Programme on AIDS, World Health Organization, AIDS Health Promotion: Guide to Small Studies. Geneva, Switzerland: World Health Organization, 1989, 1-117.

Magongo, Bongani and Freimuth, Vicki S., "Interactive Radio Helps Immunization Campaign", Development Communication Report, 1987/3, No. 58, 1112.

Novelli, William and Freimuth, Vicki S., "Pretesting Health Messages", Proceedings from Conference on NonProfit Marketing in Columbia, South Carolina.

Freimuth, Vicki S., "More about 'The Lottery'", Sightlines (Fall, 1977), p. 18.

### **Book and Software Reviews**

Freimuth, Vicki S., "Review of the Diffusion Game", Communication Education, 35(3), July, 1986, pp. 316-319.

Freimuth, Vicki S., "Review of Health Communication: Theory and Practice", Journal of Applied Communication Research, 13(2), Fall, 1985, p. 131-133.

Freimuth, Vicki S., "Review of Social Psychology and Medicine." "Health Communication Issues" Published by Division 8 of ICA, 9, Fall, 1982, p.2.

Freimuth, Vicki S., "Review of Social Experimentation: A Method for Planning and Evaluating Social Intervention", Quarterly Journal of Speech, 62, October 1976, p. 330.

### **Professional Papers and Talks Presented**

#### **REFEREED CONFERENCE PAPERS AND PANEL DISCUSSIONS**

An Examination of Health Worry and Protective Behaviors among the Southern Poor, National Communication Association's Annual Meeting, Chicago, November 2009.

Mobil Media and Public Health: An Evaluation of Personal Public Service Announcements to Promote HIV Testing, American Public Health Association's Annual Meeting, Chicago, November 2009.

Public Support for Government Actions during a Flu Pandemic, International Communication Association's Annual Meeting, Montreal, Canada, May 2008.

A Discursive Approach to Emergency Preparedness Messaging, National Communication Association's Annual Meeting, San Diego, November 2008.

Organizational Pathways to Patient-Centered Care: An Examination of Information Seeking and Processing, National Communication Association's Annual Meeting, San Diego, November 2008.

Preconception Health Message Bundling Study, National Conference on Health Communication Marketing and Media. Centers for Disease Control and Prevention, Atlanta, GA, August 2008.

Ten Years of Health Communication Policy and Practice, American Public Health Association Annual Conference, San Diego, CA, October, 2008.

Lessons Learned at a CDC-Sponsored Center for Excellence in Health Marketing and Communication, National Public Health Coalition Conference, San Antonio, TX, October 2008.

Perceptions and Responses to Multiple Health Risks among the Southern Poor, Kentucky Health Communication Conference, Lexington, KY, April 2008.

Communication During a Crisis: Managing the Anthrax Attacks at the CDC, American Public Health Association, November 2007.

Determinants of Support for Government Actions in a Flu Pandemic, American Public Health Association, November 2007

Patterns of Response to Multiple Health Risks among the Southern Poor, Georgia Public Health Association, September 2007.

Outcome of Risk Communication Pandemic Flu Real Time Drill, National Public Health Information Coalition, September 2007

Blog Functions as Risk and Crisis Communication During Hurricane Katrina, Association for Education in Journalism and Mass Communication, August 2007

Health and Poverty: Building the Science Foundation for Marketing/Communication Interventions, CDC Conference on Health Marketing, August 2007.

Evaluating prime time TV show about public health investigations: Content, impact and audience mix, Presentation at the American Public Health Association, San Antonio, November, 2006

Focusing on individuals at risk: Reports from the CDC Centers of Excellence in Health Communication, Presentation at the National Communication Association, November, 2006.

Panelist, “The Making of a Health Communication Scholar—What Is One?,” National Communication Association, Boston, November 2005.

Panelist, “Public Health and the Media: Communicating in Routine and Emergency Environments,” National Communication Association, Boston, November 2005.

Panelist, “Order Out of Chaos: The Management of Communication During Anthrax Attacks,” National Communication Association, Chicago, November 2004.

Panelist, “SARS in the US: Smoke but No Fire” National Communication Association, Miami, November 2003.

Panelist, “Communication Research and Policy Problems: Lessons from the Real World” International Communication Association, Washington, DC, May 2001

“African American views on Research and the Tuskegee Syphilis Study”, American Public Health Association, Chicago, November, 1999

"Information Seeking as an Outcome of Health Communication Campaigns", Presentation to be given at the International Communication Association annual meeting, Albuquerque, May, 1995.

"A Demonstration of Complexity in Audience Response to Entertainment Television: Confronting Cancer on 'Thirtysomething'", Poster Session to be given at the

International Communication Association annual meeting, Albuquerque, May, 1995.

"Are Mass Mediated Health Campaigns Effective? A Review of the Empirical Evidence", Presentation at the Speech Communication Association annual meeting, New Orleans, November 1994.

"Narrowing the Cancer Knowledge Gap among Blacks", Paper presented at the International Communication Association, Sydney, Australia, July, 1994.

"The Communication of Social Support Messages among Breast Cancer Patients", Paper presented at the Eastern Communication Association, April, 1994.

"The Funny Business of Health: A Content Analysis of Health Messages in the Comic Strips", Paper presented at the Speech Communication Association in Miami, November, 1993.

"Ebony, Essence, and Jet: 1981-1991--A Decade of AIDS Coverage in Three African American Magazines", Paper presented at the International Communication Association, Washington, DC, May, 1993.

"Prime-Time Television as Health Educator: The Impact of Thirtysomething's Cancer Story on Viewers", paper presented at the Speech Communication Association, Chicago, 1992.

"Factors Explaining Intent, Discussion, and Use of Condoms in First Time Sexual Encounters", Top Three Paper presented at the Speech Communication Association, Atlanta, November, 1991.

"Living with Cancer Vicariously: Thirtysomething's Nancy as Role Model", Presentation at the International Communication Association, Chicago, May, 1991.

"Strategic Sexual Communication: Condom Use Resistance and Response", Top Three Paper presented at the International Communication Association, Chicago, 1991

"Gender-based Differences in Counter Resistance Strategies for Negotiation of Condom Use", Top Three Paper presented at

The International Communication Association, Dublin, Ireland, 1990

"Reaching Those at Risk: A Content Analysis of AIDS PSAs", Top Three Paper presented at the International Communication Association, San Francisco, May, 1989.

"The Neglected Medium: Using Radio to Target Teens, " Top Three Paper at Eastern Communication Association, Ocean City, May, 1989.

Panelist, "Formative Research in Funded Health Communication Research Projects", International Communication Association, San Francisco, May, 1989.

"Moderator, Roundtable Discussion Examining Communication Strategies in Motivating Behavioral Change at the International Communication Association's Annual Conference, New Orleans, May 1988.

College Students' Knowledge, Attitudes, and Behavior Regarding AIDS", Competitively selected panel presented at the Eastern Communication Association's Annual Conference, Baltimore, April, 1988.

"Communicating with Cancer Patients", a paper presented at Communicating with Cancer Patients Conference, Tampa, FL, 1987.

"Health Advertising: Prevention for Profit", paper presented at the International Communication Association, Montreal, 1987.

"Diffusing Supportive Information Through the Mass Media", paper presented at the International Communication Association, Montreal, 1987.

"Changing Health Knowledge and Behavior Through Interactive Radio Programming for School Children: Immunizations", presentation at the National Council for International Health, Washington, D.C., 1987.

"The Gatekeeping Funnel: Tracking a Major PSA Campaign from Distribution Through Gatekeepers to Target Audience", paper

presented at the National Council for International Health, Washington, D.C., 1987.

"The Public's Search for Health Information", competitively selected paper presented at the Speech Communication Association Annual Conference, Boston, 1987.

"Communicating with Patients: The Cancer Information Service Experience", a paper presented at the Communicating with Patients Conference, Tampa, FL, February 1986.

"Social Marketing of Health", presentation at the annual conference of the Eastern Communication Association, Atlantic City, NJ, May 1986.

"Disseminating Health Information to Minorities", a paper presented at the International Communication Association's annual meeting, Chicago 1986.

"Hope or Hype: Newspaper Coverage of Cancer", a panel presented at the Speech Communication Association's annual meeting, Chicago, 1986.

"Curricular Programs in Health Communication", a panel presented to the Eastern Communication Association, Providence, Rhode Island, May, 1985.

"The Community Diffusion Model: An Approach to Disseminating Health Information to Minorities", competitively selected paper presented at the International Communication Association, Hawaii, May, 1985.

"Communicating with Cancer Patients", a panel presented at the International Communication Association, Hawaii, May, 1985.

"Communicating Health Information to Minority Groups", presentation at the Eastern Communication Association Convention, Philadelphia, March, 1984.

"Careers in Health Communication", panel presented at the International Communication Association Conference, San Francisco, May, 1984.

"A Year after 'The Day After'", Panel presented at the Speech Communication Association's Conference, Chicago, November, 1984.

"Using the Public Service Announcement to Promote Health", Presentation at the Eastern Communication Association Convention, Ocean City, April, 1983

"Characteristics of Television Health PSA's which Contribute to Effective Message Performance", Competitively selected paper presented at the International Communication Association Conference in Dallas, May, 1983.

"Foods for Health: Involving Organizations in Planned Change", Top Three selected paper presented at the Speech Communication Association Convention, Washington, D.C., November, 1983.

"Designing a Curriculum in Health Communication", Panel presented at the Eastern Communication Association's Conference, Pittsburgh, April, 1981.

"Utilizing Physician Intervention in Smoking Cessation Programs", Competitively selected paper presented at the International Communication Association's Conference, Minneapolis, May, 1981.

"Assessing the Role of Gatekeepers in the Asbestos Awareness Campaign", Competitively selected paper presented at the International Communication Association's Conference, Acapulco, Mexico, May, 1980.

"A Content Analytic Study of Daily Newspaper Coverage of Cancer", Top Three Paper presented at the Health Communication Division of the International Communication Association Convention, Philadelphia, May, 1979.

Communication Research and Program Evaluation in Medical Organizations", paper presented at the Speech Communication's Convention, Minneapolis, November, 1978.

"The Effects of Sex Typing and Androgyny on Two Communication Variables: Self Disclosure and Communication

Apprehension", Competitively selected paper presented at the Speech Communication Association's Convention, Washington, D.C., December, 1977.

"The 'Lottery' an Instructional Tool", paper presented at the annual convention of the Eastern Communication Association Conference in Philadelphia, March, 1976.

"Empirical Research in Communication Education", presentation at the Eastern Communication Association Conference in Philadelphia, March, 1976.

"Competency Based Instruction in the Basic Course", presentation at the Eastern Communication Association Conference, March, 1975.

"Identifying the Communication Apprehensive Student in the Classroom", paper presented at the annual convention of the Speech Communication Association in Houston, December, 1975.

"An Empirical Analysis of the Construct, Communication Apprehension", competitively selected paper presented at the annual convention of the Speech Communication Association in Chicago, December, 1974.

### **INVITED PRESENTATIONS**

Lectures at John Hopkins University, Florida State University, University of Texas, Texas A&M University, Emerson College, University of Wisconsin, University of Illinois, Charleston College, University of Georgia, University of Pittsburg's School of Public Health and Emory School of Public Health.

“2006 Georgia Flu Pandemic Survey,” Georgia Emergency Management Agency, October, 2007.

“The Southern Center for Communication, Health, and Poverty,” CECCRS Meeting, National Cancer Institute, May 2007.

“Communication During a Crisis: Managing the Anthrax Attacks at CDC,” Temple University, March 2007.

“Using Communication to Improve Health Literacy,” The Surgeon General’s Workshop on Health Literacy, September, 2006.

“Risk Communication,” Webinare sponsored by the Health Communication Research Unit at the University of Toronto, October, 2006.

“Order out of chaos: The self-organization of communication at the CDC following the anthrax attacks,” University of Kentucky Health Communication Conference, April, 2006.

“Trends Shaping our Work as Health Communicators,” National Institutes of Health’s Health Communication Conference, May 2005.

“Communication During a Crisis: Managing the Anthrax Attacks at CDC,” National Eye Institute’s Vision Network Conference, March 2005.

“Education of the Public” Institute of Medicine’s Conference on Genetics and Public Health, October 2004.

“Anthrax, Ricin, Smallpox, SARS, West Nile Virus, Bird Flu” New Roles for Health Communicators in a Post 9/11 World, McGovern Lecture, University of Texas, April 2004.

“The Anthrax Attacks,” University of Pittsburg’s Minority Health Summit, January 2004.

“Behavioral Science Opportunities in Terrorism Preparedness and Response,” Institute for Behavioral Research, University of Georgia, November, 2003.

“The Don Berreth Lecture,” National Public Health Information Coalition Conference, San Francisco, October 2003.

“Communication Challenges during Terrorist Events,” Leadership Management Institute Training Session, Barnsley Gardens, GA, August 2003.

“The Anthrax Experience - Lessons Learned”, Reinventing Media Relations for Government Post 9/11, Homeland Security Conference, Washington, DC, July 2002

“The Anthrax Attacks - Lessons Learned”, Secretary’s Council on Public Health Preparedness, Washington, DC, August 2002

“Effectiveness of Mass Media Health Campaigns”, Second International Symposium on the Effectiveness of Health Promotion, University of Toronto, May 2001

“Hard to Reach or Hardly Reached – Using Communications to Reduce Health Disparities”, Six Annual D.K. Stanley Lecture, University of Florida, February 2001

“Keys to Successful Mental Health Communication”, George Washington University, March 2000

Videotaped lecture for Strategic Communications Series, World Bank 1999

“Public Health Communication”, National Institute on Deafness and other Communication Disorders (NIDCD) Noise-Induced Hearing Loss Meeting, Bethesda, Maryland, December 1998.

“The Need for Health Communication Courses at Schools of Public Health,” Association of Schools of Public Health (ASPH) Council on Behavior and Social Sciences Meeting, Washington, DC, November 1998.

“Health Communication as a Profession and its Role in the Activities Developed by CDC”, Pan American Health Organization (PAHO) Journalism on Health: Towards a Better Understanding Workshop, Kingston, Jamaica, May 1998.

“Reflections from the Real World”, Presentation at the Kentucky Conference on Health Communication, Lexington, Kentucky, April, 1998.

“Designing Messages: Uses and Effects of Mass Media in Communicating Health”, Presentation at the Cardiovascular Health: Coming Together for the 21st Century Conference, San Francisco, California, February 1998.

“Science on Demand Before the Web: The Cancer Hotline.” Presentation at the American Association for the Advancement of Science Annual Meeting and Science Innovation Exposition, Philadelphia, Pennsylvania, February, 1998.

“The Promise and Uncertainty of Networked Consumer Information”, Presentation at the Partnerships 97 Conference, Washington, D.C., April, 1997.

“Health Communication Campaigns--What Works”, Presentation at the 7th Annual Health Communication Conference, Toronto, Canada, April 1997.

“Role of Media and Public Health,” Association of Professional Women Spring Banquet, Atlanta, Georgia, April 1997.

Closing remarks/summary, “Changing Strategies--Changing Behavior: What Food Safety Communicators Need to Know,” Conference, Washington, D.C., June, 1997.

Lecture on Health Communication, Cornell University, Ithaca, New York, October, 1997.

“Health Communications Research: Lessons Learned”, Presentation at the National Institute for Occupational Safety & Health Communications Research Lecture Series, Atlanta, Georgia, October, 1997.

Participant in concurrent special session, “Effective Communication in a Public Health Crisis”, American Public Health Association 125th Annual Meeting, Indianapolis, Indiana, November, 1997.

“Overview of Health Communication at CDC”, National Institutes of Health Communications Forum Series, Developing the Blueprint: Designing a Health Communication Program, Washington, D.C., December, 1997.

Presentation at the National Public Health Information Coalition Conference, Las Vegas, Nevada, October, 1996.

Presentation at a Health Care Financing Administration Meeting, Baltimore, Maryland, September, 1996.

“What is Health Communication”, Presentation at Georgia Health Educators Meeting, Athens, Georgia, August, 1996.

Presentation at the International Communication Association Conference, Chicago, Illinois, May, 1996.

“Partnerships between Media and Public Health”, Presentation at the Improving Children=s Health through Media Partnerships, Atlanta, May, 1996.

“Evaluation: A Critical Component of Health Communication”, A Presentation at the CDC=s Building Better Programs Through Evaluation Conference in Atlanta, March, 1996.

"Are Mass Mediated Health Campaigns Effective? A Review of the Empirical Evidence", Presentation at the Emerson

College's Health Communication Conference, Boston, April, 1995.

Lecture given on formative evaluation in health communication, George Washington University, February, 1995.

"Evaluating Health Communication Campaigns", Workshop presented for the Canadian Health Promotion Unit, Toronto, December, 1994.

"Using the Mass Media for Health Promotion", Lecture given to Ontario, Canada Health Promotion Branch, December, 1994.

"The Role of Social Marketing in Health Promotion", Lecture given to graduate course in Health Communication, University of Toronto, December, 1994.

"Analyzing Audiences in Health Communication Programs", Workshop presented for Canadian Health Promotion Centre, Toronto, March, 1994.

Panelist for Johns Hopkins University Health Communication Day, October, 1994.

Reaching the Challenging Audience with Nutrition Messages”, Workshop given to the Ohio Nutrition Council, Columbus, October, 1993.

Invited participant and facilitator for a symposium, "Addressing Agencies' Risk Communication Needs”, sponsored by the EPA, NCI, and NSF, June, 1994.

Panelist, "Establishing the Research Agenda for Health Communication Research and AIDS for the 21st Century, International Communication Association, Washington, D.C., May, 1993.

Respondent to panel, "Communication and Health Promotion", International Communication Association, Miami, May, 1992.

"Living with Cancer Vicariously: Thirtysomething's Nancy as Role Model,@ Presentation at University of Kentucky's Health Communication Conference, Lexington, April, 1992.

"Is There a 'Hard-to-Reach' Audience?" Workshop presented for the Ohio Nutrition Council's annual meeting, Cincinnati, March, 1992.

"Segmenting Audience for Breast and Cervical Cancer Screening Promotion", Presentation at Training Seminar for Centers for Disease Control, Denver, March, 1992.

Respondent to panel, "The South Florida Project on Meaning Creation in the Silicon Breast Implant Controversy", Speech Communication Association, Chicago, November, 1992.

Respondent to panel, "Media Use or Abuse in Health Care and Beyond, Speech Communication Association, Atlanta, November 1991.

"Living with Cancer Vicariously: Thirtysomething's Nancy as Role Model", Presentation given to the AMC Cancer Center, Denver, August, 1991.

"Evaluation in Substance Abuse Prevention Communication Programs", Workshop given to the Office for Substance Abuse Prevention's Communication Grantees, Minneapolis, July, 1991.

"Asbestos Awareness Campaign", Presentation given to the Worker Notification Meeting sponsored by the National Institute on Occupational Safety and Health, Vail, August, 1991.

"Social Marketing Research", Presentation given to the National Eye Health Education Program meeting, Hilton Head, February, 1991.

"Applied Health Communication Research", Speech Communication Association's Applied Communication Conference, Tampa, March, 1991

"The Challenge of Health Communication" Keynote Address at the Office of Substance Abuse's Regional Communication Workshop, Louisville, October, 1990

"Searching for Health Information", Presentation to Medical Applications, National Institutes of Health, June, 1989.

"Searching for Health Information", Presentation to Behavioral Scientists in Dental Research, National Institutes of Health, June, 1989

"AIDS Education in Ethiopia", Keynote Address at Eastern Communication Association's Seminar, Applied Communication in a Multi-Cultural World, Ocean City, May, 1989.

"Searching for Health Information", Presentation at Health Education Seminar Series, University of Maryland, March, 1989.

"The Health Communication Challenge", Keynote Address at the National Eye Institute Conference, Baltimore, March, 1989.

"Narrowing the Cancer Knowledge Gap among Blacks", Presentation at the annual meeting of the Cancer Information Service, Chicago, October, 1988.

"Is the Cancer Information Service Reaching the Information Poor?" Presentation at the annual meeting of the Cancer Information Service, Chicago, October, 1988.

"Strategies for AIDS Prevention Campaigns", Presentation at a National Conference on AIDS Prevention, Ethiopia, July 1988.

Panelist, Workshop on Evaluation and Effective Risk Communication sponsored by the Task Force on Environmental Cancer and Heart and Lung Disease, Washington, DC, June, 1988.

"Source Credibility: A Review of the Communication Literature", Presentation at the Conference on Source Credibility sponsored by the Office of Substance Abuse, Washington, D.C., June, 1988.

Panel on Public Health Campaigns at the International Communication Association's Annual Conference, New Orleans, May, 1988.

"New Directions among Health Communication Scholars", Presentation at the Eastern Communication Association's Annual Conference, Baltimore, April, 1988.

"Media Strategies to Disseminate AIDS Information to the Public", Presentation at the Western Communication Association's Annual Meeting, San Diego, February, 1988.

"Reaching the Poor and Minorities with Cancer Prevention Information", Presentation before the National Cancer Institute's Cancer Communication Advisory Group, Washington, DC, January 1988.

"Communication and Cancer: Strategies for Seeking Cancer Information", a paper presented at the Eastern Communication Association Conference, Syracuse, 1987.

"The Role of Evaluation: Looking at the Process", presentation at the International Communication Association, Montreal, 1987.

"The Cancer Information Service Data Base: Contrasting Types of Users", Presentation at the Cancer Communication System Annual Meeting, Seattle, October 1987.

"Research and Publication: The CCS Comes of Age", Workshop participant at the Cancer Communication System Annual Meeting, Seattle, October 1987.

"Conflict Resolution in the Workplace", a workshop presented for the American Society of Medical Technologists, New Orleans, June 1986.

"Response to Value Dimensions in Health Communication", a paper presented at the International Communication Association, Hawaii, May, 1985.

"Disseminating Health Information", panel presented at Knowledge Transfer Roundtable, sponsored by Alcohol, Drug Abuse and Mental Health Association, Rockville, MD, November, 1984.

"The 1980 Content Analytic Study of Daily Newspaper Coverage of Cancer", Paper presented to the Office of Cancer Communication, National Cancer Institute, January, 1982.

"Presenting and Evaluating Health Messages", Panel presented at the Annual Conference of the Maryland Public Health Association, Baltimore, June, 1982.

"Characteristics of Television Health PSA's which Contribute to Effective Message Performance", presented at the Conference on Marketing for Non-Profit Organizations in Columbia, South Carolina, April, 1982.

"A Critique of the Top Three Competitive Papers", Paper presented at the Eastern Communication Association's Conference, Ocean City, Maryland, April, 1980.

"Communicating with the Elderly", Workshop presented at Norfolk State College's Spring Conference, April, 1980.

"Diffusing Health Information", Lecture presented at California State University at Northridge, March, 1980.

"An Empirical Analysis of the Effects of the Lottery", Lecture presented at Conference on Censorship, Indiana University, June, 1980.

"A Discussion of Competitively Selected Papers on Communication Apprehension", paper presented at the International Communication Association Convention, Philadelphia, May, 1979.

"Communication Apprehension in the Classroom", Symposium participant at the International Communication Association Convention, Philadelphia, May, 1979.

"A Response to Instructional Communication Papers", paper presented at the International Communication Association's Convention, Chicago, April, 1978.

"Critique of Competitive Interpersonal Papers", paper presented at the annual convention of the Eastern Communication Association in New York, March, 1977.

"A Response to Two Communication Apprehension Papers", paper presented at the Speech Communication's Convention, Washington, D.C., December, 1977.

Keynote Speaker "A Profile of the Communication Apprehensive Student", Anne Arundel County Speech Teachers' Conference, April, 1976.

Lecture, "Nonverbal Communication", Immaculate Conception High School, Washington, D.C., 1976.

"The Effects of Communication Apprehension on Communication Effectiveness", paper presented at Metropolitan Washington Communication Research Conference, February, 1975.

Communication Workshop for the Maryland Library Association, 1974.

## **Reports**

Final Report on 2006 Georgia Emergency Preparedness Study, Georgia Division of Public Health.

Final Report on 2006 Georgia Pandemic Flu Survey, Georgia Division of Public Health.

“Report on Progress of Risk Communicaiton in Georgia, Report to the Georgia Division of Public Health, 2005.

"Narrowing the Cancer Knowledge Gap among Blacks”, Final Report for National Cancer Institute Grant No. CA 45953, 1990.

"Source Credibility: A Review of the Communication Literature”, Report to the Office of Substance Abuse, 1988.

"The Public's Search for Information on Unorthodox Cancer Treatments: The CIS Experience”, Report to the Office of Technology Assessment, U.S. Congress, 1988.

"Evaluation of the 1987 Casey Kasem Radio PSA Campaign on Smoking”, Report to the National Cancer Institute, 1988. (Later presented as a competitively selected paper and published in a referred journal)

"Analysis of Exposure to the National Cancer Institute's Cancer Prevention Awareness Campaign”, Report to the National Cancer Institute, 1986. (Later presented as a competitively selected paper and published in a referred journal)

"1984 Newspaper Coverage of Cancer”, Report to the National Cancer Institute, 1986. (Later presented as a competitively selected paper and published in a referred journal)

"Report on Dental Manpower Study”, Report to the Maryland State Dental Association, 1984.

"Characteristics of Television Health PSAs which Contribute to Effective Message Performance”, Report to the National Cancer Institute, 1981.

"Report of the Allied Health Child-Find and Advocacy Survey”, Report to the American Society of Allied Health Professionals, 1981.

"Impact of Two Public Service Campaigns", Report to the Federal Trade Commission, 1980.

### **Grants**

National Institutes of Health for \$970,000. 2009-2011. Using Meals on Wheels Volunteers as Health Literacy Coaches.

Centers for Disease Control and Prevention for \$330,000. 2009-2010. Longitudinal Survey of the Public's Response to the H1N1 Pandemic.

Georgia's Department of Human Resources for (b) (4), 2008. Project: Communicating about Essential Health Services in a Flu Pandemic.

Centers for Disease Control and Prevention for \$25,000, 2008. Project: Evaluating a HIV/AIDS Mobile Media Intervention.

Georgia's Department of Human Resources for (b) (4), 2007. Project: Exercising Pandemic Flu Risk Communication.

Georgia's Department of Human Resources for \$(b) (4), 2006-2007. Project: Pandemic Flu Risk Communication Training and Simulation.

Centers for Disease Control and Prevention for \$3.5 million for four years. Project: Southern Center for Communication, Health, and Poverty. 2005

Georgia's Department of Human Resources for (b) (4), 2005. Project: Survey of Georgia Citizens' Knowledge, Attitudes, and Practices about Emergency Preparedness.

Georgia's Department of Human Resources for (b) (4) 2004. Project: Risk Communication Audit for state of Georgia.

Centers for Disease Control and Prevention for \$25,000, 2005. Project: Publications on Nutrition and Physical Activity Research.

National Cancer Institute Grant for \$1.8 million, 1993-1997. Project: Maryland WIC 5-A-Day Promotion Program.

National Cancer Institute Cancer Communications Grant for \$107,000, 1987-89. Project: "Narrowing the Cancer Knowledge Gap among Blacks."

University of Maryland's Student Health Center for (b) (4), 1989. Project: Study investigating students' negotiation of safe sex.

University of Maryland's Student Health Center for (b) (4), 1987. Project: Survey of College Students' Knowledge, Attitudes, and Behaviors Regarding AIDS.

National Cancer Institute, Intergovernmental Personnel Act, 1986. Project: The Public's Search for Health Information: The Cancer Experience.

University of Maryland Instructional Development Grants 1977 and 1983. Project: Computer assisted Instruction for a Communication Theory Course.

University of Maryland Summer Research Award, 1975. Study: "The Development of an Empirically Based Measure of Behavioral Communication Apprehension."

### **Fellowships, Prizes, and Awards**

Honorary Doctorate from Emerson College, 2010.

Everett Rogers Award for Public Health Communication, American Public Health Association, 2010.

Distinguished Career Award, American Public Health Association, 2004.

Distinguished Alumni Award, given by the Eastern Illinois Alumni Association, 1998

National Communication Association and the International Communication Health Communication Divisions - Outstanding Health Communication Scholar Award, 1998-1999

Outstanding Woman of the Year Award 1990, given by the President's Commission on Women's Affairs, University of Maryland.

Top Three Paper Award from the Speech Communication Association's Commission on Health Communication for "Factors Explaining Intent, Discussion, and Use of Condoms in First Time Sexual Encounters, 1991.

Top Three Paper Award from the International Communication Association, Health Communication Division for "Strategic Sexual Communication: Condom Use Resistance and Response", 1991

Top Three Paper Award from the International Communication Association, Health Communication Division for "Gender Based Differences in Counter Resistance Strategies for the Negotiation of Condom Usage", 1990

Top Three Paper Award from the International Communication Association's Health Communication division for "Reaching Those at Risk: A Content Analysis of AIDS PSAs", 1989

Top Three Paper Award from the Eastern Communication Association's Health Communication Interest Group for "The Neglected Medium: Using Radio to Target Teens."

Top Three Paper Award from the International Communication Association's Health Communication Division for "A Content Analytic Study of Daily Newspaper Coverage of Cancer."

Governor's Citation for contributions toward implementing Title IX, 1983.

S.C.A. Research Board's Outstanding Doctoral Dissertation Award, December, 1974. Dissertation: "The Effects of Communication Apprehension on Communication Effectiveness."

### **Undergraduate**

Graduation with honors; Department of Speech's Outstanding Forensic Student, 1965; Winner, National Pi Kappa Delta Discussion Tournament, 1965; Full tuition scholarship, 1962-66; Elected to Phi Kappa Delta (national forensics honorary).

### **Editorships, Editorial Boards, and Reviewing Activities**

Editorial Board for special issue on Pandemic Flu Risk Communication for Health Promotion Practice.

Co-Editor with Timothy Edgar of special Tenth Year Anniversary Issue of The Journal of Health Communication. In press for January 2006.

Co-Editor with Mary Anne Fitzpatrick and Timothy Edgar of special issue of Language and Social Psychology on Communication and Health, 1992.

Co-Editor with Mary Anne Fitzpatrick and Timothy Edgar of special issue of Communication Research on Communication and Health Promotion, 1993.

Associate Editor, Journal of Communication (1991-)

Associate Editor, Health Communication, national refereed journal (1988-1997).

Associate Editor, Communication Quarterly, regional refereed journal (1978-1981) (1984-1995).

Associate Editor, Communication Education, national refereed journal (1978-1981) (1984-1987).

Associate Editor, Human Communication Research, national refereed journal (1992-1997)

Publications Board, Speech Communication Association, (1981-1984).

ERIC reviewer in Health Communication, 1983-present.

Associate Editor, Human Communication Research, National Refereed Journal (1977-1981).

Ad hoc reviews for Journal of the American Medical Association, Communication Theory, Health Education Quarterly, Health Education Research: Theory and Practice, Southern States Speech Journal, Journal of Communication, Advances in NonProfit Marketing, Public Health Reports, and Journal of Applied Communication Research, Biosecurity and Bioterrorism.

## **Teaching and Advising**

**Courses Taught** (Approximate number of students each semester in parentheses)

### **At the University of Georgia**

JRMC 9060--Seminar in Health Communication

JRMC 8610—Seminar in Risk Communication

SPCM 4610—Health Communication

SPCM 8610—Seminar in Health Communication

### **At the University of Maryland**

SPCH 700--Introduction to Graduate Study (10)

SPCH 600--Introduction to Empirical Research Methods in Speech Communication (15)

SPCH 698R--Health and the Mass Media (15)

SPCH 698D--Diffusion of Innovations (12)

SPCH 698S--Survey Research Methods (8)

SPCH 400--Introduction to Research Methodology in Speech Communication (30)

SPCH 471--Public Communication Campaigns

SPCH 350--Communication Theory (45)

SPCH 798,698 and PCOM 899--Directed Research and Dissertation Research, (3-4)

### **Curriculum and Course Development**

Managed the development of CDCynergy, a CD-ROM based planning and training curriculum widely used in public health agencies and Schools of Public Health.

Health Communication Program--developed first program in health communication offered in the U.S. Currently serving as a model for such universities as UCLA, Univ. of Florida, Villanova University and Univ. of Western Sydney, Australia. Enrolls approximately <sup>(b) (6)</sup> doctoral students and <sup>(b) (6)</sup> masters students per year. Graduates hold health communication positions in academic institutions, government health agencies, voluntary health organizations, hospitals, and health consulting firms.

Developed graduate seminars in research methods, health and the mass media, and diffusion theory.

Developed undergraduate course in communication theory based on mastery learning model. Course is self-paced, uses behavioral objectives, criterion-referenced examinations, and computer-generated testing.

Developed numerous internship positions at National Institutes of Health, Children's Hospital, Porter-Novelli, Prospects Associates, Biospherics, American Lung Association,

### **Teaching Recognition**

Two instructional development grants for undergraduate communication theory course development.

Nominated for Distinguished Scholar/Teacher, 1989.

**Advisees**

**Ph.D.**

- (b) (6) (2009)
- (b) (6) (2008)
- (b) (6) 2006
- (b) (6) 1990
- (b) (6) (1994)
- (b) (6) (2002)
- (b) (6) 1987
- (b) (6) 1987
- (b) (6) 1985

**MASTERS**

- (b) (6) (in progress)
- (b) (6) 2005
- (b) (6) 1994      (b) (6) 1994
- (b) (6) 1990      (b) (6) 1990
- (b) (6) 1992      (b) (6) 1990
- (b) (6) 1991      (b) (6) 1990

(b) (6)	1989	(b) (6)	1986
(b) (6)	1988	(b) (6)	1986
(b) (6)	1986	(b) (6)	1985
(b) (6)	1985	(b) (6)	1984
(b) (6)	1985	(b) (6)	1983
(b) (6)	1983	(b) (6)	1980
(b) (6)	1981	(b) (6)	1979
(b) (6)	1980	(b) (6)	1976
(b) (6)	1979	(b) (6)	1975

(b) (6) was awarded NCA/ICA Health Communication Dissertation of the Year, 2010 and a Kellogg Health Disparities Post doctoral Fellowship

(b) (6) won TESS funding from NSF to collect dissertation data.

(b) (6) Master's Thesis was awarded a Top Three Paper Award from the Health Communication Division of the International Communication Association in 1986.

(b) (6) doctoral dissertation was nominated for the Outstanding Dissertation Award given by the Speech Communication Association, 1987. (b) (6) was awarded the (b) (6) Award for Commitment to Social Change, 1989.

**Service**

**Professional Activities**

**Membership**

- Speech Communication Association
- International Communication Association
- Eastern Communication Association
- Maryland Communication Association
- Metropolitan Washington Communication Association

**Positions of Leadership**

### **SPEECH COMMUNICATION ASSOCIATION**

Inservice Teacher Training Committee, 1977-78

NCAT Evaluator, 1977

Maryland Representative to State's Advisory Council

Task Force on Assessment and Testing, 1979-1981

Legislative Council Member at large, 1982-84

Publications Board, 1981-84

Chair, 1983 Nominating Committee

Executive Committee Member, Applied Communication Section  
1983-86

Executive Committee, Commission on Health Communication, 1986

### **INTERNATIONAL COMMUNICATION ASSOCIATION**

Member of Senate Audit Team, 1975

Nominating Committee, 1975 and 1978

Sources of Funding Committee, 1976

Committee on Innovations, 1977-78

Elected Reader for Competitive Papers, 1977-78 and 1981

Secretary of Division 7, Instructional Communication 1978-79

Elected Reader for Competitive papers in Health Communication, 1981-1984

Chair, Status on Women Committee, 1985-1987

Vice-President and Chair, Health Communication Division, 1988

Co-Chair, Theme Sessions, 1991

### **EASTERN COMMUNICATION ASSOCIATION**

Advisory Board Chair, 1978-1981

Executive Committee, 1978-81

Funding Sources Committee, 1978-1981

Awards Committee, 1978-1981

Community College Task Force, 1982

Chair, Health Communication Interest Group, 1982-83

### **MARYLAND COMMUNICATION ASSOCIATION**

Vice President, 1977-78

Program Chairperson for Annual Conference, 1978

President, 1978-79.

## **METROPOLITAN WASHINGTON COMMUNICATION ASSOCIATION**

MemberAtLarge of Executive Committee, 1976-77

### **Other Non-university Committees, Commissions, Panels**

Alzheimer Association Brain Health Campaign Advisory Group 2008-

Emory University Emergency Preparedness Center Advisory Group 2008-

Expert Panel on Evaluation for the White House Anti-Drug Campaign, 2008.

NIH Blue Ribbon Panel advising Director on Boston BSL4 Laboratory Controversy, 2008-

CDC's External Five Year Review of the Injury Research Center at the University of Southern California, 2004.

University of Maryland's Risk Communication Research Center's Advisory Group, 2004-

Southern Regional Education Board's Adult Learning Campaign Toolkit Committee, 2004

Chair, the Data Monitoring and Oversight Committee for the National Eye Institute's Community Based Eye Health Education Grants, 1993.

Co-Chair, External Review of National AIDS Information and Education Program, Centers for Disease Control and Prevention, 1993.

Advisory Panel for the Prevention Research Center, University of Illinois, Chicago, 1991.

Advisory Board for the National Institute of Deafness and other Communication Disorders, 1991-

Review Committee for the HIV/AIDS Office of the American Red Cross, 1990

Planning Advisory Board for the National Eye Health Education Program, National Eye Institute, 1988-

Planning Advisory Board for the Alzheimer's Disease Education and Referral Center, National Institute of Aging, 1990-

Planning Advisory Board for the Office of Cancer Communication, National Cancer Institute, 1989-1992

Advisory Committee for Minority Media and Health, National Cancer Institute and Alcohol, Drug Abuse and Mental Health Administration, 1989-

Expert Panel to review evaluation design for site selection campaigns for drug treatment centers, National Institute of Drug Abuse, 1989-

Technical Working Group to develop manual for small scale studies for Global Programme on AIDS, World Health Association, 1989-

Expert Panel to review formative evaluation plans for health messages, Office of Substance Abuse, 1989

Steering Committee for national conference on Public Health and Mass Communication, National Institute on Alcohol and Alcohol Abuse, 1987-88.

Expert Panel to review Office of Cancer Communications Publications, National Cancer Institute, 1987

Expert Panel to review Tobacco Education Programs, National Cancer Institute, 1987

Expert Panel to review plans for national public service campaign, National Institute of Alcohol and Alcohol Abuse, 1987

Expert Panel to review Office of Cancer Communications Evaluation Master Plan, National Cancer Institute, 1986

Advisory Group for national survey on public knowledge, attitudes, and beliefs about cancer, National Cancer Institute, 1986

### **Media Interviews on AIDS Research**

WUSATV News (Washington, D.C.), September 3, 1987

ABCRadio News (National Network), August 31, 1987

WMALRadio News (Washington, D.C.), August 31, 1987

WBALRadio News (Baltimore), August 31, 1987

**Outlook**(University of Maryland Faculty Newspaper),

"AIDS-Students Know Facts But Don't Take Precautions", September 14, 1987

**The Christian Science Monitor**, "Keeping AIDS Off the Campus: Study Shows Little Being Done", September 9, 1987

**The Washington Times**, "Students Haven't Changed Despite AIDS Fears", September 3, 1987

**The Diamondback** (University of Maryland Student Newspaper), "AIDS Knowledge Fails to Change Sex Habits", September 2, 1987

**The Baltimore Sun**, "Students Well Informed about the Causes of AIDS", September 3, 1987

**The Evening Sun** (Baltimore), "AIDS No Worry, UM Students Say", September 1, 1987

## **University Service**

### **CAMPUS**

Chancellor's Commission on Women, Chairperson, 1982-1984  
Chairperson, Day Care Committee, 1978-1980.

CoChairperson, Faculty Equity Issues, 1984-1985.

Project Director of Faculty Women's Perceptions of Salary Studies, 1983.

Chair, Subcommittee to Evaluate Faculty Salary Studies.

Project Director of Sex Bias Survey for Human Relations Office  
Evaluator for Chancellor's Scholars, 1983-1986.

Committee on Undergraduate Women's Education, (Greer Committee) 1988

Campus Senate Committee, 1987-88.

Chair, Committee to Review Health Education Department, 1993-94

### **COLLEGE**

Student Affairs Committee, Graduate School, 1993-

Arts and Humanities Research Committee, 1976-1977.

Affirmative Action Committee of Arts and Humanities Division, 1977-1979.  
Departmental Representative for Faculty Equity Review, 1985.  
Committee to Review the English Department, 1987.  
Elected Departmental Representative to Collegiate Council  
Search Committee for Chair, Speech Communication Department, 1989.  
Committee to Review the Philosophy Department, 1991.  
Committee to Review the Speech Communication Department, 1992-1993.  
Search Committee for Chair, Speech Communication Department, 1994.

## **DEPARTMENTAL**

EEEE Officer for Speech and Dramatic Arts Department, 1977-1979.  
Colloquium Committee for Speech Communication Division, 1977-1978.  
Departmental Graduation Committee, 1978, Chair, 1984.  
Search Committee, Department Chair, Department of Communication Arts and Theatre, 1982.

Director of Graduate Study for Speech Communication Division, 1982-1985.  
Member of Departmental Executive Committee, 1983-1984. Director, Speech Communication Division, 1986-1989.  
Director of Graduate Study for Speech Communication Department, 1993-  
Member of the Chair Search Committee, 1994-95.

## **Consultantships**

### **WORLD BANK**

Created on-line modules on key communication topics, 2007.  
Developed a course on strategic communication for country managers, 2005.

Developed a World Bank wide learning program in communication. 2004

Faculty, Strategic Communication Workshop for United Kingdom's DFID staff, October, 2003.

Health communication consultant for India's Family Planning Project, 1994-

## **PAN AMERICAN HEALTH ORGANIZATION**

Health Communication Consultant to government of Belize for eye health education program, November, 1993.  
Preparation of Health Care Provider/Client Bibliography for use in Latin American universities.

### **WORLD HEALTH ORGANIZATION**

Health Communication Consultant to government of Ethiopia for AIDS prevention campaign, 1988.  
Faculty, AIDS Communication Workshop, Trinidad, 1989.

### **US AGENCY FOR INTERNATIONAL DEVELOPMENT**

Content analytic study of key population journals, 2007.  
Consultant planning social marketing training module for WHO regional immunization workshops  
Consultant planning faculty development workshop for Academy of Educational Development, 1988.  
Evaluation of a schoolbased radio program to teach immunization in Swaziland, 1986-87.  
Market Research on Family Planning in Ghana, 1985.  
Communication Research on Family Planning in Egypt  
Social Marketing for Change Consultant, 1984 present.

### **CENTERS FOR DISEASE CONTROL**

Co-chair of committee to review National AIDS Information and Education Program, 1993-94.  
Consultant on project identifying core competencies for health communication specialists, 1995.

### **SURGEON GENERAL OF THE U.S.**

Participant in Health Literacy Conference, 2006  
Participant in the Organ Transplantation Workshop, July, 1992

### **NATIONAL CANCER INSTITUTE**

Review panel for the Cancer Information Service Research Agenda, 2004  
Chair, Review panel for Miami/Puerto Rico Cancer Information Service grant, 1988.  
Evaluation of Celebrity Radio PSA's with teenagers, 1987.

Study of the exposure of the Cancer Prevention Awareness PSA's, 1985-1986.  
Review panel for Cancer Information Services contracts, 1984-1985.  
Study of the differences between respondents and non-respondents to the health message testing service, 1977.  
Study of the readability of health education messages, 1977-1978.  
Member of task force to develop a message testing system for health education messages, January March, 1976.

#### **NATIONAL HEART, LUNG, AND BLOOD INSTITUTE**

Monograph on the effectiveness of mass media health campaigns, 1992 Study of diffusion of health information to minority groups.  
Review panel for grant proposals, 1984.

#### **OFFICE FOR SUBSTANCE ABUSE PREVENTION**

Evaluator of Communication grant awarded to Prince Georges County School system for drug prevention  
Design of evaluation plan for communication grants, 1991.

#### **OFFICE OF TECHNOLOGY ASSESSMENT, U.S. CONGRESS**

Study of the information seeking characteristics of consumers who inquire about unorthodox cancer treatments, 1987.

#### **FEDERAL HOME LOAN MORTGAGE CORPORATION**

Mail and telephone survey of commercial banks, mortgage bankers, savings and loans, and credit unions to assess their satisfaction with the Federal Home Loan Mortgage Corporation's Services.

#### **FEDERAL TRADE COMMISSION**

Evaluation of the impact of a public service campaign for women's credit rights.

#### **AMERICAN SOCIETY OF ALLIED HEALTH PROFESSIONS**

Survey of membership to ascertain their knowledge, attitudes, and practices regarding handicapped children.

#### **NATIONAL INSTITUTE OF ALCOHOL AND ALCOHOL ABUSE**

Steering committee for national conference on Public Health and Mass Communication.  
Review of the literature on the knowledge gap in health.  
Grant review committee for Alcohol Warning Labels Research

**NUS CORPORATION**

Survey of newsletter subscribers to determine their satisfaction with the newsletter.

**SCHOOL OF PUBLIC HEALTH, UNIVERSITY OF CALIFORNIA AT LOS ANGELES**

Recommendations for curriculum for new program in health communications.

**STATE OF MARYLAND**

Communication Consultants to Economic Engineering Division, March, 1978

**MARYLAND STATE DENTAL ASSOCIATION**

Project Director of Manpower Study of Dentists in Maryland, 1984.