

January 22, 2019

MICHAEL D. SLATER

Social and Behavioral Science Distinguished Professor
Director, School of Communication
The Ohio State University
3022 Derby Hall, 154 North Oval Mall
Columbus OH 43210-1339
office 614-247-8762, fax 614-292-2055
email slater.59@osu.edu

EDUCATION

- Stanford University: Ph.D., Department of Communication, 1988.
Dissertation: "Social Information in Messages: Effects of Familiarity with Group Referent and Factuality of Portrayals on Subsequent Social Beliefs," Byron Reeves, Advisor, Steven Chaffee, Clifford Nass, Donald Roberts, committee members.
- New York University: M.P.A, Graduate School of Public Administration, 1982.
Areas: international development administration, urban policy analysis. Thesis: "Selling Progress: Development Communication in Third World Cities."
- Columbia University: B.A., 1974. Major in anthropology.

WORK HISTORY

1988-present. Administrative appointments: Director, School of Communication, (July 2017-present). Director of Graduate Studies (June 2015-June 2017). Director Behavioral Measurement Shared Resource, OSU Comprehensive Cancer Center (2007-2012). Academic appointments: Social and Behavioral Science Distinguished Professor, School of Communication, The Ohio State University (July 2005-present). Professor (Assistant 1988-1993, Associate 1993-1998), Department of Journalism and Technical Communication, joint appointment (1/4 time) Department of Psychology, Colorado State University (1999-2005).

Developed and taught courses in health and environmental communication campaigns, theory construction and development, persuasion and attitude change, public relations, and research methods. Conducting research in message/media effects on social beliefs and behavior, health communication, persuasion processes, and audience research.

Principal investigator for a five-year, \$2,435,000 (total costs) study of media campaign effects on community readiness and effectiveness of in-school prevention efforts and a subsequent five-year follow-up study of the campaign (\$3,010,665 total costs) and co-principal investigator for a three-year developmental intervention grant using mobile technology to reduce marijuana risk behavior among high school students in environments where use is increasingly accepted (\$723,000 total costs) sponsored by the National Institute on Drug Abuse; principal investigator for a four-year, \$1,761,000 (total costs) study of the relationship between alcohol risk perceptions and media coverage, a four-year, \$2,278,000 (total costs) study of the mechanisms underlying responses to alcohol-related news and advertising, a four-

year, \$400,000 (total costs) study of alcohol advertising to adolescents and a four-year, \$665,000 study of warnings on TV beer ads, all funded by the National Institute on Alcohol Abuse and Alcoholism (NIAAA), subcontract PI (subcontract \$658,000) for a study of cancer coverage funded by the National Cancer Institute, a study of ethnic differences in responses to TV alcohol warnings funded by the Office for Minority Health; a one-year, \$142,000 study of tobacco news coverage funded by the Colorado Tobacco Research Program; also PI for a study of an interactive computer cancer education program, funded by AMC-Cancer Research Center and Warner New Media, and for a segmentation study of non-traditional audiences for the Colorado Dept. of Wildlife. Proposal co-author and co-PI for a three-year Robert Wood Johnson Foundation funded study of tombstone versus lifestyle substance advertising (\$305,000), and for a three-year study of pesticide education for the consumer funded by the EPA (\$800,000).

Recipient of the first annual Donohew award for Outstanding Scholar in Health Communication Research, at the 10th Annual Conference on Health Communication (1998), Novelli award for outstanding theoretical contribution, Innovations in Social Marketing conference (2000), received Amsterdam School for Communication Research McQuail outstanding theory paper award, 2008, named a Joan Huber Faculty Fellow at Ohio State University, 2008, elected ICA Fellow 2010, received ICA/NCA outstanding health communication scholar award 2013, received Wayne Danielson award for distinguished communication scholarship from the University of Texas-Austin, 2014, honorary doctorate University of Antwerp 2018.

Member, Technical Advisory Group for the Global Health Communication Partnership (a \$127 million USAID initiative led by the Center for Communication Programs at Johns Hopkins University), 2002-2004, and of the Behavior Change Expert Panel for the National Youth Media Campaign sponsored by the President's Office of National Drug Control Policy (Nov. 2001-2004, chair June 2003-Sept. 2004). Advisory committee member, St. Louis University Center for Excellence in Cancer Communication, and the Center of Excellence in Health Marketing and Health Communication at the University of Connecticut. Member, Institute of Medicine panel on tobacco prevention strategies (2004-2005). Served as primary scientific consultant for national health lifestyles segmentation studies conducted by Porter/Novelli for NIH, Centers for Disease Control and Prevention (CDC), and industry, and for an NIAAA-funded natural field experiment studying effects of exposure to liquor advertising on television; NIH reviewer for SBIR/STTR proposals in alcohol, drug, and science education and various special emphasis panels; conducted training in audience segmentation for CDC as well as participating in an expert panel developing a CDC health communication research agenda; also consulted on audience segmentation and message-testing projects for the U.S. Department of Agriculture and the Colorado Dept. of Health, on alcohol education for American Research Company of Virginia, and on public relations training for Hewlett-Packard, Fort Collins Site. Member Institute of Medicine committee on a blueprint for tobacco control strategies, 2004-2005. Elected chair, Health Communication Division, International Communication Association (2002-2004, vice-chair 2000-2002). Chair, ICA Nominating Committee, 2003-2004. Member, ICA Research Committee (2004-2005). Founding Chair, Coalition for Health Communication, a coordinating group for health communication divisions in the International Communication Association, National Communication Association, and American Public Health Association (2002-2006). Director, Behavioral Measurement Shared Resource, Ohio State University Comprehensive Cancer Center (2007-2012). Consultant, Risk Communication Advisory Committee, U.S. Food and

Drug Administration (2014-2016). Member, National Academy of Science Committee on Changing Behavioral Health Social Norms through Messaging for the Public (2016-2017).

1984-1988. Doctoral candidate, Department of Communication, Stanford University.

Research assistant and Public Health Service pre-doctoral fellow, Stanford Center for Research in Disease Prevention; teaching assistant for two semesters.

1979-1984. Senior account manager, Martin L. Schneider/Associates, New York City.

Responsible for new business proposals, strategic planning of public relations campaigns, and all phases of implementation.

Planned and launched campaigns (including press conferences, conventions, and national tour publicity) for two high-technology start-ups (Kurzweil Applied Intelligence and Kurzweil Music Systems), resulting in heavy local and national (including *Time*, *Scientific American*, *The Wall Street Journal*, *High Technology*, *Omni*, and *Connoisseur*) as well as local and national network television news (including *Today*, *CBS Evening News*, and *PM Magazine*).

Managed media relations and developed marketing communications (including a prize-winning film) for a Xerox Corporation subsidiary.

Developed annual reports, publications, and marketing materials (including an award-winning a/v presentation), and coordinated fundraising efforts with foundation and corporate supporters for two New York City teaching hospitals.

Planned and executed advocacy media campaigns for two non-profit education groups, as well as creating annual reports, grant proposals, and fundraising materials.

Collaborated in planning innovative grant programs in the arts and humanities for two client foundations.

1976-1979. Associate, Roslyn Willet Associates; Freelance work, New York City.

Wrote and placed features and releases, coordinated press conferences for Fortune 500 corporations including Burroughs (Unisys) subsidiaries and for Nashua Corporation, primarily in technology fields.

Wrote freelance articles on health care and community issues for weekly newspapers and a national health monthly; also wrote direct mail copy.

1974-1975. Community Coordinator, Center for Independent Living, New York City.

Maintained liaison with dozens of government, social service, and volunteer agencies in three-state area. Interviewed, counseled clients (visually impaired elderly persons). Wrote self-help handbook for older persons that was distributed nationally.

PUBLICATIONS

Refereed journal articles (*Graduate student or post-doc co-author at time of research):

1. Slater, M.D., Oliver, M.B., & Appel, M. (In press). Poignancy and mediated wisdom

- of experience: Narrative impacts on willingness to accept delayed rewards. *Communication Research*.
2. Silver, N.* & Slater, M.D. (In press). A safe space for self-expansion: Attachment style and motivation to engage and interact with the story world. *Journal of Social and Personal Relationships*.
 3. Appel, M., Slater, M.D., & Oliver, M.B. (In press). Repelled by virtue? The Dark Triad and eudaimonic narratives. *Media Psychology*.
 4. *Long, J., Eveland, W., Slater, M.D. (In press.) Partisan media selectivity and partisan identity threat: The role of social and geographic context. *Mass Communication and Society*.
 5. Roberts, M.E., Keller-Hamilton, B., Hinton, A., Browning, C.R., Slater, M.D., Xi, W., Ferketich, A.K. (2019). The magnitude and impact of tobacco marketing exposure in adolescents' day-to-day lives: An ecological momentary assessment (EMA) study. *Addictive Behaviors*, 88, 144-149.
 6. Slater, M.D., Oliver, M.B., Appel, M., Tchernev, J., & Silver, N.* (2018). Mediated wisdom of experience revisited: Delay discounting, acceptance of death, and closeness to future self. *Human Communication Research*, 44, 80-101.
 7. Slater, M.D., Ewoldsen, D.R., & Woods, K.* (2018). Extending conceptualization and measurement of narrative engagement after-the-fact: Parasocial relationship and retrospective imaginative involvement. *Media Psychology*, 21, 329-351.
 8. Oliver, M.B., Raney, A., Slater, M.D., et al. (2018). Self-transcendent media experiences: Taking meaningful media to a higher level. *Journal of Communication*, 68, 380-389.
 9. *Na, K., Garrett, R.K., & Slater, M.D. (2018). Rumor acceptance during public health crises: Testing the emotional congruence hypothesis. *Journal of Health Communication*, 23, 791-799.
 10. Wakefield, M., Brennan, E., Dunstone, K., Durkin, S., Dixon, H., Pettigrew, S., Slater, M.D. (2018.) Immediate effects on adult drinkers of exposure to alcohol harm reduction advertisements with and without drinking guideline messages: experimental study. *Addiction*. doi:10.1111/add.14147.
 11. Buller, M.K., Andersen, P.A., Bettinghaus, E.P., Liu, X., Slater, M.D., Henry, K., Fluharty, L., Fullmer, S., & Buller, D.B. (2018). Randomized trial evaluating targeted photographic health communication messages in three stigmatized populations: Physically-disabled, senior, and overweight/obese individuals. *Journal of Health Communication*, 23, 886-898.
 12. Klein, E., Quisenberry, A., Foraker, R., Thomson, T., Htut, S.L., Slater, M.D., & Lai, M.L. (2018). Testing a brief web-based intervention to increase recognition of tobacco constituents. *Tobacco Regulatory Science*, 4, 83-94.

13. Friedman, K., Keller-Hamilton, B.L., Roberts, M.E., Slater, M.D., Berman, M.L., Paskett, E.D., Lu, B., Yates, K., & Ferketich, A. (2018). Attitudes towards tobacco, alcohol, and non-alcoholic beverage advertisement themes among adolescent boys. *Substance Use and Misuse*, 53, 1706-1714.
14. Evans, A., Peters, E., Keller-Hamilton*, B., Loiewski*, C., Slater, M.D., Lu, B., K& Roberts, M. (2018). Warning size affects what adolescents recall from tobacco advertisements. *Tobacco Regulatory Science*, 4, 79-87.
15. Keller-Hamilton, B., Muff, J., Blue, T., Lu, B., Slater, M.D., Roberts, M.E., Ferketich, A. (2018). Tobacco and alcohol on television: A content analysis of male adolescents' favorite shows. *Preventing Chronic Disease*, 15, 180062 DOI: <https://doi.org/10.5888/pcd15.180062>.
16. *Abo, M., Slater, M.D., & Jain, P. (2017). Using health conditions for laughs and health policy support: The case of food allergies. *Health Communication*, 32, 803-811.
17. Friese, B., Slater, M.D., & Battle, R.S.J. (2017). Use of marijuana edibles by adolescents in California. *Journal of Primary Prevention*. 38: 279-282. doi:10.1007/s10935-017-0474-7
18. Katz M.L., Young G.S., Reiter P.L., Pennell M.L., Plascak J.J., Zimmermann B.J., Krieger J.L., Slater M.D., Tatum C.M., Paskett E.D. (2017.) Process evaluation of cancer prevention media campaigns in Appalachia Ohio. *Health Promotion Practice*. 18, 201-210.
19. Dunstone, K., Brennan, E., Slater, M.D., Dixon, H.G., Durkin, S.J., Pettigrew, S., & Wakefield, M.A. (2017). Alcohol harm reduction advertisements: a content analysis of topic, objective, emotional tone, execution and target audience. *BMC Public Health* 17, 312 (article number).
20. Wakefield, M.A., Brennan, E., Dunstone, K., Durkin, S.J., Dixon, H.G., Pettigrew, S., & Slater, M.D. (2017). Features of alcohol harm reduction advertisements that most motivate reduced drinking among adults: an advertisement response study. *BMJ Open*, 7: e014193. doi:10.1136/bmjopen-2016-014193
21. Katz M.L., Young G.S., Reiter P.L., Pennell M.L., Plascak J.J., Zimmermann B.J., Krieger J.L., Slater M.D., Tatum C.M., Paskett E.D. (2017.) Process evaluation of cancer prevention media campaigns in Appalachia Ohio. *Health Promotion Practice*. 18, 201-210.
22. Johnson, B.K., Slater, M.D., *Silver, N., & Ewoldsen, D.R. (2016). Entertainment and expanding boundaries of the self: Relief from the constraints of the everyday. *Journal of Communication*, 386-408.
23. Klein, E., Berman, M.L., Hemmerich, N.L., *Htut, S., Carlson, C., & Slater, M.D. (2016). On-line e-cigarette marketing claims: A systematic content and legal analysis.

- Tobacco Regulatory Science*, 2, 252-262.
24. Friese, B., Slater, M.D., Annechino, R., & Battle, R.S. (2016). Teen use of marijuana edibles: A focus group study of an emerging issue. *Journal of Primary Prevention*, 37, 303-309.
 25. Slater, M.D. (2015). Reinforcing Spirals Model: Conceptualizing the relationship between media content exposure and the development and maintenance of attitudes and social identity. *Media Psychology*, 18, 370-395.
 26. *Johnson, B.K., Ewoldsen, D.R., & Slater, M.D. (2015). Self-control depletion and narrative: A test of the TEBOTS model. *Media Psychology*, 18, 196-220.
 27. Slater, M.D., Peter, J., & Valkenburg, P. (2015). Message variability and heterogeneity: A core challenge for communication research. *Communication Yearbook*, 39, 4-31. (Peer-reviewed annual.)
 28. Slater, M.D., Hayes, A.F., & *Chung, A.H. (2015). Injury news coverage, relative concern, and support for alcohol-control policies: An impersonal-impact explanation. *Journal of Health Communication*, 20, 51-59.
 29. *Lee, J-Y, Slater, M.D., & *Tchernev, J. (2015). Self-deprecating humor vs. other-deprecating humor in binge-drinking messages. *Journal of Health Communication*, 20, 1185-1195.
 30. *Roberts, M.E., Berman, M., Slater, M.D., Hinton, A., & Ferketich, A. (2015). Point-of-sale tobacco marketing in rural and urban Ohio: Could the new landscape of tobacco products widen inequalities? *Preventive Medicine*, 81, 232-235.
 31. *Yates, K., Friedman, K., Slater, M.D., Berman, M., Paskett, E.D., & Ferkitich, A. (2015). A content analysis of electronic cigarette portrayal in newspapers. *Tobacco Regulatory Science*, 1, 94-102.
 32. Katz, M.L., Keller, B., Tatum, C.M., Fickle, D.K., Midkiff, C., Carver, S., Krieger, J.L., Slater, M.D., Paskett, E.D. (2015). Community members' input into cancer prevention campaign development and experience being featured in the campaign. *Progress in Community Health Partnerships: Research, Education, and Action*, 9, 149-156.
 33. Krok-Schoen, J., Katz, M.L., Oliveri, J., Young, G., Pennell, M., Reiter, P., Plascak, J., Slater, M.D., Krieger, J., Tatum, C.M., and Paskett, E.D. (2015). A media and clinic intervention to increase colorectal cancer screening in Ohio Appalachia. *BioMed Research International*, article ID 943152 (online-only journal).
 34. Slater, M.D., *Johnson, B.K., Cohen, J., Comello, M.L.G., & Ewoldsen, D.R. (2014). Temporarily expanding the boundaries of the self: Motivations for entering the story world and implications for narrative effects. *Journal of Communication*, 64, 439-455.

35. Lee, C-J, Long, M.A., Slater, M.D., & *Song, W. (2014). Comparing local TV news with national TV news in cancer coverage: An exploratory content analysis. *Journal of Health Communication, 19*, 1330-1342.
36. Carlyle, K.E., *Scarduzio, J.S., & Slater, M.D. (2014). Media portrayals of female perpetrators of intimate partner violence. *Journal of Interpersonal Violence, 29*, 2394–2417.
37. Buller, D.B., Halperin, A., Severson, H.H., Borland, R., Slater, M.D., Bettinghaus, E.P., Tinkelman, D., Cutter, G.R., & Woodall, W.G. (2014). Effect of nicotine replacement therapy on quitting by young adults in a trial comparing cessation services. *Journal of Public Health Management and Practice, 20*, E7-E15.
38. Goodall, C.E., Slater, M.D., & *Myers, T. (2013). Fear and anger responses to local news coverage of alcohol-related crimes, accidents, and injuries: Explaining news effects on policy support. *Journal of Communication, 63*, 373-392.
39. Slater, M.D. & Henry, K.L. (2013). Prospective influence of music-related media exposure on adolescent substance-use initiation: A peer group mediation model. *Journal of Health Communication, 17*, 1-15.
40. *Chung, A.H. & Slater, M.D. (2013). Reducing stigma and out-group distinctions through perspective-taking in narratives. *Journal of Communication, 63*, 894-911.
41. *Jain, P. & Slater, M.D. (2013). Provider portrayals and patient-provider communication in drama and reality medical entertainment television shows. *Journal of Health Communication*.
42. *Solloway, T., Slater, M.D., *Chung, A.H., & Goodall, C.E. (2013). Anger, sadness and fear in response to breaking crime and accident news stories: How emotions influence support for alcohol-control public policies via concern about risks. *Journal of Media Psychology, 25*, 160-170.
43. Slater, M.D., & *Gleason, L. (2012). Contributing to theory and knowledge in quantitative communication science. *Communication Methods and Measures, 6*: 1-21.
44. Slater, M.D., Hayes, A.F., Goodall, C.E., & Ewoldsen, D.R. (2012). Increasing support for alcohol-control enforcement through news coverage of alcohol's role in injuries and crime. *Journal of Studies on Alcohol and Drugs, 73*, 311-315.
45. *Lovegrove, P., Henry, K.L., & Slater, M.D. (2012). Examination of the predictors of latent class typologies of bullying involvement among middle school students. *Journal of School Violence, 12*, 75-93.
46. Slater, M.D. & *Jain, P. (2011). Teens' attention to crime and emergency programs on television as a predictor and mediator of increased risk perceptions regarding alcohol-related injuries. *Health Communication, 26*, 94-103.

47. Slater, M.D., Kelly, K.J., Stanley, L., Lawrence, F., & *Comello, M.L.G. (2011). Assessing media campaigns linking marijuana non-use with autonomy and aspirations: “Be Under Your Own Influence” and ONDCP’s “Above the Influence”. *Prevention Science, 12*,12-22.
48. *Comello, M.L.G., & Slater, M.D. (2011). The effects of drug-prevention messages on the accessibility of identity-related constructs. *Journal of Health Communication, 16*, 458-469.
49. Henry, K.L., *Shtivelband, A., *Comello, M.L.G., & Slater, M.D. (2011). The belief that alcohol use is inconsistent with personal autonomy: A promotive factor for younger adolescents. *Journal of Alcohol and Drug Education, 55*, 37-54.
50. *Comello, M. L. G., & Slater, M. D. (2011). Effects of adverts from a drug and alcohol prevention campaign on willingness to engage in alcohol-related risky behaviors. *Journal of Health Psychology, 16*, 1268-1276.
51. Davis, K.C., Uhrig, J., Rupert, D., Frazee, J., Goetz, J., & Slater, M.D. (2011). Effectiveness of a mass media campaign in promoting HIV testing information seeking among African-American women. *Journal of Health Communication, 1024-1039*.
52. Slater, M.D. & Hayes, A.F. (2010). The influence of youth MTV/VH1 viewership on changes in cigarette use and association with smoking peers: A latent growth, parallel-process model. *Communication Research, 37*, 751-773.
53. *Goodall, C.E. & Slater, M.D. (2010). Automatically-activated attitudes as a mechanism for message effects: The case of alcohol advertisements. *Communication Research, 37*, 620-643.
54. *Comello, M.L.G., & Slater, M.D. (2010). Examining marijuana user and non-user prototypes in formative research for prevention campaigns. *Journal of Drug Education, 40*, 315-330.
55. *Tatum, P.T., Canetto, S.S., & Slater, M.D. (2010). Suicide coverage in the U.S. following publication of the media guidelines. *Suicide and Life-threatening Behavior, 40*, 524-534.
56. *Bjornstrom, E., Kaufman, R., Peterson, R., & Slater, M.D. (2010). Race and ethnic representations of lawbreakers and victims in crime news: A national study of television coverage. *Social Problems, 57*, 269-293.
57. *Larson, S., Long, M.A., Slater, M.D., & Bettinghaus, E.P. (2009). A content analysis of cancer survivorship in a representative sample of US news outlets. *Journal of Cancer Education, 24*, 291-296.
58. Slater, M.D., Hayes, A.F., Bettinghaus, E.P., & *Reineke, J.B. (2009). Newspaper coverage of cancer prevention: Multilevel evidence for knowledge gap effects. *Journal of Communication, 59*, 514-533.

59. Slater, M.D., *Goodall, C.E., and Hayes, A.F. (2009). News attention does predict differential processing of media content: An experiment on risk perceptions utilizing a random sample of U.S. local and national news. *Journal of Communication*, 59, 117-134.
60. Slater, M.D., Lawrence, F., & *Comello, M.L.G. (2009). Media influence on alcohol control policy support in the U.S. adult population: The intervening role of issue concern and risk judgments. *Journal of Health Communication*, 14, 262-275.
61. Rouner, D., Slater, M.D., Long, M.A., & Stapel, L. (2009). The relationship between editorial and advertising content about tobacco and alcohol in U.S. newspapers: An exploratory study. *Journalism and Mass Communication Quarterly*, 86, 103-118.
62. Henry, K.L., Oetting, E.R., & Slater, M.D. (2009). The role of attachment to family, school, and peers in adolescents' use of alcohol: A longitudinal study of within-person and between-persons effects. *Journal of Counseling Psychology*, 56, 574-572.
63. Katz, M.L., *Reiter, P., Heaner, S., vanPutten, J., Murray, L., McDougale, L., Cegala, D., Post, D., David, P., Slater, M.D., Paskett E.D. (2009). Development of an educational video to improve patient knowledge and communication with their healthcare providers about colorectal cancer screening. *American Journal of Health Education*, 220-228.
64. Slater, M.D., Long, M.A., Bettinghaus, E., & *Reineke, J.B. (2008). News coverage of cancer in the U.S.: A national sample of newspapers, television and magazines. *Journal of Health Communication*, 13, 523-537.
65. *Carlyle, K., Slater, M.D., & *Chakroff, J. (2008). Newspaper coverage of intimate partner violence: Skewing representations of risk. *Journal of Communication*, 58, 168-186.
66. Buller, D.B., Woodall, W.G., Zimmerman, D., Slater, M.D., Heimendinger, J., Rogers, E.M., Waters, E., Hines, J.M., Starling, R., Hau, B., Burris-Woodall, P., Davis, G.S., Saba, L., Cutter, G.R. (2008). Randomized trial on the 5 a Day, the Rio Grande Way website, a web-based program to improve fruit and vegetable consumption in rural communities. *Journal of Health Communication*.
67. Slater, M.D., Hayes, A., & *Ford, V.L. (2007). Examining the moderating and mediating roles of news exposure and attention on adolescent judgments of alcohol-related risks. *Communication Research*, 34, 355-381.
68. Slater, M.D. (2007) Reinforcing spirals: The mutual influence of media selectivity and media effects and their impact on individual behavior and social identity, *Communication Theory*, 17, 281-303.
69. *Hoffman, L.H. & Slater, M.D. (2007). Evaluating public discourse in newspaper opinion articles: Values-framing and integrative complexity in substance and health policy issues. *Journalism and Mass Communication Quarterly*, 84, 58-74.

70. Henry, K.L. & Slater, M.D. (2007). The contextual effect of school attachment on young adolescents' intention to use alcohol. *Journal of School Health, 77*(2), 67-73.
71. Kreuter, M.W., Green, M.C., Capella, J.N., Slater, M.D., Wise, M.E., Storey, D., et al. (2007). Narrative communication in cancer prevention and control: A framework to guide research and application. *Annals of Behavioral Medicine, 33*, 221-235.
72. *Comello, M.L.G., Slater, M.D., & Kelly, K. (2007). Process evaluation in a randomized community trial of a youth-aimed, substance-use prevention media campaign. *Cases in Public Health Communication and Marketing, 1*.
73. The Communication Evaluation Expert Panel, Abbatangelo-Gray, J., Cole, G.E., & Kennedy, M.G. (2007). Guidance for evaluating mass communication health initiatives: Summary of an expert panel discussion sponsored by the Centers for Disease Control and Prevention. *Evaluation and the Health Professions, 30*, 229-253. (One of about a dozen authors from this expert panel).
74. Slater, M.D., Rouner, D., & Long, M.A. (2006). Television dramas and support for controversial public policies: Effects and mechanisms. *Journal of Communication, 56*, 235-252.
75. Slater, M.D., Kelly, K., Edwards, R., Plested, B., Thurman, P.J., Keefe, T., Lawrence, F. & *Henry, K. (2006). Combining in-school and participatory, community-based media efforts: Reducing marijuana and alcohol uptake among younger adolescents. *Health Education Research, 21*, 157-167.
76. Slater, M.D., Long, M.A., & *Ford, V.L. (2006). Alcohol and illegal drugs, violent crime, and accidents in U.S. local and national news. *Journal of Studies on Alcohol, 67*, 910-914.
77. Slater, M.D., Snyder, L., & Hayes, A.F. (2006). Thinking and modeling at multiple levels: The potential contribution of multi-level modeling to communication theory and research. *Human Communication Research, 32*, 375-384.
78. Long, M.A., Slater, M.D., & *Lysengren, L. (2006). U.S. media coverage of tobacco-control issues. *Tobacco Control, 15*, 367-372.
79. Slater, M.D. (2006). Specification and misspecification of theoretical foundations and evaluation logic models for health communication campaigns. *Health Communication, 20*, 149-157.
80. Snyder, L., *Fleming-Milici, F., Slater, M.D., *Sun, H. *Strizhakova, Y. (2006). Effects of alcohol advertising exposure on youth drinking. *Archives of Pediatric and Adolescent Medicine, 160*, 18-24.
81. Aloise-Young, P., Slater, M.D., & *Cruikshank, C. (2006). Mediators and moderators of magazine advertisement effects on adolescent cigarette smoking. *Journal of Health Communication, 11*, 281-300.
82. Kelly, K., *Comello, M.L.G., & Slater, M.D. (2006). Development of an aspirational

- campaign to prevent youth substance use: "Be Under Your Own Influence". *Social Marketing Quarterly*, 12, 14-27.
83. Slater, M.D., & Rasinski, K. (2005). Media exposure and attention as mediators of exogenous influences on social risk judgments. *Journal of Communication*, 55, 810-827.
 84. Slater, M.D., Edwards, R., Plested, B., Thurman, P.J., Keefe, T., Kelly, K., & *Comello, M.L.G.. (2005). Using community readiness key informant assessments in a randomized group trial: Impact of a participatory community media intervention. *Journal of Community Health*, 30, 39-53.
 85. *Henry, K.L., Slater, M.D., Oetting, E. (2005). Alcohol use in early adolescence: The effect of changes in risk-taking, perceived harm, and peer alcohol use. *Journal of Studies on Alcohol*, 66,275-283.
 86. *Henry, K.L., Swaim, R.,C. & Slater, M.D. (2005). Intraindividual variability of school bonding and adolescents' beliefs about the effect of substance use on future aspirations. *Prevention Science*, 6, 101-112.
 87. Long, M.A., Slater, M.D., Boiarsky, G., Stapel, L., & Keefe, T. (2005). Obtaining nationally representative samples of local news media outlets. *Mass Communication and Society*, 8, 299-322.
 88. Slater, M.D., *Henry, K.L, Swaim, R.C., & *Cardador, J. (2004). Vulnerable teens, vulnerable times: How sensation-seeking, alienation, and victimization moderate the violent media content-aggressiveness relation. *Communication Research*, 31,642-668.
 89. Slater, M. D. (2004). Operationalizing and analyzing exposure: The foundation of media effects research. *Journalism and Mass Communication Quarterly*, 81, 168-183.
 90. *Haard, J., Slater, M.D. & Long, M. (2004). Scientese and ambiguous citations in the selling of unproven medical treatments. *Health Communication*, 16, 411-426.
 91. Worden, J.K., & Slater, M.D. (2004). Theory and practice in the National Youth Antidrug Media Campaign. *Social Marketing Quarterly*. 10, 13-28.
 92. Slater, M.D., *Henry, K.L., Swaim, R., & *Anderson, L. (2003.) Violent media content and aggression in adolescents: A downward-spiral model. *Communication Research*, 30, 713-736.
 93. Slater, M.D., & Zimmerman, D.E. (2003). Description of Web sites in search listings: A potential obstacle to informed choice of health information. *American Journal of Public Health*, 93, 1281-1283.
 94. Slater, M. D. (2003) Alienation, aggression, and sensation-seeking as predictors of adolescent use of violent film, computer, and website content. *Journal of Communication*, 53, 105-121.

95. Slater, M.D. (2003). Sensation-seeking as a moderator of the effects of peer influences, consistency with personal aspirations, and perceived harm on marijuana and cigarette use among younger adolescents. *Substance Use and Misuse*, 38, 865-880.
96. Slater, M.D., Buller, D.B., Waters, E., Archibeque, M., LeBlanc, M. (2003.) A test of conversational and testimonial messages versus didactic presentations of nutrition information. *Journal of Nutrition Education and Behavior*, 35, 255-259.
97. Rouner, D., Slater, M.D., & *Domenech-Rodriguez, M. (2003). Adolescent evaluation of gender-role and sexual imagery in television advertisements. *Journal of Broadcasting and Electronic Media*, 47, 435-454.
98. Stephenson, M., Hoyle, R.H., Palmgreen, P. & Slater, M.D. (2003.) Brief sensation-seeking indices and the prevention of adolescent substance use. *Drug and Alcohol Dependence*, 72, 279-286.
99. Kelly, K.J.; Edwards, R.W., *Comello, M.L.G., Plested, B.A., Thurman, P.J., & Slater, M.D. (2003.) The community readiness model: a complementary approach to social marketing. *Marketing Theory*, 3, 411-426.
100. Slater, M.D. & Rouner, D. (2002). Entertainment-education and elaboration-likelihood: Understanding the processing of narrative persuasion. *Communication Theory*, 12, 173-191.
101. Slater, M.D. & Zimmerman, D.E. (2002) Characteristics of Web sites identified by major search portals. *JAMA--Journal of the American Medical Association*, 288,(3), 316-317.
102. Slater, M.D. & Kelly, K. (2002). Testing alternative explanations for exposure effects in media campaigns: The case of a community-based, in-school media drug prevention project. *Communication Research*, 29, 367-389.
103. Slater, M.D., Karan, D., Rouner, D., Walters, D., Beauvais, F., & Murphy, K. (2002). Effects of threatening and non-threatening visuals, announcer gender, and announcer vocal quality on responses to televised alcohol warnings. *Journal of Applied Communication Research*, 30, 27-49.
104. Kelly, K., Slater, M.D., & Karan, D. (2002). Image advertisements' influence on adolescent perceptions of the desirability of beer and cigarettes. (Joint first author with Kelly). *Public Policy and Marketing*, 21, 295-304.
105. Martin, S. E., Snyder, L., Hamilton, M., *Fleming-Milici, F., Slater, M.D, Stacy, A., Chen, M-J., & Grube, J. W. (2002). Alcohol advertising and youth. *Alcoholism: Clinical and Experimental Research*, 26, 900-906.
106. Buller, D. B., Woodall W. G., Zimmerman D., Heimendinger, J., Rogers, E., Slater, M.D., Hau, B., Pepper, J., Bartlett-Horch, K., Woodall, P.B., Dignan, M., Hines, J., & LeBlanc, M. (2001). Formative research activities to provide web-based nutrition education to adults in the Upper Rio Grande Valley. *Journal of Family & Community*

- Health*, 24(3), 1-13.
107. Slater, M. D. (2001). Personal value of alcohol use as a predictor of intention to decrease post-college alcohol use. *Journal of Drug Education*, 31, 263-269.
 108. Kelly, K., Slater, M.D., Karan, D., & *Hunn, L. (2000). Lifestyle advertising: The use of human models and cartoon characters in magazine ads for cigarette, beer, and non-alcoholic beverages. *Journal of Public Policy and Marketing*, 19, 189-200.
 109. Slater, M.D., Kelly, K., & Edwards, R. (2000). Integrating social marketing, community readiness, and media advocacy in community-based prevention efforts. *Social Marketing Quarterly*, 6, 124-137.
 110. Slater, M.D. (1999) Drinking and driving PSAs: A content analysis of behavioral influence strategies. *Journal of Alcohol and Drug Education*, 44, (3) 68-81.
 111. Slater, M.D. (1999). Integrating application of media effects, persuasion and behavior change theories to communication campaigns: A stages-of-change approach. *Health Communication*, 11, 335-354.
 112. Slater, M.D., Rouner, D., Karan, D., Murphy, K., & Beauvais, F. (1999). Placing alcohol warnings before, during, and after TV beer ads: Effects on recall, knowledge, and responses to the ads and warnings. *Journalism and Mass Communication Quarterly*, 76, 468-484.
 113. *Perea, A. & Slater, M.D. (1999). Effects of source power distance and collective versus individual appeal strategies on Mexican-American and Anglo young adults' responses to televised alcohol warnings. *Journal of Health Communication*, 4, 295-310.
 114. Slater, M.D., Basil, M., & Maibach, E. W. (1999). A cluster analysis of alcohol-related attitudes and behaviors in the general population. *Journal of Studies on Alcohol*, 60, 667-674.
 115. *Smitham, D.M., Slater, M.D., *Luther, N.J., Jumper-Thurman, P. (1999). A comprehensive survey of solvent abuse prevention materials. *Journal of Alcohol and Drug Education*, 45, 32-46.
 116. Rouner, D., Slater, M.D., & Buddenbaum, J. (1999). Perceptions of bias in news sources as they relate to beliefs about general media bias. *Newspaper Research Journal*, 20 (2) 41-51.
 117. Zimmerman, D. E., *Muraski, M. L., & Slater, M. D. (1999). Taking usability testing to the field. *Technical Communication*, 46, 495-500.
 118. Slater, M.D., Karan, D., Rouner, D., Murphy, K., & Beauvais, F. (1998). Developing and assessing alcohol warning content: Responses to quantitative information and behavioral recommendations in warnings with TV beer ads. *Public Policy and Marketing*, 17, 48-60.

119. Slater, M.D., Rouner, D., *Domenech-Rodriguez, M.M., Beauvais, F., Murphy, K., and *Estes, E. (1998). Adolescent counterarguing of TV beer ads: Implications for alcohol education. *Journal of Health Education*, 29, 100-106.
120. Slater, M.D. (1997). Persuasion processes across receiver goals and message genres. *Communication Theory*, 7, 125-148.
121. Slater, M.D., Rouner, D., *Domenech-Rodriguez, M.M., Beauvais, F., Murphy, K., and Van Leuven, J. (1997) Adolescent responses to TV beer ads and sports content/context: Gender and ethnic differences. *Journalism and Mass Communication Quarterly*, 74, 108-122.
122. Slater, M.D., & Rouner, D. (1996). How message evaluation and source attributes may influence credibility assessment and belief change. *Journalism and Mass Communication Quarterly*, 74, 974-991.
123. Slater, M.D., & Rouner, D. (1996). Value-affirmative and value-protective processing of alcohol education messages that include statistical evidence or anecdotes. *Communication Research*, 23, 210-235.
124. Slater, M.D., Rouner, D., Beauvais, F., Murphy, K., Van Leuven, J., & *Domenech-Rodriguez, M.M. (1996) Adolescent male reactions to TV beer ads: The effects of sports content and programming context. *Journal of Studies on Alcohol*, 57, 425-432.
125. Slater, M.D., Rouner, D., Beauvais, F., Murphy, K., *Domenech-Rodriguez, M.M., and Van Leuven, J. (1996). Adolescent perceptions of underage drinkers in TV beer ads. *Journal of Alcohol and Drug Education*, 42, 43-56.
126. Slater, M.D. (1996) Theory and method in health audience segmentation. *Journal of Health Communication*, 1, 267-283.
127. Slater, M.D., Rouner, D., Beauvais, F., Murphy, K., Van Leuven, J., & *Domenech-Rodriguez, M.M. (1996) Adolescent counterarguing of TV beer advertisements: Evidence for the effectiveness of alcohol education and critical viewing discussions. *Journal of Drug Education*, 26, 143-158.
128. Maibach, E. W., *Maxfield, A. S., Radin, K., & Slater, M. D. (1996). Translating health psychology into effective health communication: The American Healthstyles audience segmentation project. *Journal of Health Psychology*, 1, 261-277.
129. *Chipman, H., Kendall, P., Slater, M.D., & Auld, G. (1996) Audience responses to a risk communication message in four media formats. *Journal of Nutrition Education*, 28, 133-139.
130. Slater, M.D., & *Domenech, M.M. (1995) Alcohol warnings in TV beer advertisements. *Journal of Studies on Alcohol*, 56, 361-367.
131. *Skinner, E.R., & Slater, M.D. (1995). Family communication patterns, rebelliousness, and adolescent reactions to anti-drug PSAs. *Journal of Drug Education*, 25, 343-355.

132. *Chipman, H., Kendall, P., Auld, G., Slater, M., & Keefe, T. (1995). Consumer reaction to a risk/benefit/options messages about agricultural chemicals in the food supply. *Journal of Consumer Affairs*, 29, 110-124.
133. Slater, M.D., Zimmerman, D.E., Halvorson, H., Kean, T., & Rost, J.D. (1994). Delivering health information to the disadvantaged: Assessing a hypertext approach. *Hypermedia*, 6(2), 67-86.
134. *James, J., Auld, G., & Slater, M. (1993). Dietician's cognitive knowledge structure relative to fat and cholesterol. *Journal of Nutrition Education*, 25, 193-200.
135. Slater, M., *Chipman, H., Auld, G., Keefe, T., & Kendall, P. (1992). Information processing and situational theory: A cognitive response analysis. *Journal of Public Relations Research*, 4, 189-203.
136. Slater, M., & Rouner, D. (1992). Confidence in beliefs as an outcome of source credibility and message discrepancy, and as a predictor of belief change persistence. *Communication Research*, 19, 597-617.
137. Slater, M. (1991). Use of message stimuli in mass communication experimentation. *Journalism and Mass Communication Quarterly*, 68, 412-421.
138. Slater, M., & Flora, J.A. (1991). Health lifestyles: audience segmentation analysis for public health interventions. *Health Education Quarterly*, 18, 221-233.
139. Van Leuven, J., & Slater, M. (1991). Publics, organizations, and the media: How changing relationships shape the public opinion process. *Public Relations Research Annual*, 3, 165-178.
140. Slater, M., Rouner, D., & Tharp, M. (1991). Impact of the VDT on structural vs. mechanical editing among students. *Journalism Educator*, 45(4), 45-48.
141. Slater, M. (1991). Combining cooperative learning and individual client work in the public relations capstone course. *Teaching Public Relations*, 22, 1-2.
142. Basil, M.D., Schooler, C., Altman, D.G., Slater, M., Albright, C.L., & Maccoby, N. (1991). How cigarettes are sold in magazines: Special messages for special markets. *Health Communication*, 3, 75-91.
143. Slater, M. (1990). Processing social information in messages: Social group familiarity, fiction/non-fiction labels, and subsequent beliefs. *Communication Research*, 17, 327-343.
144. Slater, M. (1989). Social influences and cognitive control as predictors of self efficacy and eating behavior. *Cognitive Therapy and Research*, 13, 231-245.
145. Albright, C., Altman, D., Slater, M., & Maccoby, N. (1988). Cigarette advertisements in magazines: Evidence for a differential focus on women and youth. *Health Education Quarterly*, 15, 225-233.

146. Altman, D., Slater, M., Albright, C., Maccoby, N. (1987). How to sell an unhealthy product: Cigarette advertising strategies 1960-1985. *Journal of Communication*, 37(4), 95-106. (Joint first authorship with Altman).

Book chapters, invited/edited academic articles, and technical reports:

147. Canetto, S., Slater, M.D., & Tatum, P. (In press). Suicide stories in the U.S. media. In Niederkröthaler, T. & Stack, J.S. (Eds.) *Media and Suicide: International Perspectives*. Piscataway, NJ: Transaction.
148. Slater, M.D. (In press). The Reinforcing Spirals Model. In Rossler, P. (Ed.) *The International Encyclopedia of Media Effects*. Hoboken, NJ: John Wiley & Sons.
149. Woods, K., Slater, M.D., Cohen, J., Johnson, B., & Ewoldsen, D. (2017.) The experience of narrative in the permanently online, permanently connected environment: Multitasking, self-expansion, and entertainment effects. In P. Vorderer, D. Hefner, C. Klimmt, & L. Reinecke (Eds.), *Permanently On, Permanently Connected* (pp. 116-128). Routledge.
150. Dunstone K, Brennan E, Durkin S, Dixon H, Pettigrew S, Slater MD, Wakefield M. (2017). Comparing alcohol harm reduction advertisements on their ability to motivate behaviour change among adult drinkers. CBRC Research Paper Series No. 48. Melbourne, Australia: Centre for Behavioural Research in Cancer, Cancer Council Victoria.
151. Slater, M.D. (2016). Combining content analysis and assessment of exposure through self-report, spatial, or temporal variation in media effects research. *Communication Methods and Measures*, 10, 173-175.
152. Slater, M.D. & Cohen, J. (2016). Identification, TEBOTS, and vicarious wisdom of experience: Narrative and the self. In Reinecke, L. & Oliver, M.B., *The Handbook of Media and Well-Being* (pp. 118-130). London: Routledge.
153. Slater, M.D. (2014). Das Stadienmodell der Verhaltensänderung—ein integrativer Ansatz zur Konzeption erfolgreicher Gesundheitskampagnen. In A. Schorr (ed.), *Gesundheitskommunikation* (pp. 317-338). Baden-Baden, Germany: Nomos. (A translated anthology republication of an article originally published in *Journal of Health Communication*.)
154. Slater, M.D. (2013). Commentary on the symposium on active involvement interventions. *Health Communication*, 28, 696-698.
155. Slater, M.D. (2013). Content analysis as a foundation for programmatic research in communication. *Communication Methods and Measures*, 7, 85-93.
156. Slater, M.D. (2010). Theory and method in health audience segmentation. (Anthology republication of article originally published in *Journal of Health Communication*, as part of Sage's *Benchmarks in Communication* series.) In Kreps, G. (Ed.), *Health*

Communication. Thousand Oaks, CA: Sage.

157. Slater, M.D. (2010). Translating health psychology into effective health communication: The American healthstyles audience segmentation project. (Anthology republication of article originally published in *Journal of Health Communication*, as part of Sage's *Benchmarks in Communication* series.) In Kreps, G. (Ed.), *Health Communication*. Thousand Oaks, CA: Sage.
158. Henry, K. & Slater, M.D. (2008). Assessing change and intraindividual variation: Longitudinal multilevel and structural equation modeling. In Hayes, A., Slater, M.D., & Snyder, L. *Sage guide to advanced data analysis methods in communication research*. Thousand Oaks, CA: Sage.
159. Slater, M.D. (2007). Media and tobacco control. In *Tobacco Control Strategies* (Technical appendix chapter). Washington, D.C.: National Academy of Sciences/Institute of Medicine.
160. Slater, M.D., Kelly, K.J., & Thackeray, R. (2006). Segmentation on a shoestring: Health audience segmentation in limited-budget and local social marketing interventions. *Health Promotion Practice*, 7, 170-173. (Invited, editor-reviewed article.)
161. Slater, M.D. (2005). Mediated communication. In Kerr, J., Weikunat, R., & Moretti, M. *The ABC of Behaviour Change* (pp.305-316). Edinburgh, Scotland: Elsevier Science. [Note: actually published 2006]
162. Pechmann, C. & Slater, M.D. (2005). Can social marketing messages boomerang and motivate socially irresponsible behaviors? In Ratneshwar, S. & Mick, D.G. *Inside consumption: Consumer motives, goals, and desires* (pp.185-207). NY: Routledge.
163. Slater, M.D. (2005). Community Action for Drug Prevention: A behind-the-scenes look at a sixteen-community study. In Priest, S.H. (Ed.), *Communication impact: Designing research that matters*, pp. 33-48. NYC: Rowman & Littlefield.
164. Slater, M.D. (2004). Combating AIDS (book review). *Journal of Health Communication*, 9, 85-87.
165. Slater, M.D. (2004). Theory and research on how advertisements influence attitudes and behavior: Implications for NYAMC strategies and evaluation. (Primary author; technical report to the Office of National Drug Control Policy, Executive Office of the President).
166. Kelder, S.H. & Slater, M.D. (2004). Report of the Adverse Effects Working Group. (Technical report to the Office of National Drug Control Policy, Executive Office of the President).
167. Slater, M.D., & D.E. Zimmerman. (2003). Response to Melnick. *American Journal of Public Health*, 93, 1985-1986. Letter to the editor.

168. Slater, M.D. (2002). Communication research on a broader stage. Buller, D., & Slater, M. D. (Eds). *Journal of Applied Communication Research*. (Special issue on funded research.)
169. Slater, M.D. (2002). Involvement as goal-directed, strategic processing: The Extended ELM. In J. Dillard and M. Pfau, *The Persuasion Handbook: Theory and Practice* (pp. 175-194), Thousand Oaks, CA: Sage.
170. Slater, M.D. (2002). Entertainment-education and the persuasive impact of entertainment narratives. In T. Brock, J.J. Strange, and M.C. Green, *Narrative Impact: Social and Cognitive Foundations* (pp. 157-182). Hillsdale, NJ: Erlbaum.
171. Kelder, S.H., Pechmann, C., Slater, M.D., Worden, J.K., & Levitt, A. (2002). The National Youth Anti-Drug Media Campaign. *American Journal of Public Health, 92*, 1211. Letter to the editor.
172. Slater, M.D. (1998). Gaps in knowledge and research opportunities: The media and alcohol abuse prevention. A report to the National Institute of Alcohol Abuse and Alcoholism, Rockville, MD.
173. Jumper-Thurman, P., Slater, M., *Smitham, D., Serrato, S., Plestad, B., & Helm, H. (1998). How effective are inhalant prevention media materials? *Pathways: A Practical Forum for Services to Indian Children and Families. 13*(3), 3-4, 11.
174. Domenech-Rodriguez, M. M., Slater, M. D., & Beauvais, F. (1997). Beer advertising to Latino youth: Effects of Spanish vs. English language targeting. In S. Biagi & M. Kern-Foxworth, (Eds.) *How the media reflect who we are* (pp. 205-211) . Newbury Park, CA: Fox Grove.
175. Slater, M.D. (1995). Choosing audience segmentation strategies and methods for health communication. In E. Maibach & R. Parrott, (Eds.), *Designing health messages: Approaches from communication theory and public health practice* (pp. 186-198). Newbury Park, CA: Sage.
176. Slater, M.D. and *Coughlin, K. (1995). *Segmentation and channel analysis: Reaching the Colorado public*. Denver, CO: Colorado Department of Wildlife, Human Dimensions Research Report No. 25.
177. Slater, M., & Flora, J.A. (1994). Is health behavior consumer behavior? Health behavior determinants, audience segmentation, and designing health promotion campaigns. In E. Clark, D. Stewart, & T. Brock (Eds.) *Advertising, attitude, and affect in response to advertising*. Hillsdale, NJ: Lawrence A. Erlbaum.
178. Slater, M. (1992) Mass communication research: Lessons for persuasive communication. In M. Manfredi (Ed.), *Influencing human behavior: Applications in recreation and tourism* (pp. 127-148). Champaign, Ill: Sagamore Press.
179. Zimmerman, D.E., Slater, M.D., & *Tipton, M. (1992). Strategies for evaluating CD-ROM multimedia: Considerations for advancing communication effectiveness. *1992 Society for Technical Communication Region 7 Conference Proceedings* (pp. 74-78).

- Denver, CO: Society for Technical Communication.
180. Kendall, P.A., Auld, G., Slater, M., Keefe, T., & *Chipman, H. (1991) *Communicating about agricultural chemicals in the food supply: A risk/benefit approach*. Technical Report for Extension Service, Science and Education and Food Safety Inspection Service, U.S. Department of Agriculture, Project No. 89-EXCA-3-0986.
 181. Kendall, P.A., & Slater, M. (1990) *Designing a public awareness message on food safety: A risk/benefit approach to communicating about agricultural chemicals*. Extension Service Technical Bulletin XCM-146.
 182. Slater, M. (1982). Flatbush: Citibank's test flight. *New York Affairs*, 7(2), 39-49.

Edited books and special issues:

183. Hayes, A., Slater, M.D., & Snyder, L. (2008). *Sage guide to advanced data analysis methods in communication research*. Thousand Oaks, CA: Sage.
184. Institute of Medicine (2007). *Tobacco control strategies*. Washington, D.C. National Academy of Sciences/Institute of Medicine. (One of about a dozen committee members authoring this book-length report).
185. Hayes, A., Slater, M.D., & Snyder, L. (2006). Special issue on multi-level modeling in communication research. *Human Communication Research*.
186. Buller, D. and Slater, M.D., Eds. (2002). Special issue on funded research in communication. *Journal of Applied Communication Research*.

GRANTS AND CONTRACTS

Note: Only grants on which I serve as Principal Investigator or have shared the PI role are listed; various other co-Investigator roles not listed here.

Joint co-principal investigator (with Bettina Friese of the Prevention Research Center, Berkeley, CA) for R34-DA038262, "Addressing High School Marijuana Use in Context of Increasing Social Acceptance", funding by the National Institute on Drug Abuse, three years and \$723,000 in direct costs. 2014-2018.

Principal investigator for R01-AA10377, "News and ad effects on alcohol risk perception", funding by the National Institute on Alcohol Abuse and Alcoholism, four years and \$2,278,000 in total costs. 2009-2015.

Principal investigator for R01 DA12360, In-School and Community Media Prevention, funding by the National Institute on Drug Abuse, 2004-2010, \$3,010,665 in total costs.

Principal investigator for subcontract on R01 CA109649, "Media Influences on Cancer Risk Perceptions," (Erv Bettinghaus grant PI), funding by National Cancer Institute, three years and \$1,106,000 in total costs (subcontract amount \$658,000). 2004-2007.

Principal investigator for R01-AA10377, "Alcohol Risk Perceptions and the Media," funding by the National Institute on Alcohol Abuse and Alcoholism, four years and \$1,761,000 in total costs. 2001-2006.

Principal investigator for "Analyzing News Media Coverage of Tobacco-Related Issues," funding by the Colorado Tobacco Research Program, 1.5 years, \$141,000 in total costs. 2004-2005.

Principal investigator for R01-DA12360, "Community Readiness and Media Prevention Campaigns," funding by the National Institute on Drug Abuse, 5 years, \$2,435,000 in total costs. 1998-2004 (including no-cost extension year).

Co-principal investigator (Kathleen Kelly, PI) and proposal co-author for "The Effect of Tombstone Advertising on Selling Beer and Tobacco," funding by the Robert Wood Johnson Foundation, 2 1/2 years, \$305,000 in total costs. 1997-1999.

Co-PI and proposal co-author (Don Zimmerman, PI) for study of public education efforts regarding pesticides directed to supermarket consumers, funding by EPA, 3 years, \$800,000 in total costs. 1997-2000.

Principal investigator for project R01-AA10377, "Optimizing and Evaluating Alcohol Warnings in TV Ads," funding by the National Institute on Alcohol Abuse and Alcoholism, four years and \$665,000 in total costs. 1995-1999.

Public Education/Communication Core director for NIEHS-funded Colorado Injury Prevention Center, three years, Core budget approximately \$100,000 in total costs, 1995-1998.

Principal investigator for project R29-AA08756 (a FIRST award), "TV Alcohol Ads, Sports, and the Adolescent," funding by the National Institute on Alcohol Abuse and Alcoholism, four years and \$400,000 in total costs, including \$30,000 minority graduate student supplement. 1992-1996.

Principal investigator, "A Study of Health Information on Interactive Video Systems" funded by AMC-Cancer Research Center and Warner New Media (\$18,800). 1992.

Principal investigator, "Segmentation and Channel Analysis: Non-traditional Audiences," for the Colorado Dept. of Wildlife (\$26,000). 1994.

Initiated grant proposal to Hewlett-Packard, Inc., that resulted in a \$50,000 equipment grant to equip a graduate student/faculty research facility for the Department of Technical Journalism, Colorado State University, 1989-1990, followed by a partial matching grant of \$20,000 from the university Provost's Office to equip the facility, and a follow-up \$8,900 equipment grant from Hewlett Packard in 1991.

Dissertation research grant, Office of Graduate Studies, Stanford University, 1987-88.
Public Health Service predoctoral fellowship with the Stanford Center for Research in Disease Prevention, Stanford University, 1985-1986.

ACADEMIC PRESENTATIONS

All are peer-reviewed unless otherwise noted.

1. "Heartfelt stories: Cardiac vagal reactivity and eudaimonic narratives," Hu, X. & Slater, M.D. Information Systems Division, International Communication Association annual conference, Prague, May 28, 2018.
2. "Poignancy." Slater, M.D. Information Systems Division, International Communication Association annual conference, Prague, May 28, 2018.
3. "Interpretative framing: A schema-dependent approach", Luong, T., Garrett, R.K., & Slater, M.D. Political Communication Division, International Communication Association annual conference, Prague, May 27, 2018.
4. "Rumor acceptance during public health crises: Testing the emotional congruence hypothesis," Na, K., Garrett, K., & Slater, M.D. Health Communication Division, International Communication Association annual conference, Prague, May 27, 2018.
5. "Ads portraying consequences to others increase alcohol policy support via empathy and emotions," Abo, M. & Slater, M.D. Health Communication Division, International Communication Association annual conference, Prague, May 26, 2018.
6. "I'm Sick and Broke, Quit Telling Me What to Do: Understanding Reactance as a Compensatory Response to Situational and Dispositional Stressors," Silver, N.A., & Slater, M.D. Information Systems Division, International Communication Association annual conference, Prague, May 25, 2018.
7. "Extending conceptualization and measurement of narrative engagement after the fact: Parasocial relationship and imaginative retrospective involvement," Slater, M.D., Ewoldsen, D.E., & Woods, K.E. Information Systems Division, International Communication Association annual conference, San Diego, May 27, 2017.
8. "Repelled by virtue: The dark triad and eudaimonic narratives," Appel, M., Slater, M.D., & Oliver, M.B. Information Systems Division, International Communication Association annual conference, San Diego, May 27, 2017.
9. "Escape and expansion: Motivation to engage and interact with the story world," Silver, N.A., & Slater, M.D. Information Systems Division, International Communication Association annual conference, San Diego, May 27, 2017.
10. "Rethinking narrative engagement in the age of multiscreening," Woods, K.E., Slater, M.D., & Ewoldsen, D.E. Mass Communication Division, International Communication Association annual conference, San Diego, May 26, 2017.
11. "Partisan media selectivity and partisan identity threat: The role of social and geographic context," Long, J, Eveland, W.E., and Slater, M.D. Mass Communication Division, International Communication Association annual conference, San Diego,

- May 26, 2017.
12. "Identifying alcohol harm reduction advertisements that most motivate reduced drinking." Dunstone K. Brennan E. Durkin S. Slater M. Dixon H. Wakefield M.. Behavioural Research in Cancer Control Conference, Melbourne, 2-5 May 2017.
 13. "Can mass media campaigns promoting NHMRC's low-risk drinking guidelines change drinkers' estimates of harmful drinking levels? An experimental study." Wakefield M. Brennan E. Dunstone K. Slater M. Durkin S. Dixon H. Pettigrew S. Behavioural Research in Cancer Control Conference, Melbourne, 2-5 May 2017.
 14. "Poignancy and Mediated Wisdom of Experience: Narrative Impacts on Willingness to Accept Delayed Rewards", Slater, M.D., Oliver, M.B., & Appel, M. Annual conference of the International Communication Association, Information Systems Division, Fukuoka, Japan, June 2016.
 15. "Does Liking Social Media Messages Lead to Changes in Health Behavior" Lee, J-Y, Slater, M.D. Annual conference of the International Communication Association, Health Communication Division, Fukuoka, Japan, June 2016.
 16. "Point-of-Sale Marketing for a Variety of Tobacco Products in Urban and Rural Ohio." Roberts, M.E., Berman, M.L., Slater, M.D., Klein, E.G., Wewers, M.E., Glover, K., Keller, A., Hinton, A., Lu, B., & Ferketich, A.K. (2016, March). Presentation at the 40th annual meeting for the American Society of Preventive Oncology, Columbus, OH.
 17. "Boundary Expansion of a Threatened Self: Entertainment as Relief" Johnson, B., Slater, M.D., Silver, N., & Ewoldsen, D.E. Annual conference, Association for Education in Journalism and Mass Communication, San Francisco, CA. August, 2015 (Winner, Top Faculty Paper and Top Theory Paper, Communication Theory and Methodology Division.)
 18. "Empathy and Emotion as Mediators of Message Effects on Health Public Policy Support", Abo, M., Slater, M.D., & Goodall C.E. Annual conference of the International Communication Association, Health Communication Division, San Juan, Puerto Rico, May 2015.
 19. "Surface and Substance: The Interaction of Color and Valence in Early Evaluative Processing," Irwin, M., Slater, M.D., & Abo, M. Annual conference of the International Communication Association, Visual Communication Division, San Juan, Puerto Rico, May 2015.
 20. "Increasing Identification With Photographic Images to Improve Health Communication Across Diverse Audiences" Buller, M.K., Bettinghaus, E.P., Fluharty, L., Anderson, P.A., Slater, M.D., & Liu, X. Annual conference of the International Communication Association, Health Communication Division, San Juan, Puerto Rico, May 2015.
 21. "Temporarily Expanded Boundaries of the Self: Recent and Current Developments". Slater, M.D. Conference on Narrative Persuasion, Haifa University, Israel, March,

2015. (Invited presentation.)
22. “Point-of-Sale Marketing for a Variety of Tobacco Products in Urban and Rural Ohio,” Roberts, M., Berman, M., Slater, M.D., et al. Annual conference of the Society for Research on Nicotine and Tobacco, Philadelphia, February, 2015.
 23. “Self-Deprecating Humor vs. Other-Deprecating Humor in Health Messages: The Moderating Effects of Value Involvement”, Lee, J.Y., Slater, M.D. & Tchernev, J. Health Communication Division, Annual conference of the National Communication Association, Chicago, November 2014.
 24. “Exploring the Processes of Message Influence: Considering Self, Social Identity, and Emotion” Invited speaker. Wayne Danielson Award for Distinguished Contributions to Communication Scholarship, University of Texas-Austin, October 2014.
 25. “Health Communication Campaigns: An Introduction”. Ph.D. Seminar (two full days, invited), Institute of Communication and Health, University of Italian Switzerland, Lugano, Switzerland, June 2014.
 26. “Self-regulatory Depletion and Narrative: A Test of the TEBOTS Model”. Johnson, B., Ewoldsen, D., & Slater, M.D. Annual conference of the International Communication Association, Seattle, WA. May 2014.
 27. “Successful Publication in Top-Ranked Communication Journals: A Guide for Non-native English Speakers—A Reviewer’s Perspective” Invited preconference presentation, International Communication Association, Seattle, WA. May 2014.
 28. “Using a Response Deadline Procedure to Understand How People Process Alcohol PSAs” Ewoldsen, D., Brookes, S., Goodall, C., Ralston, R., Slater, M.D. Annual conference of the International Communication Association, Seattle, WA. May 2014.
 29. “Studying Emotion as a Mechanism in Health Communication” Ph.D. Seminar Presentation (invited), Institute of Communication and Health, University of Italian Switzerland, Lugano, Switzerland, June 2013.
 30. “Theory Development in Health Communication,” Ph.D. Seminar Presentation (invited), Institute of Communication and Health, University of Italian Switzerland, Lugano, Switzerland, June 2013.
 31. “Injury News Coverage, Relative Concern, and Support for Alcohol-Control Policies: An Impersonal Impact Explanation”, Slater, M.D., Hayes, A.H., & Chung, A.H. Health Communication Division, International Communication Association, London, England, June 2013.
 32. “Reducing Stigma and Out-Group Distinctions Through Perspective-Taking in Narratives”, Chung, A.H. & Slater, M.D. Health Communication Division, International Communication Association, London, England, June 2013.
 33. “Anger, Sadness, and Fear in Response to Breaking Crime and Accident News

- Stories: How Emotions Influence Support for Alcohol-Control Public Policies via Concern About Risks”, Solloway, T., Slater, M.D., Chung A.H., Goodall C. Health Communication Division, International Communication Association, London, England, June 2013.
34. “Successful Publication in Top-Ranked Communication Journals: A Guide for Nonnative English Speakers—A Reviewer’s Perspective” Invited preconference presentation, International Communication Association, London, England, June 2013.
 35. “A Program of Research on Alcohol Related Messages,” University of Hawaii Cancer Center, March 2013. Invited presentation.
 36. “A Program of Research on Alcohol-Related Messages,” Prevention Research Center, Berkeley, CA, March 2013. Invited presentation.
 37. “A Program of Research on Alcohol-Related Messages.” Cancer Council of Victoria, Melbourne, Australia, February 2013. Invited presentation.
 38. “Comparing local TV news with national TV news in cancer coverage.” Lee, C-J, Song, W., Long, M., & Slater, M.D. Health Communication Division, National Communication Association, Orlando, FL, November, 2012.
 39. “Deliberative vs. non-deliberative evaluations of international physicians after viewing a medical drama” Jain, P. & Slater, M.D. Health Communication Division, International Communication Association, Phoenix, AZ, May 2012.
 40. “Colorectal cancer screening patterns among residents living in Ohio Appalachia.” Paskett ED, Katz ML, Young G, Murray DM, Lee C, Pennell ML, Tatum C, Krieger JL, Slater M.D. 4th AACR Conference on The Science of Cancer Health Disparities in Racial/Ethnic Minorities and the Medically Underserved, Washington, DC, September 2011.
 41. “Assessing Media Campaigns Linking Marijuana Nonuse With Autonomy and Aspirations: ‘Be Under Your Own Influence’ and ONDCP’s ‘Above the Influence’, Health Communication Division, International Communication Association, Boston, MA. May 29, 2011.
 42. “Reinforcing Spirals and the Development/Maintenance of Social Identity: Current Issues.” Slater, M.D. Mini-plenary: Fellows Presentations. International Communication Association, Boston, MA. May 28, 2011.
 43. “Increasing Support for Alcohol-Control Through News Coverage of Alcohol's Role in Injuries and Crime: Sampling Across Messages and People.” Slater, M.D., Hayes, A.H., Goodall, C.E., & Ewoldsen, D.E. Health Communication Division, International Communication Association, Boston, MA. May 27, 2011.
 44. “Reducing Outgroup Perceptions Through Emotionally Arousing Musical Performance Entertainment Programming,” Chung, A.H., Slater, M.D., & Comello, E.M.G. Mass Communication Division, International Communication Association,

- Boston, MA. May 27, 2011.
45. "Temporarily Expanding the Boundaries of the Self: Motivations for Entering the Story World and Implications for Narrative Effects," Slater, M.D., Cohen, J., & Comello M.L.G., Mass Communication Division, National Communication Association, San Francisco, CA, November 14-17, 2010.
 46. "Theory Development Strategies in Communication Science," Slater, M.D. & Gleason, L. Information Systems Division, International Communication Association, Singapore, June 25, 2010.
 47. "Informing the Future of Health Journalism Research," Health Communication Division, International Communication Association, Singapore, June 24, 2010 (roundtable panelist).
 48. "Early adolescent exposure to the U.S. ONDCP "Above the Influence" campaign: Impact on beliefs about autonomy and marijuana use behavior". Slater, M.D., Kelly, K., Lawrence, F. et al. International Society for the Study of Drug Policy, Santa Monica, CA, March 15, 2010.
 49. "Effects of a Substance-Abuse Prevention Campaign on the Accessibility of Alcohol-Related Constructs," Comello, M.L.G. & Slater, M.D. Health Communication Division, National Communication Association, Chicago, IL, November 13, 2009.
 50. "Risk Perceptions Regarding Alcohol-Related Injuries: Teens and Viewing Crime and Emergency Shows on Television," Slater, M.D. & Jain, P. Health Communication Division, National Communication Association, Chicago, IL, November 13, 2009.
 51. "Smoking and Drinking Patterns and Beliefs Among Young Female Smokers." Haskins, A., Ewan Whyte, C., Kuhl, L., Pbert, L., Keller, S., Slater, M., Druker, S., Col, N. 5th International Shared Decision Making Conference. Boston, MA, June 14-17, 2009.
 52. "The Influence of Youth MTV/VH1 Viewership on Cigarette Use and Association with Smoking Peers," Slater, M.D., & Hayes, A.F. Health Communication Division, International Communication Association, Chicago, IL, May 22, 2009.
 53. "The Effects of Drug-Prevention Messages on the Accessibility of Identity-Related Constructs," Comello, M.L.G., & Slater, M.D. Health Communication Division, International Communication Association, Chicago, IL, May 23, 2009.
 54. "Media and Cancer: A Program of Research". Slater, M.D. School of Journalism and School of Public Health, University of North Carolina, February 26, 2009. (Invited speaker).
 55. "Newspaper Coverage of Cancer Prevention and Prevention Knowledge: Multilevel Evidence for Knowledge Gap Effects". Slater, M.D., & Hayes, A.H. Annual conference of the National Communication Association, San Diego, CA, November,

- 2008.
56. "A Reinforcing Spirals Model of Selective Exposure and Media Effects: The Next Twists in the Spiral". Slater, M.D. Amsterdam School for Communication Research, University of Amsterdam, November, 2008. (Invited speaker—annual McQuail lecture for top paper advancing theory in communication).
 57. "A Reinforcing Spirals Model of Selective Exposure and Media Effects". Slater, M.D. Institute for Social Research, Research Center for Group Dynamics, University of Michigan. October, 2008. (Invited speaker.)
 58. "A Reinforcing Spirals Model of Selective Exposure and Media Effects". Slater, M.D. University of Kentucky, Lexington, September, 2008. (Invited speaker.)
 59. "Message Impact via Automatically Activated Attitudes: A Study of Alcohol Advertisements and Counteradvertisements," Goodall, C. & Slater, M.D. International Communication Association, Information Systems Division, Montreal, May 2008.
 60. "Examining Self-Concepts and Prototypes as Formative Research for Marijuana Prevention Campaigns". Comello, E.M.G. & Slater M.D. International Communication Association, Health Communication Division, Montreal, CA May 2008.
 61. "Tailoring web-based interventions to young female smokers using audience segmentation", Ewan-Whyte, C., Keller, S., Slater, M.D., Pbert, L., Chang, E., Druker, S., Kuhl, L., Col, N. Society of General Internal Medicine, Pittsburg, PA, April 2008. Innovations in Practice Management award winner.
 62. "Development of an educational video to improve patient knowledge and communication with their healthcare providers about colorectal cancer screening." Katz M.L., Heaner S., Reiter P., van Putten J., Murray L., McDougale L., Cegala D., Post D., David P., Slater M.D., and Paskett E.D. American Society of Preventive Oncology, Bethesda, Maryland, March, 2008.
 63. "A Reinforcing Spirals Model of Selective Exposure and Media Effects". Slater, M.D. Amsterdam School for Communication Research, University of Amsterdam, November, 2007. (Invited speaker).
 64. "Cancer Research Funding and the Press: Identifying a Relationship and Raising the Question of Causality." Reineke, J., Slater, M.D., Long, M.A., Bettinghaus, E. Annual conference of the Association for Education in Journalism and Mass Communication, Washington, D.C., August, 2007.
 65. "Issue Concern and Risk Judgments as Mediators of News Influence on Support for Alcohol Control Policies," Slater, M.D., Lawrence, F., & Comello, E.M. Annual conference of the International Communication Association, San Francisco, CA, May, 2007. Top 3 paper in Health Communication.
 66. "News Coverage of Cancer in the U.S.: A Representative National Sample of

- Newspapers, Television and Magazines,” Slater, M.D., Long, M.A., Bettinghaus, E., & Reineke, J. Annual conference of the International Communication Association, San Francisco, CA, May, 2007.
67. “Newspaper Coverage of Intimate Partner Violence: Skewing Representations of Risk,” Carlyle, K., & Slater, M.D. Annual conference of the International Communication Association, San Francisco, CA, May, 2007.
 68. “Triangulating Effects of Attention to Injury-related News: Survey and Experiment Data,” Slater, M.D. Invited presentation, Center for Excellence in Cancer Communication, Annenberg School for Communications, University of Pennsylvania, April 2007.
 69. “Community- and school-based media and substance use prevention: A 16-community trial,” Slater, M. D. Invited presentation, Center for Excellence in Cancer Communication, St. Louis University School of Public Health, April 2007.
 70. “Violent media content and aggressiveness in adolescents: spiral processes and moderators,” Slater, M.D. University of South Carolina, July, 2006. Invited speaker.
 71. “Violent media content and aggressiveness in adolescents: spiral processes and moderators,” Slater, M.D. Dartmouth Medical College, Minary Conference Center, NH, July, 2006. Invited speaker.
 72. “Examining the Moderating and Mediating Roles of News Exposure,” Slater, M.D. & Hayes, A. Association for Education in Journalism and Mass Communication, San Francisco, CA, August, 2006.
 73. “Evaluating Public Discourse in Newspaper Opinion Articles: Values-Framing on Health Policy Issues”, Hoffman, L. & Slater, M.D. Association for Education in Journalism and Mass Communication, San Francisco, CA, August, 2006.
 74. “Alcohol and illegal drugs, violent crime, and accidents in U.S. local and national news,” Slater, M.D., Long, M.A., & Ford, V. International Communication Association, Dresden, Germany, July 2006.
 75. “Paired spirals of influence: A system dynamic model for understanding media use and effects”, Slater, M.D. International Communication Association, Dresden, Germany, July 2006.
 76. “Roundtable on measuring media exposure in the “Information Age”: Conceptual and measurement challenges. Invited panelist. International Communication Association, Dresden, Germany, July 2006.
 77. “No news is bad news: U.S. media coverage of tobacco,” Long, M.A., Slater, M.D., & Lysengren, L. International Communication Association, Dresden, Germany, July 2006.
 78. “Narrative persuasion: Effects of subsequent discussion,” Rouner, D., Long, M., & Slater, M.D. International Communication Association, Dresden, Germany, July

- 2006.
79. "Judgments of Alcohol-Related Risks as Mediators of Support for Alcohol Control Policies," Slater, M.D., Lawrence, F., & Comello, N. Society for Prevention Research, San Antonio, TX, May 2006.
 80. "Alcohol and Illegal Drugs, Violent Crime, and Accidents in U.S. Local and National News," Slater, M.D., Long, M.A. & Ford, V. Society for Prevention Research, San Antonio, TX, May 2006.
 81. "US News Coverage of Alcohol-Related Risks and Public Support for Alcohol Control Policy: Evidence from Representative Samples of News Coverage and the US Public," Invited presentation, Environmental and Natural Resource Journalism, University of Wisconsin, Madison, WI, May 2006.
 82. "Specification and misspecification of theoretical foundations and evaluation logic models for health communication campaigns," Slater, M.D. Kentucky Conference on Health Communication, Lexington, KY, April 2006. Plenary address.
 83. "A Town Hall Meeting on Promoting Health Communication Scholarship," invited panelist, Health Communication Division, National Communication Association, Boston, MA, November 2005.
 84. "Spotlight on Outreach and Funding: Reviewing Grant Proposals for NIH and CDC," invited panelist, Research Board, National Communication Association, Boston, MA, November 2005.
 85. "The Making of a Health Communication Scholar: What is One?," invited panelist, Health Communication Division, National Communication Association, Boston, MA, November 2005.
 86. "Current Approaches in Media and Health Behavior Change: Opportunities in Substance Abuse and Cancer Control." Invited presentation, Brown University Medical School, Rhode Island Hospital, November 2005.
 87. "Community- and school-based media and substance use prevention: A 16-community trial," Slater, M. D. Invited presentation, Center for Excellence in Cancer Communication, University of Pennsylvania, September 2005.
 88. "Mediated health communication and obesity: Opportunities and trends," Slater, M.D. Invited presentation, Interdisciplinary Obesity Research Center, School of Public Health, University of North Carolina-Chapel Hill, July 2005.
 89. "Predictors of alcohol-control policy support," Slater, M.D. & Keefe, T. Research Society on Alcoholism, Santa Barbara, CA June 2005.
 90. "Reducing marijuana and alcohol uptake via in-school social marketing and participatory, community-based media efforts". Slater, M.D. et al. Health Communication Division, International Communication Association, NYC, NY, May 2005.

91. "Television dramas and controversial public policies: Effects and mechanisms." Slater, M.D., Rouner, D.L., & Long, M.A. Mass Communication Division, International Communication Association, NYC, NY, May 2005.
92. "Media exposure and attention as mediating variables influencing judgments of alcohol-related risks." Slater, M.D. & Rasinski, K. Health Communication Division, International Communication Association, NYC, NY, May 2005.
93. "Alcohol use in early adolescence: The effect of changes in risk taking, perceived harm and friends' alcohol use," Henry, K.L., Slater, M.D., & Oetting, E.R. Society for Prevention Research, Washington, D.C., May 2005.
94. "A national longitudinal study of the effect of exposure to alcohol advertising on youth drinking." Snyder, L., Fleming-Melici, F., Slater, M.D., Sun, & Strivhakova. Health Communication Division, International Communication Association, New Orleans, LA, May 2004.
95. "Vulnerable teens, vulnerable times: How sensation-seeking, alienation, and victimization moderate the violent media content-aggressiveness relation." Slater, M.D., Henry, K.L, Swaim, R.C., & Cardador, J. Mass Communication Division, International Communication Association, New Orleans, LA, May 2004.
96. "Health Communication: Building Bridges Across and Within Disciplines," Slater, M.D., Kentucky Conference on Health Communication, Lexington, KY April 2004. Keynote address.
97. "A school- and community-based media prevention intervention: Interim results. Slater, M.D., Kelly, K., & Edwards, R. Health Communication Division, National Communication Association, Miami, FL, November 2003.
98. "Using pre-post community informant interviews to assess impacts of a community-based intervention—An application of the Community Readiness Model." Slater, M.D., Edwards, R., Plested, B., Thurman, P.J., & Keefe, T. Belmont Conference on Participation, Community Approaches, & Social Change, sponsored by the Health Communication Partnership and USAID. Baltimore, MD, October 28, 2003. (Invited presentation.)
99. "The impact of high-school versus intermediate-school settings on peer influences, availability, and marijuana use among 9th graders," Slater, M.D., & Edwards, R. Society for Prevention Research, Washington, D.C., June, 2003.
100. "Using stories to prompt attitude and behavior change," Slater, M.D. Reproductive Health in the Age of HIV/AIDS: Developing Integrated and Effective Health Promotion Strategies for Women in the Caribbean Context, Centers for Disease Control and Prevention, San Juan, Puerto Rico, May 2003. (Invited presentation.)
101. "Violent media content and aggressiveness in adolescents: A downward spiral model," Slater, M.D., Henry, K., Swaim, R., & Anderson, L. International

- Communication Association, Mass Communication Division, San Diego, CA, May 2003.
102. "A community and school based substance abuse prevention strategy," Slater, M.D. International Communication Association, Health Communication Division, San Diego, CA, May 2003.
 103. "Augustine's cup: Boundary conditions and understanding science in a post-postmodern world," Slater, M.D. International Communication Association, Philosophy of Communication Division, San Diego, CA, May 2003.
 104. "Analyzing exposure and attention variables in media effects research," Aloise-Young, P. & Slater, M.D. International Communication Association, Information Systems Division, San Diego, CA, May 2003.
 105. "Understanding media effects and campaign research: measuring and analyzing exposure," Slater, Michael D. European Communication Association, Munich, Germany, March 2003.
 106. "Search engine site descriptions as a potential obstacle to consumer selection of health information," Slater, M.D., & Zimmerman, D.E., National Communication Association, Health Communication Division, New Orleans, LA, November, 2002.
 107. "Effects of amount of exposure to a localized anti-drug campaign after testing for social desirability artifacts and reverse causation," Slater, M.D., & Kelly, K. International Communication Association, Health Communication Division, Seoul, Korea, July, 2002.
 108. "Web-based rural health promotion in the United States: The Northern Rio Grande Internet Project experience," Slater, M.D., Zimmerman, D., Hau, B., Bartlett-Horch, K. International Communication Association, Health Communication Division, Seoul, Korea, July, 2002.
 109. "Scientese and ambiguous citations in the selling of unproven medical treatments," Haard, J., Slater, M.D., & Long, M. International Communication Association, Health Communication Division, Seoul, Korea, July, 2002.
 110. "Source credibility and value involvement as they impact perceived persuasiveness," Ledford, C., Rouner, D., & Slater, M.D., International Communication Association, Public Relations Division, Seoul, Korea, July, 2002.
 111. "The Extended ELM: The case of implicit persuasive communication," Slater, M.D. Health Cognition Conference 2002, Brainerd, MN. Invited speaker.
 112. "Using the community readiness model in cross-cultural social marketing efforts," Kelly, K.J., Edwards, R.W., Comello, M.L.G., Plested, B.A., Thurman, P.J., & Slater, M.D., Academy of Marketing Science, Valencia, Spain, June, 2002.
 113. "Testing effects of exposure to a school-based media prevention effort," Slater, M.D., & Kelly, K. Society for Prevention Research, Seattle, WA, May 2002.

114. "Exposure to magazine advertising of cigarettes and adolescent cigarette smoking: Mediating and moderating processes," Aloise-Young, P., Slater, M.D., & Cox, C., Society for Prevention Research, Seattle, WA, May 2002.
115. "Web site types listed by the five most commonly-used search engines in response to inquiries about heart disease, cancer, and weight loss," Slater, M.D., & Zimmerman, D.E., Kentucky Conference on Health Communication, April, 2002.
116. "Health communication professionals: Collaborating for the future," invited panelist, Kentucky Conference on Health Communication, April, 2002.
117. "Healthy People 2010: the role of health communication," invited panelist, Kentucky Conference on Health Communication, April, 2002.
118. "Using stories to prompt attitude and behavior change," invited speaker, Centers for Disease Control (Center for Reproductive Health/Global AIDS Project), April, 2002.
119. "Sensation-seeking as a moderator of the effects of peer pressure, personal aspiration and perceived risk on marijuana and cigarette use among adolescents," Slater, M.D. Society for Prevention Research, Washington, D.C., June, 2001.
120. "A reliable two-item sensation-seeking index and prediction of substance use," Slater, M.D., Hoyle, R., Stephenson, M.T., & Palmgreen, P. Society for Prevention Research, Washington, D.C., June, 2001.
121. "Effects of peer pressure and beliefs about alcohol use on adolescents as moderated by sensation-seeking status," Slater, M.D., Research Society on Alcoholism, Montreal, Canada, June, 2001.
122. "Alienation, aggression, and sensation-seeking as predictors of adolescent use of violent film, computer and website content," Slater, M.D. International Communication Association, Mass Communication Division, Washington, D.C., May, 2001.
123. "Foods, pesticide residues, and consumers: Extending the application of the EPPM," Zimmerman, D., Slater, M.D., Kendall, P. & Keefe, T. International Communication Association, Health Communication Division, Washington, D.C., May, 2001.
124. "Young adolescent responses to tombstone versus lifestyle advertisements: Evidence for lifestyle ad effects on beliefs that legal substances are socially desirable," Slater, M.D., Kelly, K., Karan, D. Health Communication Division, National Communication Association, November 2000. Top Three paper award.
125. "Effects of threatening and non-threatening visuals, announcer gender, and announcer vocal quality on responses to televised alcohol warnings," Slater, M.D., Karan, D., Rouner, D., Walters, D., Beauvais, F., and Murphy, K. International Communication Association, Health Communication Division, Acapulco, Mexico, June 2000

126. "Processing warnings about alcohol: Effects of voice-over and text with illustrative visuals," Walters, D., Slater, M.D., Rouner, D., & Nerger, J. International Communication Association, Information Systems Division, Acapulco, Mexico, June 2000 (based on advisee's masters' thesis).
127. "Social marketing and media advocacy: Complementary techniques for advancing community readiness for prevention," Slater, M.D., Kelly, K., and Edwards, R.E. Innovations in Social Marketing, Washington, D.C. June 2000. (Novelli award for outstanding theoretical contribution to social marketing field.)
128. "Personal value of alcohol use as a predictor of intention to decrease post-college alcohol use," Slater, M. D. Research Society on Alcoholism, Denver, CO, June 2000.
129. "A content analysis of drinking and driving public service announcements," Slater, M. Research Society on Alcoholism, Santa Barbara, CA, June 1999 .
130. "Responses to alcohol warnings in Latino vs Anglo males and females: Effect of collectivist appeal and surgeon general attribution," Perea, A. and Slater, M. Research Society on Alcoholism, Santa Barbara, CA, June 1999 .
131. "Alcohol warnings in TV beer ads: Treatment vs. control and placement effects," M. Slater, D. Karan, D. Rouner, F. Beauvais, & K. Murphy. Research Society on Alcoholism, Santa Barbara, CA, June 1999 .
132. "Lifestyle advertising: The use of human models and cartoon characters in cigarette, beer, and non-alcoholic beverage advertising," Kelly, K., Slater, M.D., Karan, D., & Hunn, L. Public Policy and Marketing, Lafayette, IN, June 1999.
133. "The problem of typology in studying persuasive health messages: The case of drunk driving PSAs," Slater, M.D. International Communication Association, Health Communication Division, San Francisco, CA May 1999.
134. "Identification, evaluation, and persuasion in the processing of narrative fiction," Slater, M.D. & Rouner, D. International Communication Association, Information Systems Division, San Francisco, CA May 1999.
135. "Responses to televised alcohol advertisements and warnings," Slater, M.D. National Communication Association, NYC, November 1998 (invited paper).
136. "Using the stages-of-change model to integrate application of media effects, persuasion, and behavior change theories of communication campaigns," Slater, M.D. National Communication Association, NYC, November 1998.
137. "Placing alcohol warnings before, during and after TV beer ads: Effects on recall, knowledge, and responses to the ads and the warnings," Slater, M.D., Rouner, D., Karan, D., Murphy, K., & Beauvais, F. Association for Education in Journalism and Mass Communication, Advertising Division, Baltimore, MD, August 1998.
138. "Effect of source power distance and collective versus individualist appeal strategies on Mexican American and Anglo young adult responses to televised alcohol

- warnings,” Perea, A. & Slater, M. Association for Education in Journalism and Mass Communication, Communication Theory and Methodology Division, Baltimore, MD, August 1998. (Based on advisee’s master’s thesis).
139. “Gender-role and sexual imagery in television advertisements,” Rouner, D., Domenech-Rodriguez, M.M., & Slater, M.D. International Communication Association, Mass Communication Division, Jerusalem, Israel, July 1998.
 140. “Cognitive response analyses in assessing audience reactions to health-related messages,” Slater, M. International Communication Association, Health Communication Division, Montreal, Canada, May 1997 (invited paper).
 141. “The processing of narrative fiction from the persuasion perspective: An exploratory study,” Slater M.D., Rouner, D. International Communication Association, Information Systems Division, Montreal, Canada, May 1997 .
 142. “Construct accessibility following exposure to pro versus counterattitudinal alcohol messages,” Slater M.D., Rouner, D. International Communication Association, Information Systems Division, Montreal, Canada, May 1997 .
 143. “An empirical typology of alcohol use in the general population: Characterizing the range of normal,” Slater, M.D., Basil, M.D., Maibach E. Research Society on Alcoholism, San Francisco, CA, July 1997 .
 144. “Developing and assessing alcohol warnings for use with TV beer advertisements,” Slater, M.D., Rouner, D., Karan, D., Beauvais, F., Murphy, K. Research Society on Alcoholism, San Francisco, CA, July 1997 .
 145. “Dieting, low fat eating and exercise: A cluster analysis,” Basil, M.D., Maibach, E., Slater, M.D. Innovations in Social Marketing, Boston, MA, May 1997 .
 146. “Ethnic and gender differences in adolescent responses to alcohol ads, and their relation to alcohol use.” Slater, M.D., Rouner, D., Beauvais, F., Murphy, K., Van Leuven, J., and Domenech, M.M. Research Society on Alcoholism, Washington, D.C., June, 1996.
 147. “Adolescent perceptions of underage drinkers in beer ads, and their relation to alcohol use.” Slater, M.D., Rouner, D., Beauvais, F., Murphy, K., Van Leuven, J., and Domenech, M.M. Research Society on Alcoholism, Washington, D.C., June, 1996.
 148. “College students with differing orientations to alcohol use respond differentially to education/persuasion messages containing statistical evidence or anecdote.” Slater, M.D., Murphy, K., Beauvais, F., Rouner, D., Van Leuven, J., and Domenech, M.M. Research Society on Alcoholism, Washington, D.C., June, 1996.
 149. “Perceptions of bias in news sources,” Rouner, D., Slater, M.D., & Buddenbaum, J.M. Presented to the annual meeting of the Midwest Association for Public Opinion Research, Chicago, Ill., November, 1995 .

150. "Advertising vs. product publicity: effects on credibility and purchase intent." Chew, C., & Slater, M.D. Presented to the annual conference of the Association for Education in Journalism and Mass Communication, Public Relations Divison, Washington, D.C., August, 1995. (Based on advisee's masters thesis).
151. "Beer and non-beer advertising to Latino youth: The effects of Spanish versus English language." Domenech-Rodriguez, M.M., Slater, M.D., & Beauvais, F. Presented to the annual conference of the Association for Education in Journalism and Mass Communication, Advertising Divison, Washington, D.C., August, 1995. (Based on advisee's masters thesis).
152. "Inability to recognize news source bias and perceptions of media bias." Rouner, D.L., Slater, M.D., & Buddenbaum, J. Presented to the annual conference of the Association for Education in Journalism and Mass Communication, Newspaper Divison, Washington, D.C., August, 1995.
153. "TV beer advertising and adolescent males: Effects of sports content and sports programming on responses to the ads among adolescent Anglo males." Slater, M.D., Rouner, D., Beauvais, F., Murphy, K., Van Leuven, J., and Domenech, M.M. Presented to the annual conference of the Research Society on Alcoholism, Steamboat Springs, CO, June, 1995.
154. "Do adolescents believe people in TV commercials to be underage?" Slater, M.D., Rouner, D., Beauvais, F., Murphy, K., Van Leuven, J., and Domenech, M.M. Presented to the annual conference of the Research Society on Alcoholism, Steamboat Springs, CO, June, 1995.
155. "Modeling predictors of alcohol use and use intentions among adolescent Anglo males: Social, psychological, and advertising influences." Slater, M.D., Murphy, K., Beauvais, F., Rouner, D., Van Leuven, J., and Domenech, M.M. Presented to the annual conference of the Research Society on Alcoholism, Steamboat Springs, CO, June, 1995.
156. "Getting to the table: Theory-grounded strategic approaches to initiating negotiations with key publics." Christen, C., and Slater, M.D. Presented to the annual conference of the International Communication Association, Public Relations Interest Group, Albuquerque, NM, May, 1995. (Based on advisee's masters thesis).
157. "Statistical and anecdotal evidence in value-relevant messages." Slater, M.D. & Rouner, D. Presented to the annual conference of the International Communication Association, Information Systems Division, Albuquerque, NM, May, 1995 .
158. "Message evaluation and source attributes: Towards a model of credibility assessment and belief change." Slater, Michael D., & Rouner, D. Presented to the annual conference of the International Communication Association, Information Systems Division, Sydney, Australia, July, 1994. Selected as a Top Four paper.
159. "Message processing strategies, motivation, and involvement: Returning the active audience to persuasion and message effects research." Slater, M.D. Presented to the

- annual conference of the International Communication Association, Information Systems Division, Sydney, Australia, July, 1994.
160. "Audiences and channel usage for health information among social service clientele: A situational theory approach." Manley, H., Slater, M.D., & Rouner, D. Presented to the annual conference of the International Communication Association, Health Communication Division, Sydney, Australia, July, 1994. (Based on advisee's masters thesis).
 161. "Alcohol warnings on televised beer advertisements: A test of effects." Slater, M.D., & Domenech, M.M. Presented to the annual conference of the Research Society on Alcoholism, Maui, Hawaii, June, 1994.
 162. "Alcohol education and adolescent counterarguing of TV beer advertisements." Slater, M.D., Rouner, D., Beauvais, F., Murphy, K., Van Leuven, J., and Domenech, M.M. Presented to the annual conference of the Research Society on Alcoholism (screened abstracts), Maui, Hawaii, June, 1994.
 163. "Predictors of adolescent responses to televised beer advertisements: Another link in the causal chain." Slater, M.D., Murphy, K., Rouner, D., Beauvais, F., Van Leuven, J., and Domenech, M.M. Presented to the annual conference of the Research Society on Alcoholism, Maui, Hawaii, June, 1994.
 164. "Lessons learned in computerized interactive education program for underserved audiences using private and public institutions." Halvorson, H.W., Kean, T.J., Gosselink, C.A., Slater, M.D., & Zimmerman, D.E. Society of Public Health Educators Scientific Conference, Grand Rapids, MI, June, 1993.
 165. "Delivering health information to the disadvantaged: Assessing a hypertext approach." Slater, M.D., Zimmerman, D.E., Halvorson, H., Kean, T., & Rost, J.D. Presented to the annual conference of the International Communication Association, Health Communication Division, Washington, D.C., May, 1993.
 166. "Family communication patterns, rebelliousness, and adolescent reactions to anti-drug PSAs." Skinner, E.R., & Slater, M.D. Presented to the annual conference of the International Communication Association, Health Communication Division, Washington, D.C., May, 1993. (Based on advisee's masters thesis).
 167. "Comparing audience segments' response to a public education message in four media formats." Chipman, H., Slater, M.D., Kendall, P., Auld, G., & Keefe, T. Presented to the annual conference of the International Communication Association, Public Relations Interest Group, Washington, D.C., May, 1993.
 168. "Spokesperson expertise and bias: An experiment." Slater, M.D., & Rouner, D.L. Presented to the annual conference of the International Communication Association, Public Relations Interest Group, Washington, D.C., May, 1993.
 169. "Taxonomy, classification, typology: Reconceptualizing audience segmentation." Slater, M.D. Invited panel presentation, International Communication Association, Health Communication Division, Washington, D.C., May, 1993.

170. "Interactive cancer information program for medical clinics." Halvorson, H.W., Kean, T.J., Slater, M.D., & Rost, J.D. Prevention '93, St. Louis, MO, April, 1993 (named Outstanding Poster Presentation).
171. "Concern as an indicator of response to risk/benefit messages on agricultural chemicals and food," Chipman, H., Kendall, P., Auld, G., & Slater, M.D. Presented to the Society for Nutrition Education, Washington, D.C., July 1992.
172. "Strategies for evaluating CD-ROM multi-media: Considerations for advancing communication effectiveness." Zimmerman, D.E., Slater, M.D., & Tipton, M. Presented to the Society for Technical Communication, Region 7 Conference, October, 1992.
173. "Strengthening public health campaigns: Learning from the past," Kelly, K. & Slater, M. D. Presented to the annual meeting of the Western Decision Sciences Institute, Health Systems Management and Marketing Division, Reno, NV, March, 1992.
174. "Confidence in beliefs as an outcome of source credibility and message discrepancy, and as a predictor of belief change persistence," Slater, M.D., & Rouner, D. Presented to the annual conference of the Association for Education in Journalism and Mass Communication, Communication Theory and Methodology Division, Boston, MA, August, 1991. Selected as a Top Three paper.
175. "Information processing and situational theory: A cognitive response analysis," Slater, M., Chipman, H., Auld, G., Keefe, T. & Kendall, P. Presented to the annual conference of the Association for Education in Journalism and Mass Communication, Public Relations Division, Boston, MA, August, 1991.
176. "Impact of the VDT on structural vs. mechanical editing among students," Slater, M., Rouner, D., & Tharp, M. Presented to the annual conference of the Association for Education in Journalism and Mass Communication, Newspaper Division, Minneapolis, MN, August, 1990.
177. "Messages as experimental stimuli: Design, analysis, inference." Slater, M. Presented to the annual conference of the Association for Education in Journalism and Mass Communication, Theory and Methodology Division, Washington, D.C., August, 1989.
178. "Publics, organizations, and the media: How changing relationships shape the public opinion process." Van Leuven, J.K. & Slater, M.. Presented to the annual conference of the Association for Education in Journalism and Mass Communication, Public Relations Division, Washington, D.C., August, 1989.
179. "Processing social information in messages: Social group familiarity, fiction/non-fiction labels, and subsequent beliefs," Slater, M. Presented to the annual conference of the International Communication Association, Mass Communication Division, San Francisco, CA, May, 1989. Selected as a Top 10 paper.

180. "Social cognitive approaches to media effects research," Slater, M.D. Presented to the annual conference of the International Communication Association, Information Systems Division, San Francisco, CA, May, 1989.
181. "Health lifestyles: Audience segmentation analysis for public health intervention," Slater, M. & Flora, J.. Presented to the annual conference of the International Communication Association, Health Communication Division, San Francisco, CA, May, 1989.
182. "Health lifestyles: An analysis of media use and interpersonal communication," Flora, J., Slater, M.D., & Maibach, E.W. Presented to the annual conference of the International Communication Association, Health Communication Division, San Francisco, CA, May, 1989.
183. "The role of market segmentation in social marketing," Flora, J., & Slater, M.D. Presented to the annual conference of the American Public Health Association, New Orleans, LA, October, 1987.
184. "How an unhealthy product is sold: Cigarette advertising in magazines," Slater, M., Altman, D., Albright, C., & Maccoby, N. Presented to the annual conference of the American Psychological Association, Health Psychology Division, NYC, NY, August, 1987.
185. "Self-help weight loss: Effects of deposits, pacing, and self efficacy measurement," Flora, J., Slater, M., Carl, F., & Killen, J. Presented to the annual conference of the American Psychological Association, Health Psychology Division, NYC, NY August, 1987.
186. "Is health behavior consumer behavior? Health behavior determinants, audience segmentation, and designing media health campaigns," Slater, M., & Flora, J. Presented to the sixth annual Advertising and Consumer Psychology Conference, Consumer Psychology Division of the American Psychological Association, Chicago, IL, May, 1987.
187. "Cigarette advertising strategies, 1960-1985: Trends and themes for youth, women, and general audiences," Slater, M., Altman, D., Albright, C., & Maccoby, N. Presented to the annual conference of the International Communication Association, Health Communication Division, Montreal, Canada, May, 1987.
188. "Social influences, self efficacy, and diet behavior," Slater, M. Presented to the annual conference of the American Psychological Association, Health Psychology Division, Washington, D.C., August, 1986.
189. "Conceptualizing social influences and individuals' perceived capacity for change: Implications for communication campaigns," Slater, M. Presented to the annual conference of the International Communication Association, International and Development Communication Division, May, 1986.
190. "Low involvement weight management: Is it effective?," Davis-Chervin, D., Marcovic, A., Slater, M.D., & Cirksena, K. Presented to the annual conference of the

American College Health Association, Theory and Methodology Division, New Orleans, LA, May, 1986.

MAJOR PROFESSIONAL SERVICE AND CONSULTING EFFORTS

Editorial board member, *Communication Research, Journal of Communication, Media Psychology, Communication Methods and Measures, Journal of Media Psychology, Journal of Health Communication* and *Health Communication*. Ad hoc reviewer for many other journals, including *American Journal of Public Health, Journal of Personality and Social Psychology, Addiction*, etc. Also a reviewer for various NIH study sections and Robert Wood Johnson Foundation grants as well as NIH and Institute of Medicine (IOM) research monographs.

2000-present: Consultant and/or advisory board member for research projects on media and preventive health, variously for University of Hawaii, Virginia Tech University, KB Inc., University of Connecticut, among others. Member, International Advisory Board for the Amsterdam School of Communication Research (ASCoR), University of Amsterdam (2009-present); program reviews for doctoral education in Communication in the Netherlands (University of Amsterdam, Free University of Amsterdam, and Twente University), for the University of Wisconsin-Madison, and the Annenberg School for Communication at the University of Pennsylvania.

2006-2009: Consultant for RTI and CDC on AIDS-testing media intervention evaluation and for HIV prevention media intervention strategies.

2007. Expert reviewer for Office of Smoking and Health research and evaluation activities, CDC.

2002-2006. Founding Chair, Coalition for Health Communication.

2004-2005. Institute of Medicine, Committee on Tobacco Control Strategies.

2003-2004. Chair, Nominating Committee, International Communication Association.

2002-2004. Chair, Health Communication Division, International Communication Association.

2002-2003. Member, Nominating Committee, International Communication Association.

Oct. 2001-July 2004. Member (Chair June, 2003-July 2004), Behavior Change Expert Panel, National Youth Media Campaign sponsored by the Office of National Drug Control Policy.

2001. Member NIH special emphasis panel reviewing alcohol-related grants.

2000-2002 Vice-chair, Health Communication Division, International Communication Association.

1997-2002. Principal scientific consultant for NIAAA-funded natural field experiment (conducted by U. Conn./Roper Center) examining effects of exposure to liquor advertising on television.

2000. Presenter for an NIAAA-sponsored panel for spouses of governors on initiatives to reduce youth alcohol misuse.

1999. Served on NIH/NCI site visit team for a program project review, January, and subsequent review teleconference discussions.

1999. Participated as communications expert for panel on communicating to disadvantaged families regarding access to Medicaid/Medicare for their children, May.

1998. Wrote and presented report on research needs and opportunities with respect to media and alcohol abuse prevention, for the National Institute on Alcohol Abuse and Alcoholism's (NIAAA) extramural review of prevention programs requested by the Institute director.

1998. Participated in two-day conference on disseminating knowledge regarding effective parenting strategies for substance abuse prevention, providing communication campaign expertise, for the Centers for Disease Control and Prevention (CDC).

1997. Conducted half-day training session in health audience segmentation for Centers for Disease Control communication specialists; serving on expert panel to help develop guidelines for a new Health Communication grant program administered by CDC Office of Health Communication.

1995-1998. Principal scientific consultant to a national health lifestyles audience segmentation project conducted by Porter/Novelli, Washington, D.C., on behalf of the CDC, several NIH agencies and industry.

1995-1999. Member NIH special emphasis review panel: Drug and Alcohol Abuse/ Intervention/ Prevention (SBIR).

1996: Consultant to American Research Company of Virginia on development of a multimedia alcohol education tool addressing critical viewing of alcohol advertising.

1992. Public relations consulting and training for Hewlett-Packard, Fort Collins Site.

1991. Chairman of the Research and Evaluation Committee for a statewide smoking cessation campaign sponsored by the Coalition for a Tobacco-Free Colorado, and conducted (with a graduate class) a major audience research/message pretesting effort for that campaign. (Pro bono).

1991-1992. Member of Materials Evaluation subcommittee for statewide cervical and breast cancer screening program, consultant for message strategy development retreat, Cancer Control, Colorado Dept. of Health (Pro bono).

1991. Consulting on audience research and message pretesting strategies, AMC-Cancer Research Intervention Research efforts.

1991. Featured speaker/presenter at departmental in-service training, Prevention Programs; Colorado Department of Health.

1991. Organized 1/2 day workshop on crisis/disaster communication for City of Fort Collins administrators, staff, and emergency services personnel.

1990. Principal consultant: Assessment of Alternative Communication Strategies for Delivering Public Awareness Messages About Food Safety Issues Relative to Agricultural Chemical Use in Food Production. Funded by the USDA, Principal Investigator Assoc. Professor Patricia Kendall, Dept. of Food Science and Nutrition. Responsible for interpreting evaluative data, developing message strategies, and co-authoring reference bulletin for the USDA on communication strategies.

GRADUATE ADVISING

Theses advised and advisees' position after graduation:

- | | | |
|------|-------------------|--|
| 1990 | Cheryl Sokolowski | MS Audience and channel analysis for an AIDS information campaign. Development Director, Larimer County Humane Society |
| 1991 | Holly Manley | MS Predictors of channel usage for health information among low-income residents in Fort Collins (presented to the annual conference of the International Communication Association) Technical Editor, Hach Chemical Co. |
| 1991 | Todd Shimoda | MS Interesting examples: effect on reader comprehension, latency, attention, and reading speed. (published in the <i>Journal of Experimental Education</i>) Ph.D., U.C. Berkeley, faculty member, Colorado State U. |
| 1993 | Ann Boldt | MS Comprehension monitoring, evaluation criteria, and readers' understanding of text. Medical writer. |
| 1993 | Sonya Laws | MS African-American women on a predominately white university campus: attitudes and beliefs about HIV/AIDSs and testing. University public affairs specialist. |
| 1993 | Ellen Skinner | |

- MS Family communication patterns and rebelliousness as audience segmentation tools. (Published in the *Journal of Drug Education*). Market research manager.
- 1994 Catherine Chew MS Advertising vs publicity: effects on recall, credibility and purchase intent. (Presented to the AEJMC national conference). Corporate communications specialist, Public Service Co. of CO.
- 1994 Melanie Domenech-Rodriguez. MS Latino males' reactions to TV beer advertising in Spanish and English. (Presented to AEJMC nat'l conference, published in *Facing Differences: Race, Gender and the Mass Media*, Biagi & Kern-Foxworth, eds). Ph.D., Colorado State U., ass't professor, Utah State.
- 1995 Greg Francis MS The impacts of specificity on text effectiveness. Specialized magazine reporter/editor.
- 1996 Cindy Christen MS Game theory, coorientation theory, and field dynamics: Toward a strategic approach to negotiating with publics (Presented to the AEJMC national conference, second place student paper PR division). Ph.D., U. of Wisconsin-Madison, ass't prof., Iowa State.
- 1998 Anna Perea MS Responses of Anglo vs. Latino males and females to alcohol warnings varying source attribution and appeal strategy (Presented to the AEJMC national conference; published by *Journal of Health Communication*, 1999). Technical writer, Hach Chemical Co.
- 1999 Denise Walters MS Processing warnings about alcohol from multiple channels of communication (Presented to ICA national conference 2000), Knowledge engineer, Hewlett-Packard.
- 2000 Eleanora Guerrero Comello MS. The effectiveness of foot-in-the-door and door-in-the-face as compliance-gaining techniques in a mail fund-raiser. Freelance public relations writer, prevention communications (now ass't professor, UNC-Chapel Hill).
- 2001 Jenifer Haard MS. Pseudoscience in health messages. (Presented to ICA Health Communication Division, annual conference, 2002. Published in *Health Communication*, in press.) Usability contract researcher, Microsoft.
- 2003 Ann Ciernoczolowski MS. Effect of message order on danger control and fear control Medical writer/editor, Advance PCS.

2003 Samuel Armistead Hall M.S. Self-efficacy and other factors affecting completion of a pulmonary rehabilitation program. Public relations manager, Poudre Valley Hospital.

Ohio State University

Advisor:

2007 Linda Peek Schacht M.A. Acting chair, Dept of Organizational and Political Communication, Emerson College

2009 Dana Eisenberg M.A. National Cancer Institute, Communications Branch.

2009 Melanie Sarge M.A. Ph.D. program, Ohio State (now ass't prof, Texas Tech U.).

2009 Catherine Goodall Ph.D. Assistant professor, Kent State University.

2010 Nori Comello Ph.D. Assistant Professor, University of North Carolina-Chapel Hill.

2011 Parul Jain Ph.D. Assistant Professor, Washington State University.

2013 Adrienne Chung Ph.D. Research Scientist, Precision Health Economics, Oakland, CA.

2015 John Tchernev Ph.D. Assistant Professor, Miami University of Ohio

2015 Ji Young Lee Ph.D. Assistant Professor, West Virginia University.

2017 Melissa Abo Ph.D. Senior Lecturer, Ohio State University
In progress: Nathan Silver, Kilhoe Na.

TEACHING EXPERIENCE

Professor, The Ohio State University.

Graduate courses:

Media, Campaigns and Health
Theory Construction
Managing Communication Data

Undergraduate:

Health and the Media

Full, Associate and Assistant Professor, Colorado State University.

Graduate courses:

Research seminar (advanced research methods/thesis development course)

Research and Evaluation Methods in Communication (graduate introductory methods course),

Public Communications Campaigns (graduate course in health, environmental, and related public interest campaigns)

Public Relations Management

Beliefs, Attitude Change, and Behavior (a doctoral-level seminar, Dept. of Psychology)

Undergraduate courses:

Introduction to Public Relations

Public Relations Practices

Public Relations Campaigns

Scientific and Technical Writing.

Teaching Assistant, Stanford University. Mass Communication Theory, Professor Byron Reeves (Spring, 1987), Mass Communication and Society, Professor Jeremy Cohen (Autumn, 1985).

Conducted workshops in public relations practice for the Students' Association of the State University of New York (1983), Chamber Music America (1982), and the Westchester Advertising Club (1981).

ACADEMIC AND ADMINISTRATIVE SERVICE WITHIN THE UNIVERSITY

The Ohio State University: Member Faculty Advisory Committee to the Executive Dean for Arts and Sciences, 2013-present; Director of the Behavioral Measurement Shared Resource of the OSU Comprehensive Cancer Center, 2007-2012; Human Subjects Research Policy Committee (for the University Office of Research, overseeing University IRB policies), 2007-2010; departmental representative to the College Tenure and Promotion Committee, 2006, 2009, 2011; member of search committee (searching five positions per year on average) 2005-2008, 2013; Graduate Studies Committee 2006-2007, 2011; GSC Chair and Grad Program Director 2015-present; miscellaneous other ad hoc and standing committee memberships; developing Health Communication graduate focal area (facilitating curriculum

planning, building collaborations with the School of Public Health, organizing health communication colloquia).

Colorado State University: Member, search committee for the Dean of the College of Liberal Arts (1998-1999) and for Journalism department chair (2000-2001). College representative to the University's Faculty Research Grants review committee (1995-1997) and to the College of Natural Science's ad hoc committee on revising science curricula for non-science majors (1996-1997). Chair, department Tenure and Promotion Committee (1998-2000). Chair (1991-1992) and member (1989-1991), College Computing Committee, College of Liberal Arts; Member (fall 1994) and Chair (spring 1995), Committee on Liberal Arts, College of Liberal Arts (1994); Member and college representative, Technical Advisory Committee, Colorado State University (1991-1992); Chair, Graduate-Faculty Research Laboratory Committee (1990-1994); Member, Committee on Student Life of the University Faculty Council (1992-1993); Member of the Academic Standards Committee (1989-1991), Merit Evaluation Committee (1989-1990, 1995), Graduate Coordinator (1992-1995) and member, Graduate Committee (1988-89, 1990-present), ad hoc Research Committee (1988-1990), Dept. of Journalism and Technical Communication, Colorado State University. Various other departmental regular and ad hoc committee assignments and chairmanships.

MISCELLANEOUS AWARDS

Honorary Doctorate, University of Antwerp, March, 2018.

Top Faculty Paper and Top Theory Paper, Communication Theory and Methodology Division. Association for Education in Journalism and Mass Communication, San Francisco, CA. August, 2015.

Wayne Danielson Award for Distinguished Contributions to Communication Scholarship, University of Texas-Austin, 2014.

Named International Communication Association/National Communication Association Outstanding Health Communication Scholar, 2013.

Elected Fellow of the International Communication Association, 2010.

Dennis McQuail Top Theory Paper in Communication Award, Amsterdam School of Communication Research, 2008.

Joan Huber Faculty Fellow, College of Social and Behavioral Sciences, The Ohio State University, 2007.

Top three paper award, Health Communication Division, International Communication Association, 2007.

Novelli award for outstanding theoretical contribution, Innovations in Social Marketing conference, Washington, DC, June 2000.

Top three paper award, Health Communication Division, National Communication Association, 2000.

Recipient of the Lewis Donohew Outstanding Scholar in Health Communication Research award, at the 10th Annual Conference on Health Communication, Lexington, KY, 1998.

Top four paper, Information Systems Division, International Communication Association, 1994.

Top three paper, Communication Theory and Methodology Division, Association for Education in Journalism and Mass Communication, 1991.

Top three paper, Mass Communication Division, International Communication Association, 1989.

First prize in category for film "Open Door to the Printed Word," International Film Festival, NYC, 1981. (Writer and assistant producer.)

Certificate of Merit for a/v presentation, "A Miracle in the Making," U.S. Film Festival, Chicago, 1984. (Writer and associate producer.)

Prose collection, *The Big House*, named by Library Journal one of best small press books of 1979. (Editor and publisher.)

National Endowment for the Arts grantee for small press publications, 1978-1979.

PROFESSIONAL MEMBERSHIPS

International Communication Association, Association for Education in Journalism and Mass Communication, National Communication Association.