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Dr. O'Keefe is Professor and Associate Chair of Journalism and Technical Communication in the College of Liberal Arts at Colorado State University. He was previously Professor of Life Sciences Communication (College of Agricultural and Life Sciences) and Environmental Studies at the University of Wisconsin-Madison. His primary research areas include the uses and effectiveness of public information programs, mediated communication, and public opinion. He has expertise in quantitative social science field research. For the past two decades he has focused on environmental information programs, and public health and safety information/education programs. His scholarly work includes over 150 peer-reviewed journal articles, book chapters, symposia, and conference presentations. He has co-authored three books. He has served as principal investigator on over 15 federally funded grants totaling nearly \$4 million, and as co-investigator on several others. Primary sponsoring agencies have included the U.S. Department of Agriculture, National Institutes of Health, National Science Foundation, Environmental Protection Agency, and the National Institute of Justice.