

# CURRICULUM VITAE

January 2010

## NAME

Garrett J. O'Keefe

## ADDRESS

Journalism and Technical Communication  
C-234 Clark Building  
Colorado State University  
Fort Collins, Colorado 80523  
Phone: (970) 491-3703  
FAX: (970) 491-2908  
E-mail: Garrett.O'Keefe@ColoState.Edu

## EDUCATION

1970 Ph.D., Mass Communications, University of Wisconsin-Madison  
1967 M.S., Technical Journalism, Iowa State University of Science and Technology  
1965 B.A., Distributed Studies, 1965, University of Colorado at Boulder  
1960-62 Long Beach (California) City College

## ACADEMIC POSITIONS

2001- Colorado State University: Professor, Department of Journalism and Technical Communication (Chair, 2001-2007; Associate Chair, 2007-09); Professor, Community and Behavioral Health, Colorado School of Public Health, (2008-)  
1988-01 University of Wisconsin-Madison: Professor, Department of Life Science Communication (Chair, 1994-1999); Professor, Environmental Studies, 1988-2001.  
1985-88 Colorado State University: Professor, Department of Technical Journalism.  
1970-85 University of Denver: Department of Mass Communications, Professor, 1981-1985, (Chair 1982-1985), Associate Professor (1975-1981), Assistant Professor, 1971-1975, Visiting Assistant Professor, 1970-1971.

## SABBATICALS

Fall 1978, University of Denver, Information campaign research  
Fall 1999, University of Wisconsin-Madison, Environmental/health communication research

## OTHER POSITIONS

1968-70 Copy editor/reporter, The Capital Times, Madison, WI  
1978-89 Co-Founder and Vice President, Wirth, O'Keefe and Associates, Littleton, CO  
(Communication research and consulting)

## HONORS

Ameritech Fellow, University of Wisconsin-Madison. 1992-2001.

Harold L. Nelson Award for outstanding contributions to journalism education. University of Wisconsin, 2009.

## CURRENT JOB DESCRIPTION

50% Teaching, 35% Research, 15% Service/Outreach

## TEACHING

Year	Semester	Course	Credits	Enrollment
2001	Fall	JT501 Process and Effects of Technical Communication	3	17
2002	Spring	JT662 Communicating Science and Technology	3	6
2002	Fall	JT614 Writing about Science, Health and Environment	3	10
2003	Spring	JT662 Communicating Science and Technology	3	13
2003	Fall	JT614 Public Information Campaigns	3	19
2004	Spring	JT662 Communicating Science and Technology	3	12
2004	Fall	JT461 Writing about Science, Health and Environment	3	15
2005	Spring	JT662 Communicating Science and Technology	3	13
2005	Fall	JT461 Writing about Science, Health and Environment	3	14
2006	Spring	JT662 Communicating Science and Technology	3	11
2006	Fall	JTC461 Writing about Science, Health and Environment	3	15
2007	Spring	JTC662 Communicating Science and Technology	3	7
2007	Fall	JTC461 Writing about Science, Health and Environment	3	18
2008	Spring	JTC662 Communicating Science and Technology	3	8
2008	Fall	JTC461 Writing about Science, Health and Environment	3	14
2009	Spring	JTC630 Health Communication	3	14
2009	Fall	JTC461 Writing about Science, Health and Environment	3	17

## PUBLISHED WORKS

### Books

Glynn, C.J., S. Herbst, G.J O'Keefe, R.. Shapiro, and M. Lindeman (2004). Public Opinion, 2<sup>nd</sup>. Ed. Boulder, CO: Westview Press. 495 pp.

Glynn, C.J., S. Herbst, G.J. O'Keefe, and R. Shapiro. (1999). Public Opinion. Boulder, Co.: Westview Pegasus Press. 471 pp.

O'Keefe, G.J., D. Rosenbaum, P. Lavrakas, K. Reid, and R. Botta. (1996). "Taking a Bite Out of Crime": The Impact of a National Prevention Campaign. Thousand Oaks, CA: Sage Publications. 158 pp.

Mendelsohn, H. and G.J. O'Keefe. (1976). The People Choose a President: Influences on Voter Decision Making. New York: Praeger. 253 pp.

## Refereed Journal Articles

Zimmerman, D. E., C. Akerele, J.K. Smith and G.J. O'Keefe (2006). "Communicating Forest Management Science and Practices through Visualized and Animated Approaches to Community Presentations." Science Communication 20: 514-539.

Trumbo, C.T. and G.J. O'Keefe (2005). "Intention to Conserve Water: Environmental Values, Reasoned Action and Information Effects over Time." Society and Natural Resources, 18:573-585.

O'Keefe, G.J., H. Ward and R. L. Shepard. (2002). "A Repertoire Approach to Environmental Information Channels." Science Communication 23: 392-409.

Trumbo, C.T. and G.J. O'Keefe. (2001). "Intention to Conserve Water: Environmental Values, Planned Behavior and Information Effects. A Comparison of Three Communities Sharing a Watershed." Society and Natural Resources, 14, 889-899.

Trumbo, C.T., N. Markee, G. J. O'Keefe, and E. Park. (1999). "Antecedent Precipitation as a Methodological Concern in Attitude Surveys on Water Conservation." Water Resources Research, 35, 1269-1273.

O'Keefe, G.J., H.H. Boyd and M. Brown. (1998). "Who Learns Preventive Health Care Information from Where: Cross-Channel and Repertoire Comparisons." Health Communication. 10:25-36.

O'Keefe, G.J. and C. Gallois (Eds.). (1998). "Introduction: Communication Theory and Health Campaign Research" [Special Issue]. Human Communication Research 24:1-3

O'Keefe, G.J. and B. Sulanowski. (1995). "More Than Just Talk: Uses, Gratifications and the Telephone." Journalism and Mass Communication Quarterly. 72: 922-933.

Marquart, J., G.J. O'Keefe and A.C. Gunther. (1995). "Believing in Biotech: Farmers' Perceptions of the Credibility of BGH Information Sources." Science Communication, 16:588-602.

Cai, J. and G.J. O'Keefe. (1993). "Disseminating Agricultural Science Information by Journal Publishing in China." Quarterly Bulletin of the International Association of Agricultural Information Specialists. 38: 1-7.

Cai, J. and G.J. O'Keefe. (1992). "Chinese Journals of Agricultural Science." Scholarly Publishing. 23: 122-128.

O'Keefe, G.J. and K. Reid-Nash (1987). "Crime News and Real-World Blues: The Effects of Media on Social Reality." Communication Research. 14: 147-163.

O'Keefe, G.J. (1985). "Taking a Bite Out of Crime: The Impact of a Public Information Campaign." Communication Research. 12: 147-178.

O'Keefe, G.J., K. Nash and J. Liu. (1981). "The Perceived Utility of Advertising: A Cross-Media Analysis." Journalism Quarterly. 58: 535-542.

O'Keefe, G.J. and J. Liu. (1980). "First-Time Voters: Do Media Matter?" Journal of Communication.30: 122-129.

O'Keefe, G.J. (1980). "Political Malaise and Reliance on Media." Journalism Quarterly. 57: 122-128.

Heiss, F.W. and G.J. O'Keefe. "Denver Studies of Public Information: Urban Observatory Suggests Programs." National Civic Review. 66: 562-564. 1977.

O'Keefe, G.J. "The Uses-Gratification Approach and Political Communication Research." Political Communication Review. 1: 8-11. 1976.

O'Keefe, G.J., H. Mendelsohn and J. Liu. (1976). "Voter Decision Making, 1972 and 1974." Public Opinion Quarterly. 40: 320-330.

O'Keefe, G.J. and H. Mendelsohn. (1974). "Voter Selectivity, Partisanship, and the Challenge of Watergate." Communication Research. 4: 33-49.

Weinthal, D.S. and G.J. O'Keefe. (1974). Professionalism among Broadcast Newsmen in an Urban Area." Journal of Broadcasting. 18: 193-210. .

O'Keefe, G.J and H.T. Spetnagel. (1973). "Patterns of College Undergraduates' Usage of Selected Media." Journalism Quarterly. 50: 543-548.

Nayman, O.B., C.K. Atkin and G.J. O'Keefe. (1973). "Professionalism and Journalism in a Developing Country: A Communicator Analysis." Journalism Quarterly. 50: 68-76.

O'Keefe, G.J. "Coorientation Variables in Family Study." (1973). American Behavioral Scientist. 16: 513-536. .

Martin, R.K., G.J. O'Keefe, and O.B. Nayman. (1972). "Agreement and Accuracy Between Newspaper Editors and Their Readers." Journalism Quarterly. 49: 460-486.

McLeod, J.M. and G.J. O'Keefe. (1969). "The Use of Aggregate Data in Analyzing Primary Elections." Journalism Quarterly. 46: 287-293.

### **Refereed Chapters in Books**

Trumbo, C.T. and G.J. O'Keefe. (2004). "Reasoned Action in Environmental Communication Research: Demonstration of an Augmented Model." Environmental Communication Yearbook, 1: 189-204.

O'Keefe, G.J. and R. L. Shepard. (2002). "Overcoming the Challenges of Environmental Public Information and Action Programs." In J. Dillard and M. Pfau (Eds.), The Handbook of Persuasion: Theory and Practice. (Pp. 661-690). Thousand Oaks, CA. Sage Publications.

O'Keefe, G.J. and K. Reid-Martinez. (2001). "The Continuing Adventures of the McGruff Crime Prevention Campaign." In R. Rice and C. Atkin (eds.), Public Communication Campaigns, 3rd. Ed. Pp. 273-276. Thousand Oaks, CA. Sage Publications.

O'Keefe, G.J. and K. Reid. (1990). "The Uses and Effects of Public Service Advertising." Pp. 67-94 in J.E. Grunig and L.A. Grunig (Eds.) Public Relations Research Annual, Hillsdale, NJ: Lawrence Erlbaum.

O'Keefe, G.J. and K. Reid. (1990). "Media Public Information Campaigns and Criminal Justice Policy: Beyond McGruff." Pp. 209-224 in R. Surette (Ed.) The Media and Criminal Justice Policy. Springfield, IL: Charles C Thomas.

O'Keefe, G.J. "Political Campaigns: Strategies and Tactics." (1989). Pp. 259-284 in C. Salmon (Ed.) Information Campaigns: Managing the Process of Social Change. Newbury Park, CA: Sage.

O'Keefe, G.J. and K. Reid. (1989). "The McGruff Crime Prevention Campaign." Pp. 210-212 in R. Rice and C. Atkin (eds.) Public Communication Campaigns. Newbury Park, CA: Sage.

O'Keefe, G.J. and K. Reid-Nash. "Socializing Functions." (1987). Pp. 419-445 in C. Berger and S. Chaffee (Eds.), Handbook of Communication Science. Beverly Hills: Sage.

O'Keefe, G.J. "The Impact of a National Crime Prevention Media Campaign." (1987). Pp. 252-268 in D. Rosenbaum (ed.), Community Crime Prevention: Does It Work? Beverly Hills: Sage.

O'Keefe, G.J. "Public Views on Crime: Television Exposure and Media Credibility." (1984). Pp. 514-535 in R. Bostrum (ed.), Communication Yearbook 8. Beverly Hills: Sage.

O'Keefe, G.J. "The Changing Context of Interpersonal Communication in Political Campaigns." (1982). Pp. 387-399 in M. Burgoon (Ed.), Communication Yearbook 5. New Brunswick: Transaction Books.

O'Keefe, G.J. and L.E. Atwood. (1981). "Communication and Political Campaigns." Pp. 329-359 in D. Nimmo and K. Sanders (Eds.), The Handbook of Political Communication. Beverly Hills: Sage.

O'Keefe, G.J. and H. Mendelsohn. (1979). "Media Influences and Their Anticipation." Pp. 405-418 in S. Kraus (Ed.), The Great Debates, 1976: Ford vs Carter. Bloomington: Indiana University Press.

O'Keefe, G.J. and H. Mendelsohn. (1978). "Nonvoting and the Role of the Media." Pp. 263-286 in C. Winick (Ed.), Deviance and Mass Media. Beverly Hills: Sage.

O'Keefe, G.J. "Political Campaigns and Mass Communication Research." (1975). Pp. 129-164 in S.H. Chaffee (Ed.), Political Communication. Beverly Hills: Sage.

McLeod, J.M. and G.J. O'Keefe. (1972). "The Socialization Perspective and Communication Research." Pp. 121-168 in F.G. Kline and P. Tichenor (Eds.), Current Perspectives in Mass Communications Research. Beverly Hills: Sage.

### **Refereed Proceedings/Transactions/Encyclopedias**

O'Keefe, G. J. (In Press). Communication Campaigns in Health and Environment. In Encyclopedia of Science and Technology Communication. S.H. Priest (Ed.) (Ed. Newbury Park, CA: Sage Publications.

O'Keefe, G. J. (In Press). Translational Research. In Encyclopedia of Science and Technology Communication. S.H. Priest (Ed.) Newbury Park, CA: Sage Publications.

O'Keefe, G.J. (In Press). Land-Grant System, U.S. In Encyclopedia of Science and Technology Communication. S.H. Priest (Ed.) Newbury Park, CA: Sage Publications.

O'Keefe, G. J. (2008). Video Malaise. In Donsbach, W. (Ed.) International Encyclopedia Communication (pp. 5270-5273). Malden, MA: Blackwell.

O'Keefe, G. J. & Rursch, J. (2008). The Media in Rural America. In Goreham, G. (Ed.) Encyclopedia of Rural America (pp. 618-621). Millerton, NY: Grey House Publishing.

Ward, H., G.J. O'Keefe, and R.L. Shepard. (2004). "Farmers' Uses of Environmental Information Channels: A Multi-Channel Repertoire Approach." Proceedings of the 7<sup>th</sup> Biennial Conference on Communication and the Environment. Corvallis, OR: Oregon State University. 2004.

Zimmerman, D.E, C.A. Akerelrea, J.K. Smith, and G.J. O'Keefe.(2003). "Assessing Visualizations in Public Science Presentations." Proceedings of the 2003 Society for Technical Communication Annual Conference. Washington, D.C.: Society for Technical Communication.

O'Keefe, G.J. & Shepard, R.L. (1998). "Assessing Public Attitudes Prior to Watershed Planning: A Comparison of Rural, Agricultural and Urban Populations." Proceedings of the American Water Works Conference: Watershed Management: Moving from Theory to Implementation. Denver.

O'Keefe, G.J. and J.A. Rursch. (1998). "The Media in Rural America" In G. Goreham (ed.), The Encyclopedia of Rural America. Pp. 457-461. New York: Garland Publishing..

O'Keefe, G.J. (1996). "Using Formative Research Strategies to Involve Landowners in Watershed Protection." Proceedings: Watershed '96: A National Conference on Watershed Management. Baltimore.

O'Keefe, G.J., Rursch, J., Anderson, S. & Nowak, P. (1993) "Farmers' Information Sources, Problem Recognition, and the Adoption of Water Quality-Related Management Practices." Proceedings: Agricultural Research to Protect Water Quality. Minneapolis.

## **OTHER**

O'Keefe, G.J. Summary Overview of Users' Perceptions of the 2008 Arapaho and Roosevelt National Forests and Pawnee National Grasslands Visitor' Guide. Submitted to U.S. Forest Service. April 2008.

O'Keefe, G.J. A review of R.C. Hornik's Public Health Communication: Evidence for Behavior Change. Public Opinion Quarterly, 67. 2003

O'Keefe, G.J. A review of J. Shamir and M. Shamir's The Anatomy of Public Opinion. Public Opinion Quarterly, 65. 2001.

O'Keefe, G. J. A review of S. Friedman, S. Dunwoody and C. Rogers' Communicating Uncertainty: Media Coverage of New and Controversial Science. Sciphers, 20. Fall 1999.

Brown, M., G. J. O'Keefe, P. Moberg, M. Kirkham, C. Laitman, H. Boyd, J. Barrett, M. Martinell, S. Van Tiem, M. Phillips, J. Shink, and M. Andreason. Educating Consumers and Physicians on the Effects of Diethylstilbestrol: Final Report. National Cancer Institute, Washington, D.C. March 1998.

Nowak, P., G.J. O'Keefe, C. Bennett, S. Anderson, and C. Trumbo. Communication and Adoption Evaluation of the USDA Water Quality Demonstration Projects. Washington, D.C.: U.S. Department of Agriculture. October 1997.

O'Keefe, G.J., A. Williamson and K. Mella. How Landowners View the Honey and Sugar Creeks Watershed. Wisconsin Department of Natural Resources. July 1995.

O'Keefe, G.J., A. Williamson and K. Mella. How Landowners View the Pensaukee River Watershed. Wisconsin Department of Natural Resources. July 1995.

O'Keefe, G.J. A Review of R.B. Rubin, P. Palmgreen and H.E. Sypher's Communication Research Measures. Journalism and Mass Communication Quarterly, 72:966-67. 1995.

O'Keefe, G.J., D. Rosenbaum, P.J. Lavrakas, K. Reid, and R. Botta. The Social Impact of the National Citizens' Crime Prevention Campaign. U.S. Department of Justice Bureau of Justice Assistance. Washington, D.C. November 1993.

Nowak, P., G.J. O'Keefe, R. McCallister, J. Rursch, S. Smetzer, and D. Smith. Evaluation of Producer Involvement in USDA Water Quality Demonstration Projects. Departments of Agricultural Journalism and Rural Sociology, University of Wisconsin-Madison. November 1992.

O'Keefe, G. J. and B.K. Sulanowski. Public Uses of the Telephone and the Role of Audiotex in Educational/Informational Settings. Department of Agricultural Journalism. University of Wisconsin-Madison. June 1992.

Steele, S., G. O'Keefe, E. Greer and B. Ellison. County Agent Expectations from the Satellite Downlink Pilot Project. University of Wisconsin Cooperative Extension Service. Madison, WI. May 1990.

O'Keefe, G.J. and D.W. Rozelle. Extension County Office Uses of Desktop Publishing: Early Returns from Wisconsin's Pilot Project. Dept. of Agricultural Journalism. University of Wisconsin-Madison. July 1989.

O'Keefe, G.J. and K. Reid-Nash (with J. VanLeuven and J. Victoria). Promoting Crime Prevention Competence among the Elderly. National Institute of Justice. Washington, D.C. 1987.

O'Keefe, G.J. and K. Reid-Nash. The Uses and Effects of Public Service Advertisements. National Partnership to Prevent Drug and Alcohol Abuse. 1986.

O'Keefe, G.J. A Review of Tannenbaum and Kostich's Turned-On TV/Turned Off Voters: Policy Options for Election Projections. Journalism Quarterly 62:189-190. 1985.

O'Keefe, G.J. A Review of Lang and Lang's Politics and Television Re-Viewed and Ranney's Channels of Power: The Impact of Television on American Politics. Journal of Broadcasting and Electronic Media 29:466-467. 1985.

O'Keefe, G.J. "Taking a Bite Out of Crime." Transaction/Society. pp. 56-64. March/April 1985.

O'Keefe, G.J. and H. Mendelsohn (with K. Reid-Nash, E. Henry, B. Rosenzweig, H. Spetnagel) "Taking a Bite Out of Crime": The Public Impact of a Mass Media Information Campaign. National Institute of Justice, Washington, D.C. 1984.

McGuire, B. and G.J. O'Keefe. Election Year 1984: NAB-Roper Poll. Washington, D.C.: National Association of Broadcasters. 1984.

O'Keefe, G.J. A Review of Adams and Schriebman's Television Network News: Issues I in Content Research. Public Opinion Quarterly. 43: 437-438. 1979.

O'Keefe, G.J. A Review of Patterson and McClure's The Unseeing Eye: The Myth of Television Power in National Elections. Public Opinion Quarterly. 41: 135-137. 1977.

O'Keefe, G.J. A Review of Hanneman and McEwen's Communication and Behavior. Journal of

Broadcasting, 21: 261-263. 1977.

Mendelsohn, H. and G.J. O'Keefe. "How Can Denver City Hall Communicate More Effectively with Its Citizens?" Denver Urban Observatory. 1976.

## CONTRACTS AND GRANTS

### Principal Investigator

2000-02 Principal Investigator. "Environmental Information Source Preferences of Agricultural Producers." Wisconsin Agricultural Experiment Station USDA Hatch Grant. \$37,000.

1997-98 Principal Investigator (with P. Nowak). "Report on the Communication and Adoption Evaluation of USDA Water Quality Demonstration Projects." USDA Agricultural Research Service. \$15,900.

1996-97. Principal Investigator (with R. Shepard). "Watershed Selection: Standardized Citizen Assessments." Wisconsin Department of Natural Resources. \$14,900.

1995. Principal Investigator. "Rural Landowner Interest in Water Quality Protection Practices." Wisconsin Department of Natural Resources. \$43,000..

1995-96. Principal Investigator. "Community Perception and Amplification of Risk: A Case Study" (Dissertation Support Grant to C. Trumbo). Decision, Risk and Management Science Program. National Science Foundation, \$6,400.

1990-95 Principal Investigator (with P. Nowak). "Producer Involvement in CES/SCS Water Quality Demonstration Projects." U.S. Department of Agriculture. \$806,000.

1995-96 Principal Investigator (with S. Steele (Coordinator), R. Klemme, L. Miller, M. Douglah, M. Gale-Sinex). "Diffusion and Acceptance of Intensive Rotational Grazing Across Non-Family Agricultural Communities. Wisconsin Agricultural Experiment Station USDA Hatch Grant. \$33,500..

1991-93. Principal Investigator. "The Social Impact of the National Crime Prevention Campaign." U.S. Department of Justice Bureau of Justice Assistance. \$300,000.

1990-92. Principal Investigator. "The Uses and Effects of Audiotex in Public Education and Information Settings." Ameritech Foundation Fellowship. \$41,000.

1989-91. Principal Investigator. "Uses of Mass Media by the Rural Elderly." Wisconsin Agricultural Experiment Station USDA Hatch Grant. \$34,000.

1988-89 Principal Investigator. "Mass Media Campaigns." University Wisconsin-Madison Graduate School. \$17,000.

1984-86 Principal Investigator. "Promoting Crime Prevention Competence among the Elderly to Reduce their Victimization and Fear." U.S. Department of Justice National Institute of Justice. \$304,000.

1981-83 Principal Investigator (with H. Mendelsohn). "The Long-Term Impact of Mass Communications for Crime Prevention." U.S. Department of Justice National Institute of Justice. \$250,000.

1979-80 Principal Investigator. "Evaluation of SERI Television News Spots." U.S. Department of Energy Solar Energy Research Institute. \$5,000.

- 1978-81 Project Director ( H. Mendelsohn, P.I.). "Evaluating Mass Communications for Crime Prevention and Developing a Long-Range Communications Strategy." U.S. Department of Justice Law Enforcement Assistance Administration. \$476,000. .
- 1976-77 Project Director. "How Can Denver City Hall Communicate with the Denver Community?" Denver Urban Observatory. \$18,000.
- 1971-72 Principal Investigator. "College Undergraduate Mass Media Use and Political Behavior." National Association of Broadcasters. \$1,000.

### **Co-Principal Investigator**

- 2007-09 Co-Investigator (P. Chen, P.I.; J. Rosecrance, Co-Investigator) "Safety Training and Safety Campaigns across Three Regions." National Institute for Occupational Health and Safety. \$492,194.
- 2007-11 Co-Investigator (J. Rosecrance, P.I.; P. Chen, Co-Investigator; D. Lamm, Co-Investigator) "Enhancing Translation and Dissemination through Agricultural Partnerships." Centers for Disease Control and Prevention. \$720,000.
- 1998-01 Co-Principal Investigator (C. Trumbo, P.I.) "Planned Action, Environmental Values and Domestic Water Conservation: A Longitudinal Case Study of the CA-NV Truckee River Watershed." Environmental Protection Agency/National Science Foundation. \$200,000.
- 1993-96 Co-Principal Investigator (M. Brown, P.I.) "DES-exposed People and their Physicians." National Cancer Institute. \$1.5 M.
- 1989-91 Co-Project Leader (with C. Koval). "Increasing Public Knowledge about Lyme Disease." UW-Madison Outreach Initiative Project. \$14,900.
- 1986-87 Co-Principal Investigator. (M. Martey, P.I.) "A Pilot Investigation of the Influence of Knowledge, Attitudes and Motivation on Mental Health-Seeking Behaviors of Elderly Persons." Colorado State Department of Mental Health. \$2,000.
- 1972-76 Associate Investigator. (H. Mendelsohn, P.I.) "A Study to Investigate the Influences of Mass Media and Interpersonal Communications on Voting Decisions in the 1972 Presidential Election." Columbia Broadcasting System. \$155,000.

### **PAPERS PRESENTED/SYMPOSIA/INVITED LECTURES/PROFESSIONAL MEETINGS/WORKSHOPS**

Peterson, C. & O'Keefe, G.J. Promoting LID through Community-Based Social Marketing. National Water Conference. U.S. Department of Agriculture. St. Louis. February.

Smith, A., O'Keefe, G.J., Hoffmeister, K., Sampson, J., Chen, P. & Rosecrance, J. Evaluation of a Safety Communication Campaign in Two Contractors. American Psychological Association Conference on Work, Stress and Health. San Juan, P.R. November.

Hoffmeister, K., Smith, A., O'Keefe, G.J., Rosecrance, J., & Chen, P. Cultural Differences in Response to a Safety Campaign. American Psychological Association Conference on Work, Stress and Health. San Juan, P.R. November.

O'Keefe, G. J. "Translating Research to Practice: Implications for Natural Resources Management". 14<sup>th</sup> International Symposium on Society and Resource Management. Burlington, VT. June, 2008.

O'Keefe, G.J. & Zimmerman, D. "Information Campaigns and Public Perceptions of Natural Resources Issues". Interior Mountain West Public Affairs Conference. U.S. Forest Service. Denver. March, 2008.

O'Keefe, G.J. & Shepard, R. "Toward More Effective Water Resources Information/Education Programs: Lessons Learned from Health Communication". National Water Conference. U.S. Department of Agriculture. Reno. February, 2008.

O'Keefe, G. J. "Translating Research to Practice: Some Communication Perspectives". Mountain and Plains Education and Research Center Colloquium. Fort Collins, CO. February, 2008

O'Keefe, G.J. & R.L. Shepard. "What Environmental Information Programs Can Learn from Health Communication: Overview of Social Science Theory, Research and Strategic Applications." 13<sup>th</sup> International Symposium on Society and Resource Management. Park City, UT. June 2007.

O'Keefe, G.J. and R.L. Shepard. "A Community Readiness Approach to Natural Resources Program Planning." 12<sup>th</sup> International Symposium on Society and Natural Resource Management. Vancouver, B.C. June 2006.

O'Keefe, G.J. & Shepard, R.L. "Formative Assessment of Watershed Education Programs for Effective Communication Strategies." USDA-CSREES National Water Quality Conference. San Diego. February 2005.

Zimmerman, D.E., G.J. O'Keefe, J.K. Smith, and C. Akerelrea. "Strategies for Evaluating Natural Resource Presentations." 10<sup>th</sup> International Symposium on Society and Resource Management. Keystone, CO. June 2004.

Trumbo, C.T. and G.J. O'Keefe. "Intention to Conserve Water: Environmental values, reasoned action and information effects over time." 10<sup>th</sup> International Symposium on Society and Resource Management. Keystone, CO. June 2004.

O'Keefe, G.J. (Invited Panelist) Current Trends and Impacts in Integrative Natural Resource Programs. 10<sup>th</sup> International Symposium on Society and Resource Management. Keystone, CO. June 2004

Zimmerman, D.E., Akerelrea, C., Smith, J.K., and O'Keefe, G.J. "Communicating Forest Management Science and Practices through Visualized and Animated Approaches to Community Presentations: An Exploration and Assessment." Annual Convention. Association for Education in Journalism and Mass Communication. Kansas City. August 2003.

O'Keefe, G. "Social Science Theory and Research in Environmental Communication Campaigns." Annual Convention. National Communication Association. New Orleans. November 2002.

Shepard, R. and G. O'Keefe. "Formative Evaluation of Water Quality Communication Channels in Program Planning." Annual Conference. Soil and Water Conservation Society. Indianapolis. July 2002.

Laitman, C., M. Brown, D. Heisey and G. O'Keefe. "The Impact of Channels of Communication, Including Public Education, and Physician Learning." Annual Conference. International Communication Association. Seoul. July 2002.

Shepard, R. and G. O'Keefe. "Communication Campaign Considerations in Natural Resources Management." Annual Conference. Western Social Science Association. Albuquerque. April 2002.

Ward, H., G.J. O'Keefe and R.L. Shepard. "Agricultural Producers' Environmental Information Channel Repertoires." Annual Conference. Midwest Association for Public Opinion Research. Chicago. November 2001.

Severtson, D.J., G.J. O'Keefe and L.C. Baumann. "Perceived Usefulness of the Consumer Confidence Report: Three Pilot Studies." Annual Meeting. American Public Health Association. Atlanta. October 2001.

O'Keefe, G.J., H. Ward and R.L. Shepard. "A Repertoire Approach to Environmental Information Channels." Annual Convention. Association for Education in Journalism and Mass Communication. Washington, D.C. August 2001.

O'Keefe, G.J. "Evaluating EQIP Water Quality Education Projects." Environmental Quality Information Project Workshop. Stevens Point, WI. November 2000.

Shepard, R. L. and G.J. O'Keefe. "Comparative Approaches to Segmenting Publics in Environmental Information Campaigns." Annual Convention. Association for Education in Journalism and Mass Communication. Phoenix. August 2000.

Trumbo, C. T. and G.J. O'Keefe. "Environmental Values, Planned Behavior and Information Effects in Three Communities Sharing a Watershed." Annual Convention. Association for Education in Journalism and Mass Communication. Phoenix. August 2000.

Shepard, R.L and G.J. O'Keefe. "Tracing How Environmental Decision-Making Teams Develop and Progress." 8th International Symposium on Society and Resource Management. Bellingham, WA. June 2000.

O'Keefe, G. J. and R. L. Shepard. "Meeting the Challenges to Watershed Information and Education Programs." Soil and Water Conservation Society Conference: The Watershed Approach to Improving Water Quality. LaCrosse, WI. March 2000.

Shepard, R. L. and G. J. O'Keefe. "Targeting Audiences Using Environmental Campaign Principles." Annual Conference. Midwest Association for Public Opinion Research. Chicago. November 1999.

O'Keefe, G. J. and R. L. Shepard. "Obstacles to Environmental Information and Action Programs." Bi-Annual Conference. Communication and Environment. Flagstaff, AZ. June 1999.

Christen, C., C. T. Trumbo, and G. J. O'Keefe. "Attitudinal Communities for Water Conservation: An Analysis of Urban and Rural Newspapers in the Truckee River Watershed." Bi-Annual Conference. Communication and Environment. Flagstaff, AZ. June 1999.

Shepard, R.L., G.J. O'Keefe and P. Nowak. "The Human Dimension of Watershed Management: An Interactive Workshop." Annual Conference. Society and Natural Resources. Brisbane, Australia. June 1999.

Trumbo, C.T. and G. J. O'Keefe. "Attitudinal Communities for Water Conservation." National Watershed Conference. National Watershed Coalition. Austin, TX. May 1999.

Shepard, R. L. and G. J. O'Keefe. "Getting the Job Done at the Local Level: Supporting Local Decision Making." National Watershed Conference. National Watershed Coalition. Austin, TX. May 1999.

Shepard, R.L., P. Nowak and G.J. O'Keefe. "The Human Dimension of Watershed Management: An Interactive Workshop." Bi-Annual Conference. Society and Natural Resources. Columbia, Mo. July 1998.

O'Keefe, G.J. and R.L. Shepard. "Assessing Public Attitudes Prior to Watershed Planning: A Comparison of Rural, Agricultural and Urban Populations." American Water Works Conference: Watershed Management: Moving from Theory to Implementation. Denver. May 1998.

O'Keefe, G.J., P. Nowak, C. Bennett, S. Anderson, and C. Trumbo. "Assessment of the Multi-Site Methodology of the Communication and Adoption Evaluation of USDA Water Quality Demonstration Projects. Annual Conference. American Evaluation Association. San Diego. November 1997.

O'Keefe, G.J. and R.L. Shepard. "Drawing the Public In: Use of Citizen-Active Evaluation to Build Participatory Input in Water Resources Conservation Planning." Annual Conference. American Evaluation Association. San Diego. November 1997.

Anderson, S., G. J. O'Keefe and P. Nowak. "The Value of Integrating Qualitative Data with Quantitative Evaluations: Implications for Data Analysis and Explanatory Power." Annual Conference. American Evaluation Association. San Diego. November 1997.

O'Keefe, G.J., H. Hartwig Boyd, S. Steele, R. Klemme, M. Douglah, M. Gale-Sinex, and L. Miller. "Communication Source Usage and Repertoires of Agricultural Opinion Leaders." Annual Conference. Midwest Association for Public Opinion Research. Chicago. November 1997.

O'Keefe, G. J., P. Nowak, C. Bennett, S. Anderson, and C. Trumbo. "Communication and Adoption in USDA Water Quality Demonstration Projects." Symposium on Watershed Projects to Achieve Water Quality. Environmental Protection Agency. Washington, D.C. September 1997.

O'Keefe, G.J. and R.L. Shepard. "Standardized Public Assessments for Watershed Programs." Water Resources Management: Preparing for the 21st Century. American Water Works Association Conference. Seattle. August 1997.

Shepard, R.L., F. Madison, P. Nowak, and G.J. O'Keefe. "Watershed/Source Protection Programs Targeting Mixed Farming Systems in the Upper Midwest." Water Resources Management: Preparing for the 21st Century. American Water Works Association Conference. Seattle. August 1997.

R.L. Shepard, P. Nowak and G.J. O'Keefe. "The Human Dimension of Watershed Management: An Interactive Workshop II" Annual Conference. Soil and Water Conservation Society. Toronto. July 1997.

Brown, M.R., G.J. O'Keefe, P. Moberg, H. H. Boyd, M. Kirkham and C. Laitman. "Educating Physicians and Consumers about Diethylstilbestrol: A Health Communication Campaign Study." Annual Conference. American Public Health Association. New York. November 1996.

O'Keefe, G.J. "Outreach, Communication and Social Marketing: Critical Elements of Effective Program Implementation." Annual Program. Strategies to Manage Pesticides. Madison, WI. September 1996.

Brown, M.R., G. J. O'Keefe, D. P. Moberg, H. H. Boyd, M. Kirkham, and C. Laitman. "Educating DES-Exposed Women: A Field Experiment." Symposium on Psychosocial and Behavioral Factors in Women's Health. American Psychological Association. Washington, D.C. September 1996.

Trumbo, C.T., G.J. O'Keefe and P. Nowak. "Adoption of Innovations and the Cancian Dip: Implications for Communication." Annual Conference. Association for Education in Journalism and Mass Communication. Anaheim, CA. August 1996.

O'Keefe, G.J. "Assessment of Producer Adoption in the USDA Water Quality Demonstration Projects." Annual Conference. American Agricultural Economics Association. San Antonio, TX. July 1996.

R.L. Shepard, P. Nowak and G.J. O'Keefe. "The Human Dimension of Watershed Management: An Interactive Workshop." Annual Conference. Soil and Water Conservation Society. Keystone, CO. July 1996.

O'Keefe, G.J., H.H. Boyd and M. Brown. "Who Learns Preventive Health Care Information from Where?" Annual Conference. International Communication Association. Chicago. May 1996.

O'Keefe, G.J and S. Anderson. "Using Social Science Research Tools to Involve Landowners in Water Resources Planning: Beyond Social Marketing." Sixth International Symposium on Society and Resource Management. Pennsylvania State University. May 1996.

O'Keefe, G.J., P. Nowak, and S. Anderson. "Evaluating Water Quality Information and Education Programs across Multiple Sites, Organizations and Cultures: Some Lessons Learned, with Caveats." Annual Meeting, American Evaluation Association. Vancouver, B.C. November 1995.

O'Keefe, G.J., H.H. Boyd and M. Brown. "Gender-Based Response Effects in Health Care Surveys on Sensitive Topics." Annual Conference, Midwest Association for Public Opinion Research. Chicago. November 1995.

Boyd, H.H. and G.J. O'Keefe. "Refusal Conversion in a Health-Related RDD Telephone Survey." Annual Conference, Midwest Association for Public Opinion Research. Chicago. November 1995.

Rursch, J.A., C.E. Gent and G.J. O'Keefe. "Data Verification: Past Tradition, Current Trends and A Case Study." Midwest Association for Public Opinion Research Annual Conference. Chicago. November 1994.

Marquart, J., G.J. O'Keefe and A.C. Gunther. "Expertise vs. Trustworthiness in a Biotech Controversy." Association for Education in Journalism and Mass Communication Annual Convention. Atlanta. August 1994.

O'Keefe, G.J., P. Nowak, J. Rursch, S. Anderson, R. McCallister, and D. Jackson-Smith. "Factors Affecting Voluntary Adoption of Water Quality-related Management Practices by Agricultural Producers." Fifth International Symposium on Society and Resource Management. Fort Collins, CO. June 1994.

Anderson, S. and G.J. O'Keefe. "The Applicability of Social Marketing Principles to Agency Efforts to Protect Natural Resources." Fifth International Symposium on Society and Resource Management. Fort Collins, Co. June 1994.

O'Keefe, G.J., J. Rursch, S. Anderson, and P. Nowak. "Communication and Adoption Processes in Agricultural Water Resources Management." Conference on Media and the Environment, Association for Education in Journalism and Mass Communication. Reno. April 1994.

Shepard, R., P. Nowak and G.J. O'Keefe. "Strategic Communication Campaigns: Segmenting and Targeting Groups within Water Quality Programs." Conference on Media and the Environment, Association for Education in Journalism and Mass Communication. Reno. April 1994.

O'Keefe, G.J. "Strategies for Investigating the Social Impact of Crime Prevention Campaigns." Annual Conference. Academy of Criminal Justice Sciences. Chicago. March 1994.

Botta, R. and G.J. O'Keefe. "Cross-validation of Community-Level Information Campaign Measures." Annual Conference. Midwest Association for Public Opinion Research. Chicago. November 1993.

O'Keefe, G.J., P. Lavrakas, D. Rosenbaum, and M. Gray. "Evaluating the Impact of Crime Prevention Activities." U.S. Department of Justice Bureau of Justice Assistance Conference on Responding to Change and Meeting Future Needs. Philadelphia. November 1993.

O'Keefe, G.J., D. Rosenbaum, P. Lavrakas, K. Reid. R. Botta. "The Public Impact of a National Information Campaign." Annual Convention. Association for Education in Journalism and Mass Communication. Kansas City. August 1993.

O'Keefe, G.J. "The Social Impact of the National Citizens' Crime Prevention Campaign." Fourth Annual Conference on Evaluating Crime and Drug Control Initiatives. National Institute of Justice. Washington. June 1993.

G.J. O'Keefe, J. Rursch, S. Anderson, and P. Nowak. "Farmers' Information Sources: Problem Recognition, and the Adoption of Water Quality-Related Management Practices." Agricultural Research to Protect Water Quality Conference. Soil and Water Conservation Society. Minneapolis. February 1993.

O'Keefe, G.J. and B. Sulanowski. "Audiotex as an Informational Medium." Annual Conference. Midwest Association for Public Opinion Research. Chicago. November 1992.

Anderson, S., J. Rursch, G. O'Keefe and P. Nowak. "Improving Mail Survey Error Rates: Total Design Method." Annual Conference. Midwest Association for Public Opinion Research. Chicago. November 1992.

O'Keefe, G.J. and B. Sulanowski. "More than just talk: Uses, Gratifications and the Telephone." Annual Convention. Association for Education in Journalism and Mass Communication. Montreal. 1992.

Reid, K. And G.J. O'Keefe. "Fear Arousal, Message Attention and Persuasive Effects in a Media Campaign." Annual Convention. American Psychological Association. Boston. August 1990.

O'Keefe, G.J. and K. Reid. "'McGruff' after 10 Years: Lessons about Crime Prevention and Information Campaigns." Annual Convention. Association for Education in Journalism and Mass Communication. Washington, D.C. August 1989.

O'Keefe, G.J. and K. Reid. "Communication Strategies for Promoting Crime Prevention Competence among Elderly Persons." Annual Convention. American Psychological Association. New Orleans.. August 1989.

VanLeuven, J., G. O'Keefe and C. Salmon. "Effects-Based Planning for Public Information Campaigns." Annual Convention. Association for Education in Journalism and Mass Communication. Portland, OR. July 1988.

O'Keefe, G.J. and K. Reid. "The Uses of Mass Media among Elderly Persons." Annual Convention. American Psychological Association. Atlanta. August 1988.

Stoner, M., J. Magilvy and G. O'Keefe. "Influences On the Use of Mental Health Services by Older Adults." Annual Meeting. American Public Health Association. Boston. November 1988.

Stoner, M., J. Magilvy, J. Richter, G. O'Keefe and J. Yribia. "Knowledge and Use of Mental Health Service in Aging." Annual Conference. Western Society for Research in Nursing. Salt Lake City. May 1988.

O'Keefe, G.J. and K. Reid. "Mass Media Use among the Oldest Old: A Developmental Perspective." Annual Conference. Midwest Association for Public Opinion Research. Chicago. November 1987.

O'Keefe, G.J. and K. Reid-Nash. "Crime Prevention Competence among Elderly Persons: Perspectives from a National Survey." Annual Convention. American Psychological Association. Washington, D.C. August 1986.

O'Keefe, G.J. and K. Reid-Nash. "The Uses and Effects of Public Service Advertisements." Annual Conference. Midwest Association for Public Opinion Research. Chicago. November 1986.

O'Keefe, G.J. and K. Reid-Nash. "Fear of Crime and Crime Prevention Competence Among the Elderly." Annual Convention. American Psychological Association. Los Angeles. August 1985.

- O'Keefe, G.J. "Television Exposure, Credibility and Public Views on Crime." Annual Conference. International Communication Association. San Francisco. May 1984.
- O'Keefe, G.J. and K. Reid-Nash. "TV Crime News and Real-World Blues: A Panel Study of Social Reality." Annual Convention. Association for Education in Journalism and Mass Communication. Gainesville, FL. August 1984.
- O'Keefe, G.J. "'Taking a Bite Out of Crime': The Impact of a Public Information Campaign." Annual Convention. Association for Education in Journalism. Corvallis, OR. August 1983.
- O'Keefe, G.J. "The Persuasive Impact of a Crime Prevention Information Campaign." Annual Convention. American Psychological Association. Anaheim, CA. August 1983.
- O'Keefe, G.J. "'Taking a Bite out of Crime': Preliminary Perspectives on the Influences of a Public Information Campaign." Western Communications Educators Conference. Fullerton, CA. October 1982.
- O'Keefe, G.J. and K. Reid-Nash. "Fear Arousal in a Media Information Campaign." Annual Conference. Midwest Association for Public Opinion Research. Chicago. November 1982.
- O'Keefe, G.J. "The Changing Context of Interpersonal Communication in Political Campaigns." Annual Conference. International Communication Association. Minneapolis. May 1981.
- Shoemaker, F., D. Halacy, G.J. O'Keefe, C. Sendroy. "Diffusion of Solar Innovations in the Marketplace through Television News Programming." Annual Meeting. American Section, International Solar Energy Society. Philadelphia. May 1981.
- Mendelsohn, H. and G.J. O'Keefe. "Social Psychological Grounding for Effective Public Communications on Behalf of Crime Prevention." Annual Convention. American Psychological Association. Los Angeles. August 1981.
- O'Keefe, G.J. "'Taking a Bite Out of Crime': The Early Impact of a National Prevention Campaign." Annual Conference. Midwest Association for Public Opinion Research. Chicago. October 1981.
- O'Keefe, G.J., H. Mendelsohn and J. Liu. "The Audiences for Public Service Advertising: An Exploratory View." Annual Convention. Association for Education in Journalism. Boston.. August 1980.
- O'Keefe, G.J., K. Nash and J. Liu. "How Useful Are Ads? Some Cross-Media Comparisons." Annual Conference. Midwest Association for Public Opinion Research. Chicago. December 1980.
- O'Keefe, G.J. "Media Dependence and Political Change: A Longitudinal Analysis of Three Elections." Annual Convention. Association for Education in Journalism. Houston. August 1979.
- O'Keefe, G.J. "Interpersonal Communication and Political Behavior." Annual Conference. Midwest Association for Public Opinion Research. Chicago. November 1979.
- O'Keefe, G.J. "Newspaper vs. Television Reliance and Political Disaffection." Annual Convention. Association for Education in Journalism. Seattle. August 1978.
- Mendelsohn, H. and G.J. O'Keefe. "Political Deviance and Means-End Incongruence." Annual Meeting. American Association for the Advancement of Science. Denver. February 1977.

O'Keefe, G.J. "Nonvoting, Age and Mass Media Use." Annual Convention. Association for Education in Journalism. Madison, WI. August 1977.

O'Keefe, G.J. "Voter Turnout over the Life Cycle." Annual Conference. Midwest Association for Public Opinion Research. Chicago. November 1976.

O'Keefe, G.J., L.B. Becker and J.M. McLeod. "The Youth Vote in 1976: Implications of Research on 1972's First-Time Voters." Annual Conference. Midwest Association for Public Opinion Research. Chicago. November 1976.

Mendelsohn, H. and G.J. O'Keefe. "Uses and Influences of the Mass Media in Voter Decision Making." Annual Conference. Colorado-Wyoming Academy of Sciences. Denver. May, 1975.

Mendelsohn, H. and G.J. O'Keefe. "Toward an Update of the Classical Model of the Influence of Mass Communications on Voter Decision Making." Annual Conference. American Association for Public Opinion Research. Chicago. May 1975.

O'Keefe, G.J. "A Developmental Analysis of Political Communication Behavior in the Young Voter." Annual Conference. American Association for Public Opinion Research. Asheville, N.C. May 1973.

O'Keefe, G.J. and D.S. Weinthal. "Professional Orientations of Broadcast Newsmen." Annual Convention. Association for Education in Journalism. Fort Collins, CO. August 1973.

Nayman, O.B., C.K. Atkin and G.J. O'Keefe. "A Communicator Analysis of Urban Newspapermen in a Developing Country." Annual Convention. International Communication Association. Atlanta. April 1972.

O'Keefe, G.J. "Implications of Space-Time Distinctions for Communication Content in a Coorientational Model." Annual Convention. International Communication Association. Phoenix.. April 1971.

Nayman, O.B., C.K. Atkin and G.J. O'Keefe. "Professionalism Among Journalists in Developing Countries." Annual Convention. Association for Education in Journalism. Columbia, S.C. August 1971.

O'Keefe, G.J. "Agreement, Accuracy and Congruency as Dependent Variables in field Interaction Studies." Symposium on Coorientation Research. Association for Education in Journalism. Columbia, S.C. August 1971.

Martin, R.K., G.J. O'Keefe, and O.B. Nayman. "Newspaper Editors and Their Readers: A Coorientational Study." Annual Convention. Association for Education in Journalism. Washington, D.C. August 1970.

McLeod, J.M. and G.J. O'Keefe, and D.B. Wackman. "Communication and Political Socialization During the Adolescent Years." Annual Convention. Association for Education in Journalism. Berkeley, CA. August 1969.

## **PROFESSIONAL AFFILIATIONS AND ACTIVITIES**

### **Memberships in Professional Societies**

American Association for the Advancement of Science  
Association for Education in Journalism and Mass Communication

Gamma Sigma Delta  
International Association for Society and Natural Resources  
International Communication Association  
International Water Resources Association  
Society of Environmental Journalists  
Soil and Water Conservation Society

### **Offices in Professional Societies**

President, Midwest Association for Public Opinion Research, 1991-92 (Executive Committee, 1990-93);  
Courses and Curriculum Committee, Broadcast Education Association, 1989-91;  
Co-Head, Communication Theory and Methodology Division, Association for Education in Journalism, 1986-87  
(Executive Committee, 1983-87; 1974-77);  
Nominations Committee, American Association for Public Opinion Research, 1975-78.

### **Review/Editorial Boards**

Journalism and Mass Communication Quarterly (1991-)  
Journal of Broadcasting and Electronic Media (1984-)  
Journal of Public Relations Research (1992-2001)  
Public Relations Research Annual (1988-1992)  
Social Science Journal (1984-87)  
Journalism Monographs (1976-82)

Invited co-editor, *Human Communication Research* Theme Issue on Public Health Campaigns (March 1998).

### **Manuscript Refereeing** (Previous five years)

Journal of Broadcasting and Electronic Media  
Journal of Communication  
Journalism and Mass Communication Quarterly  
Health Communication  
Human Communication Research  
Mass Communication and Society  
Media Psychology  
Science Communication  
Social Science Journal  
Society and Natural Resources  
Water International

### **COMMITTEES**

Colorado State University:  
College of Arts, Humanities and Social Sciences Budget and Planning Committee, 1987-88;

Project for Integrating Gender Scholarship into the Curriculum, 1987-88;  
Information Science and Technology Chairs' Committee, 2001-2002;  
Research and Information Technology Report Planning Committee, 2001-2002;  
Dean of College of Liberal Arts Search Committee. 2002.  
College of Liberal Arts Director of Development Search Committee. 2003.  
Department of History Chair Search Committee (Chair). 2003.  
College of Liberal Arts Strategic Planning Committee on Instruction (Co-Chair) 2005.  
Provost's Review Committee on Office of Instructional Services, 2005.  
Department of Sociology Chair Search Committee (Chair), 2006.  
Department of Anthropology Tenure and Promotion Committee, 2007  
Leader. Behavior, Education, and Outreach Cluster, Infectious Disease SuperCluster, 2007-  
Executive Board, CSU Program in Colorado School of Public Health, 2007-  
Colorado School of Public Health CSU Program Manager Search Committee (Chair), 2007-.

University of Wisconsin-Madison:

College of Agricultural and Life Sciences (CALS) Student Needs and Interests Committee, 1989-92;  
Cooperative Extension Service Standing Subcommittee on Desktop Publishing, 1989-91;  
University Student Conduct Hearing Panel, 1989-95;  
University Lyme Disease Task Force, 1989-93;  
Institute for Environmental Studies Awards Committee (Chair), 1994-95;  
Kellogg Foundation Food System Partnership Grant Steering Committee, 1994-2001;  
CALS Communication Program Advisory Committee (Chair), 1994-1999;  
CALS Assistant Dean for Human Resources Search Committee 1997;  
CALS Assistant Dean for Research Screening Committee (Chair) 1997;  
CALS Office of Human Resources Review Committee, 1998;  
Program in Agricultural Technologies Co-Director Search Committee, 1998;  
Institute for Environmental Studies Nominations Committee, 1998-2001;  
CALS Classified Staff Awards Committee, 2000;  
CALS Task Force on Stray Voltage, 2000-2001;  
CALS Task Force on Natural Resources, 2000-2001;  
CALS Academic Department Manager Review Committee, 2000;  
University Memorial Library Steering Committee, 2000-2001;  
CALS Honorary Recognition Committee, 2000-01;  
CALS Library Committee, 2000-2001;  
School of Journalism and Mass Communication Academic Program Review Committee, 2000-2001.

University of Denver:

University Radio Board, 1971-79;  
Ad Hoc Mass Communications--Speech Communication Doctoral Program Committee, 1972-73;  
University Senate, 1973-1977;  
Senate Research Committee, 1974-77 (Chair, 1975-77);  
Senate Sabbatical Committee, 1975;  
KCFR-FM Station Manager Search Committee, 1978;  
University Academic Research Council, 1981-85.

**STUDENT ADVISING/GRADUATE SUPERVISION**

**UNDERGRADUATE STUDENTS**

Regular departmental load of 20-30 per year for past five years.

**GRADUATE STUDENTS**

**Current M.S. advisees:** Rebecca Talley, Karen Wheeler (co-advisor)

**Current M.S. Committee Memberships:** 3 (all Plan A)

## **OTHER ACTIVITIES/ACCOMPLISHMENTS**

### **Public Service and Consulting**

Advisory Committee, Aware Colorado (Water quality initiative, Colorado Department of Health and Environment, 2007-)

Consultation on public information programs, U.S. Forest Service (2008)

Iowa State University School of Journalism and Mass Communication External Site Review Team (2006-07);

Colorado High School Press Association Advisory Board, 2002-2004;

Colorado Press Association Diversity Committee, 2001-2003;

Cornell University Department of Communication CSREES Review (Chair), 2000;

Colorado State University Department of Journalism and Technical Communication Program Review, 1998;

Wisconsin Department of Natural Resources, 1995-2001;

Minnesota Department of Natural Resources, 1997;

U.S. Dept. of Housing and Urban Development, 1995;

Dane County Lakes and Watershed Commission, 1993-95;

National School Safety Center, 1982-88;

National Institute of Justice, 1986-95;

National Association of Broadcasters, 1985-88;

Partnership for a Drug-Free America, 1985-88;

National Cable Television Association, 1983-86;

American Television and Communications Corporation, 1981-88;

American Broadcasting Company, 1982-85;

Denver Urban Observatory, 1977-79;

Browne, Bortz and Coddington, 1974-1985;

Group One Broadcasting, 1980-82,