

CURRICULUM VITAE

August 2009

NAME

Donna Rouner

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970.491.2908 (facsimile)

EDUCATION

- | | |
|------|---|
| 1983 | Ph. D., University of Wisconsin-Madison (Mass Communications) |
| 1975 | M.A., Ball State University (Journalism) |
| 1972 | B. A., University of Iowa (Journalism) |
| 1972 | Iowa State Teacher's License |

ACADEMIC POSITIONS

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|-----------|---|
| (1996-) | Professor, Department of Journalism and Technical Communication; Faculty Affiliate, Center for Applied Studies in American Ethnicity; Faculty Affiliate, Women's Studies Program, Colorado State University, Fort Collins, Colorado; (2008) Adjunct Faculty, Colorado School of Public Health |
| (2006) | Visiting Professor, Department of Business Communication Studies, Department of Communication Sciences, Radboud University, Nijmegen, the Netherlands |
| (1990-96) | Associate Professor, Department of Journalism and Technical Communication, Colorado State University, Fort Collins, Colorado |
| (1987-90) | Assistant Professor, Department of Journalism and Technical Communication, Colorado State University, Fort Collins, Colorado |
| (1983-87) | Assistant Professor, Department of Communication, Cleveland State University |
| (1979-83) | Teaching Assistant, Research Assistant, School of Journalism and Mass Communication, Mass Communication Research Center, Women's Studies Program, University of Wisconsin-Madison |
| (1977-79) | Lecturer, University of Wisconsin-Milwaukee, Wisconsin |

- (1974-77) Summer Journalism Workshop Instructor, School of Journalism and Mass Communication, University of Iowa
- (1974-75) Teaching Assistant, Instructor, Department of Journalism, Ball State University, Muncie, Indiana
- (1972-77) Teacher, Publications Adviser, City High School, Iowa City, Iowa

SABBATICALS

- (2006 spring semester) Research projects on narrative persuasion, media effects and health communication
- (1994-1995) Research projects on active media audiences, media effects and health communication

OTHER PROFESSIONAL POSITIONS

- (1972-89) Freelance Writer, Photographer, *Iowa City (Iowa) Press Citizen*, *Iowa Department of Public Instruction Dispatch*; Freelance Publicist
- (1977-83) Reporter, Stringer, *Milwaukee Sentinel*, Milwaukee, Wisconsin
- (1979-82) Reporter, Photographer, Publicist, Women’s Studies Research Center, University of Wisconsin-Madison
- (1974-75) Reporter, Special Edition Editor, *The Hagerstown Exponent*, Hagerstown, Indiana
- (1970-72) Reporter, *The Daily Iowan*, Iowa City, Iowa

CURRENT JOB DESCRIPTION

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

TEACHING

<u>Year</u>	<u>Semester</u>	<u>Course No./Title</u>	<u>Cr. Hrs. Enrollment</u>		
2004	Spring	ETJT316, Multiculturalism and the Media	3	3	56
2004	Spring	JT698, Research	2	1.75	15
2004	Spring	JT699, JT695, Thesis, Independent Study	3	5	3
2004	Summer	JT699, JT695, Thesis, Independent Study	3	8	3
2004	Fall	JT320, Reporting	3	3	17
2004	Fall	JT501, Communication Process and Effects	3	3	16

<u>Year</u>	<u>Semester</u>	<u>Course No./Title</u>	<u>Cr.</u>	<u>Hrs.</u>	<u>Enrollment</u>
2004	Fall	JT699, JT695, Thesis, Independent Study	3	20	6
2005	Spring	ETJT316, Multiculturalism and the Media	3	3	56
2005	Spring	JT698, Research	2	1.75	13
2005	Spring	JT699, JT695, Thesis, Independent Study	3	8	2
2005	Summer	JT699, JT695, Thesis, Independent Study	3	6	3
2005	Fall	JT320, Reporting	3	3	16
2005	Fall	JT500, Communication Research and Evaluation Methods	3	3	16
2005	Fall	JT699, Thesis	3	3	3
2006	Spring	on sabbatical, visiting professor in the Netherlands			
2006	Fall	JT320 Reporting	3	3	15
2006	Fall	JT501 Communication Process and Effects	3	3	15
2007	Spring	ET/JT316 Multiculturalism and the Media	3	3	55
2007	Spring	JT414 Media Effects	3	3	63
2007	Fall	JTC320 Reporting	3	3	14
2007	Fall	JTC690 Workshop	3	3	4
2007	Fall	IU193 Key Service Community Seminar	1	1	19
2007	Fall	JTC699 Thesis	3	3	1
2007	Fall	JTC495 Independent Study	3	3	2
2008	Spring	WS492 Social Sciences Seminar	3	3	12
2008	Spring	JTC699 JTC695	2	2	2
2008	Fall	JTC320 Reporting	3	3	18
2008	Fall	JTC601 Cognitive Theory	3	3	4
2008	Fall	IU192 Diversity and the Media	1	1	19
2008	Fall	AS426 Responsible Promotion of Food And Apparel (online course, team taught)	3	3	15
2009	Spring	JTC320 Reporting	3	3	16
2009	Spring	ETST/JTC Multiculturalism and the Media	3	3	45

PUBLISHED WORKS

Refereed Journal Articles:

Rouner, D., Slater, M. D., & Long, M. (2009). Tobacco and alcohol content in U.S. newspapers. *Journalism and Mass Communication Quarterly*, 86(1), 103-118.

Pearson, J., & Rouner, D. (in press). The 2008 elections and the role of gender among young voters. *St. John's Journal of Legal Commentary*.

Rouner, D. & Lindsey, R. (2006). Female adolescent communication about sexually transmitted diseases. *Health Communication*, 19(1), 29-38.

- Slater, M. D., Rouner, D., & Long, M. (2006). Television dramas and support for controversial public policies: Effects and mechanisms. *Journal of Communication*, 56, 235-252.
- Fangman, T. D., Ogle, J. P., Bickle, M., & Rouner, D. (2004). Promoting female weight management in the 1920s print media: An analysis of *Ladies' Home Journal* and *Vogue* magazines. *Family and Consumer Sciences Research Journal*, 32(3), 213-253.
- Rouner, D., Slater, M. D., & Domenech-Rodríguez, M. (2003). Audience evaluation of gender role and sexual imagery in television advertisements. *Journal of Broadcasting and Electronic Media*, 47(3), 435-454.
- Slater, M. D., & Rouner, D. (2002). Entertainment-education and elaboration likelihood: Understanding the processing of narrative persuasion. *Communication Theory*, 12(2) 173-191.
- Slater, M. D., Karan, D. N., Rouner, D., & Walters, D. (2002). Effect of threatening visuals and announcer differences on responses to televised alcohol warnings. *Applied Communication Research*, 30(1), 27-49.
- Rouner, D., Slater, M. D., & Buddenbaum, J. M. (1999). How perceptions of news bias in news sources relate to beliefs about media bias. *Newspaper Research Journal*, 20, 41-51.
- Slater, M. D., Rouner, D., Karan, D. N., 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.
- Slater, M. D., Karan, D. N., Rouner, D., Murphy, K., & Beauvais, F. (1998). Developing and assessing alcohol warning content: Responses to quantitative information and behavioral recommendations in warnings with TV ads. *Public Policy and Marketing*, 17, 48-60.
- Slater, M. D., Rouner, D., Domenech-Rodríguez, M., Beauvais, F., Murphy, K., & Estes, E. (1998). How adolescents counterargue television beer advertisements: Implications for alcohol efforts. *Journal of Health Education*, 29(2), 100-105.
- Slater, M. D., & Rouner, D. (1997). How message evaluation and source attributes may influence credibility assessment and belief change. *Journalism & Mass Communication Quarterly*, 73(4), 974-991.
- 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(2), 210-235.

Slater, M. D., Rouner, D., Murphy, K., Beauvais, F., Van Leuven, J., & Domenech-Rodríguez, M. (1996). Male adolescents' reactions to TV beer ads: The effects of sports content and programming context. *Journal of Studies on Alcohol*, 57(4), 425-433.

Slater, M. D., Rouner, D., Beauvais, F., Murphy, K., Domenech-Rodríguez, M., & Van Leuven, J. (1996). Adolescent perceptions of underage drinkers in TV beer ads. *Journal of Alcohol and Drug Education*, 42, 43-56.

Slater, M. D., Rouner, D., Beauvais, F., Murphy, K., Van Leuven, J., & Domenech-Rodríguez, M. (1996). Adolescent Counterarguing of TV beer advertisements: Evidence for effectiveness of alcohol education and critical viewing discussions. *Journal of Drug Education*, 26, 143-158.

Slater, M. D., & Rouner, D. (1992). Confidence in beliefs about social groups as an outcome of message exposure and its role in belief change persistence. *Communication Research*, 19(5), 597-617.

Rouner, D., & Perloff, R. M. (1991). A reexamination of issues and images in the 1984 Ohio primary. *Mass Communication Review*, 18(3), 53-57.

Slater, M. D., Rouner, D., & Tharp, M. (1991). Impact of the VDT on structural vs. mechanical editing among students. *Journalism Educator*, 45(4), 45-48.

Rouner, D. (1990). Rock music use as a socializing function. *Popular Music and Society*, 14(1), 97-107.

Hill, S. E. K., Bahniuk, M. H., Dobos, J., & Rouner, D. (1989). Mentoring and other communication support in the academic setting. *Group & Organization Studies*, 14(3), 355-368.

Rouner, D., & Camden, C. (1988). Not-for-profits appear to lack P.R. sophistication. *Public Relations Review*, Winter, 31-43.

Rouner, D., & Perloff, R. M. (1988). Selective perception of outcome of first 1984 presidential debate. *Journalism Quarterly*, 65(1), 141-147.

Rouner, D. (1987). Viewing television news. *Critical Studies in Mass Communication*, 4(1), 70-73.

Pingree, S., Hawkins, R. P., Rouner, D., Burns, J., Gikonyo, W., & Neuwirth, C. (1984).

Another look at children's comprehension of television. *Communication Research*, 11(1), 477-496.

Rouner, D. (1984). Active television viewing of different television content and individual perceptions of a mean world. *Journalism Quarterly*, 61(1), 168-174.

Non-Refereed Journal Articles:

Rouner, D., & Buddenbaum, J. M. (1990). Topical index of survey--1989 Columbine television use and leisure activity study. *American Public Opinion Index*, Tallahassee, Fla: Opinion Research Service, Inc.

Rouner, D., & Camden, C. (1990). Communicate your message with community resources. *Nonprofit World*, January/February.

Rouner, D. (1985). Topical index of survey questions--1984 U.S. presidential election studies. *American Public Opinion Index*, Louisville, Ky: Opinion Research Service.

Hawkins, R P., Pingree, S., & Rouner, D. (1981). Equal treatment of sexes. *Grassroots Editor*, 22:4, 8, 14.

Textbooks:

Tucker, K., Derelian, D., & Rouner, D. (1996). *Public relations writing: An issue-driven behavioral approach* (third edition), Upper Saddle River, N.J.: Prentice-Hall.

Tucker, K., Derelian, D., & Rouner, D. (1994). *Public relations writing instructor's manual* (second edition), Englewood, N.J.: Prentice Hall.

Tucker, K., Derelian, D., & Rouner, D. (1993). *Public relations writing* (second edition), Englewood Cliffs, N.J.: Prentice Hall.

Other (e.g. lab texts, book reviews, technical reports, in-house reports, encyclopedia entries):

Rouner, D. (2008). Media credibility. In W. Donsbach (Ed.), *International encyclopedia of communication*. Malden, MA.: Wiley-Blackwell.

Rouner, D. (2005). Book review of R. P. Hart & D. R. Shaw (Eds.), *Communication in U.S. Elections: New Agendas*, in *Journalism and Mass Communication Quarterly*, 82 (1), 214-215.

Rouner, D. (1992). Book review of Livingstone, S. M., *Making sense of television*, in *Journalism Quarterly*, 69 (4).

- Rouner, D. (1989). Book review of Bradac, J. (Ed.), *Message effects in communication science*, *Journalism Quarterly*, 1024.
- Rouner, D. (1987). Book review of Bivens, T., *The handbook of public relations writing*, in *Public Relations Review*.
- Jeffres, L., Rouner, D., Pettey, G. (Eds.) (1988) *News strategies, vol. 1 of journalists' handbook series*, Cleveland State University Communication Research Center.
- Jeffres, L., Pettey, G., & Rouner, D. (Eds.) (1988). *Public records guide, vol. 2 of journalists' handbook series*, Cleveland State University Communication Research Center.
- Rouner, D. (1985). Book review of *Turned-on TV/turned-off voters*, by Percy Tannenbaum and Leslie Kostrich, in *Political Communication Review*.

CONTRACTS & GRANTS

Funded Projects as PI

- (2007-08) Media messages about HIV/AIDS and STIs/STDs available to American Indians in an urban and a rural context. Colorado State University Infectious Disease SuperCluster Grant, \$44,087.00.
- (1998-99) Sources of information about sexually transmitted diseases among female adolescents. Mid-Career Development Grant, Colorado State University, \$5,920.00.
- (1993-94) Source credibility myths. Equal Opportunity Council Research Grant, Colorado State University, \$4,400.00.
- (1989-90) Decision making and mass media use. Equal Opportunity Council Research Grant, Colorado State University, \$2,800.00.
- (1997-98) Equal Opportunity Council Research Grant, Colorado State University, \$2,500.00.
- (1987-88) Decision making and mass media use institute for public communication: A feasibility study. TRW, Cleveland, \$7,000.00.
- (1984-85) The influence of political involvement and mass media use on eligible voters during the 1984 Ohio presidential primary campaign. Research and Creative Activity Grant, Cleveland State University, \$3,000.00.

Funded Projects as CoPI

- (2007-) Socially responsible advertising and promotion of food, fiber and related products: Developing an integrated set of undergraduate courses. CSREES-USDA Challenge Grant, \$448,504.00. (M. Littrell, PI)
- (2007-08) An examination of native youth and media messages about sexually transmitted diseases. Colorado State University Infectious Disease SuperCluster Grant, \$19,965. (R. Bubar, PI)
- (2001-05) Alcohol Risk Perceptions and the Media. National Institute on Alcohol Abuse and Alcoholism, R01-AA10377, four years, \$1,761,000. (M. Long and M. D. Slater, PIs)
- (1995- 99) Optimizing and Evaluating Alcohol Warnings in TV Ads, National Institute on Alcohol Abuse and Alcoholism, Project R01-AA10377, four years, \$665,000. (M. D. Slater, PI)
- (1992-96) TV Alcohol Ads, Sports, and the Adolescent, National Institute on Alcohol Abuse and Alcoholism. R29-AA08756 , four years, \$400,000. (M. D. Slater, PI)
- (1986-87) A two year indepth reporting project to increase media coverage and public discussion of significant issues in Cleveland. CoPIs: Leo Jeffres, Richard Perloff and Jae-won Lee. George Gund Foundation, research project with associated curricular development, \$44,434.00.
- (1986-87) Relationship of mentoring and other communication behaviors with academic success. Co-PIs: Susan Kogler Hill and Margaret Bahniuk. Research and Creative Activity Grant, Cleveland State University, \$2,545.00.
- (1984-85) The influence of political involvement and mass media on eligible voters during the 1984 Ohio presidential primary campaign. Research and Creative Activity Grant, Cleveland State University, \$3,000.00.

PROFESSIONAL AFFILIATIONS AND ACTIVITIES

Memberships in professional societies

American Association for Public Opinion Research

Association for Education in Journalism and Mass Communication

International Communication Association

Midwest Association for Public Opinion Research

Public Relations Society of America

Society of Professional Journalists

Women's Institute for Freedom of the Press

Office in professional societies

Member, Teaching Standards Committee, Public Relations Division, Association for Education in Journalism and Mass Communication, 1996-97

Head, Communication Theory and Methodology Division, Association for Education in Journalism and Mass Communication, 1990-91

Program Chair, Communication Theory and Methodology Division, Association for Education in Journalism and Mass Communication, 1989-90

Research Paper Competition Co-Chair, Communication Theory and Methodology Division, Association for Education in Journalism and Mass Communication, 1989-90

Secretary/Treasurer, Midwest Association for Public Opinion Research, 1986-90

Member, Nominations Committee, Association for Education in Journalism and Mass Communication, 1989-90

Member, Committee on Annual Conferences, International Communication Association, 1987-89

Review/editorial boards

Member, Editorial Board, *Journal of Communication*, 2004-present

Member, Editorial Board, *Communication Research*, 2000-present

Member, Editorial Board, *Journalism & Mass Communication Quarterly*, 1990-present

Manuscript Refereeing

Reviewer, *Journal of Adolescence*, 2007-present

Reviewer, *Journal of Media and Religion*, 2005-present

Reviewer, *Journal of Social Science*, 2005-present

Reviewer, *Journal of Communication*, 2004-present

Reviewer, *Journal of Broadcasting and Electronic Media*, 1993-present

Reviewer, *Journalism & Mass Communication Monographs*, 1992-present

Reviewer, *Journalism & Mass Communication Quarterly*, 1990-present

Reviewer, *Communication Research*, 1984-present

Reviewer, *Political Communication*, 1997-present

Reviewer, *Journal of Advertising*, 1999-present

Reviewer, *Human Communication Research*, 1997-1999

Reviewer, *EEE Proceedings on Technical Communication*, 1996

Reviewing for the Association for Journalism and Mass Communication, Broadcast Education Association, International Communication Association, Midwest Association for Public Opinion Research 1982-present

HONORS AND AWARDS

2008, Recognized for contribution to creation of the Colorado School of Public Health, Colorado School of Public Health

2001, First Place Paper, Broadcast Education Association, Las Vegas, Nevada

1999, Teacher of the Year, Colorado State University Alumni Association

1994, Top Four Paper, International Communication Association, Sydney.

1991, Top Three Paper, Association for Education in Journalism and Mass Communication, Boston.

1987, *The Vindicator* Faculty Award, Cleveland State University student newspaper

1975, Kappa Tau Alpha Honor Society, 1975, Ball State University

1974, Reader's Digest Scholarship, Ball State University

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

Refereed Papers

Hyllegard, K., Ogle, J., Littrell, M., Matheson, J., Miller, J., Rouner, D., Buell, J., Rudd, N., Bickle, M., & Gustafson, C. (June, 2009). Building, delivering, and assessing undergraduate curriculum in socially responsible advertising and promotion of food, fiber, and related products. Paper to be presented at the North American Colleges and Teachers of Agriculture/Science and Education Resources Development Conference, Stillwater, OK.

Harper, R., & Rouner, (July, 2009). Creating and presenting science communication information to facilitate learning and memory. Paper to be presented at the annual meeting of the International Conference on Interdisciplinary Social Sciences, Athens, Greece.

Bubar, R., & Rouner, D. (November, 2008). Native Youth and Sexual Health: Implications for Sexual Assault Risks. Paper presented at the 11th Annual Indian Nations Conference, Palm Springs, CA.

Pearson, J., & Rouner, D. (September, 2008). The 2008 elections and the role of gender among Young voters. Paper presented at the St. John's University conference on Making History: Race, Gender, and the Media in the 2008 Election, Queens, New York.

Rouner, D., Hoeken, H., Maes, A., Putts, B. J., & Nieuwboer, I. (May, 2008). Comparing Internet health seeking about sexually transmitted infections by adolescents in South Africa, the Netherlands and the United States. Paper presented at the International Communication Association, Montreal, May.

Rouner, D., Long, M., & Slater, M. D. (June, 2006). Narrative persuasion: Effects of subsequent discussion. Paper presented at the annual meeting of the International Communication Association, Dresden.

Slater, M. D., Rouner, D., & Long, M. (May, 2005). Television dramas and support for controversial public policies: Effects and mechanisms. Paper presented at the annual meeting of the International Communication Association, New York.

- Rouner, D., Long, M., Saldarriaga, L., & Browder Gragg, C. (August, 2004). Adolescent and young adult processing of science information from news and entertainment sources. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Toronto.
- Shevy, M., & Rouner, D. (August, 2004). Music emotion, cognitive schema and video. Paper presented at the annual meeting of the International Conference on Music Perception and Cognition, Evanston, IL.
- Rouner, D., & Kracke-Berndorff, R. (August, 2003). Is Herpes Entertaining? An application of Entertainment-Education to text information processing concerning STDs among adolescents. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Kansas City.
- Rouner, D., & Ledford, C. (July, 2002). An examination of the concept "source credibility" as it overlaps with gender orientation. Paper presented at the annual meeting of the International Communication Association, Seoul.
- Rouner, D., Ledford, C., & Slater, M. D. (July, 2002). Healthy eating message design: Source credibility and value involvement as they impact perceived persuasiveness. Paper presented at the annual meeting of the International Communication Association, Seoul.
- Rouner, D., & Lindsey, R. (August, 2001). When no news is not good news, ignorance is not bliss, and your mama may not have told you: Female adolescent information holding and seeking about sexually transmitted diseases. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Washington, D.C.
- Rouner, D. (April, 2001). How television viewers respond to non-stereotypical portrayals of people of color. Paper presented at the Broadcast Education Association annual meeting, Las Vegas. **First Place Paper, Multicultural Division.**
- Slater, M. D., Karan, D. N., Rouner, D., Walters, D., Beauvais, F., & Murphy, K. (June, 2000). Effects of threatening and non-threatening visuals, announcer gender, and announcer vocal quality on response to televised alcohol warnings. Paper presented at the annual meeting of the International Communication Association, Acapulco.
- Walters, D., Slater, M. D., Rouner, D., & Nerger, J. (June, 2000). Processing warnings about alcohol from multiple channels of communication: The effect on recall, knowledge gain, and attitude to the warning. Paper presented at the annual meeting of the International Communication Association, Acapulco.

- Slater, M. D., & Rouner, D. (May, 1999). Identification, evaluation and persuasion in the processing of narrative fiction. Paper presented at the annual meeting of the International Communication Association, San Francisco.
- Slater, M. D., Karan, D. N., Rouner, D., Walters, D., Beauvais, F., & Murphy, K. (June, 1999). Alcohol warnings in TV beer ads: Treatment vs. context and placement effects. Paper presented at the Research Society of Alcoholism, Santa Barbara, CA.
- Rouner, D., Domenech-Rodríguez, M., & Slater, M. D. (July, 1998). Gender-role and sexual imagery in television advertisements: A message and audience processing analysis. Paper presented at the annual meeting of the International Communication Association, Jerusalem.
- Rouner, D. (November, 1997). Gender differences in gendered media message reception and information processing—an overview. Paper presented at the annual meeting of the Midwest Association for Public Opinion Research, Chicago.
- Slater, M. D., & Rouner, D. (May, 1997). The processing of narrative fiction from the persuasion perspective: An explanatory study. Paper presented at the annual meeting of the International Communication Association, Montreal.
- Slater, M. D., & Rouner, D. (May, 1997). Construct accessibility following exposure to pro versus counterattitudinal alcohol messages. Paper presented at the annual meeting of the International Communication Association, Montreal.
- Slater, M. D., Rouner, D., Karan, D. N., Beauvais, F., & Murphy, K. (June, 1997). Developing and assessing alcohol warnings for use with TV beer advertisements. Paper presented at the Research Society on Alcoholism, San Francisco.
- Rouner, D. (November, 1996). Determinants of news media orientations: A local community cross sectional analysis at three time points. Paper presented at the annual meeting of the Midwest Association for Public Opinion Research, Chicago.
- Rouner, D., Slater, M. D., & Buddenbaum, J. M. (August, 1995). Inability to recognize news source bias and perceptions of media bias. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Washington, D.C.
- Slater, M. D., Murphy, K., Beauvais, F., Rouner, D., Van Leuven, J., & Domenech-Rodríguez, M. (June, 1995). Modeling predictors of alcohol use and use intentions among adolescent Anglo males: Social, psychological, and advertising influences. Paper presented at the annual meeting of the Research Society on Alcoholism, Steamboat Springs, CO.

- Slater, M. D., & Rouner, D. (May, 1995). Value-affirmative and value-protective processing of alcohol education messages that include statistical evidence or anecdotes. Paper presented at the annual meeting of the International Communication Association, Albuquerque, NM.
- Manley, H., Slater, M. D., & Rouner, D. (July, 1994). Audiences and channel usage for health information among social service clientele: A situational theory approach. Paper presented at the annual meeting of the International Communication Association, Sydney.
- Slater, M. D., & Rouner, D. (July, 1994). Message evaluation and source attributes: Towards a model of credibility assessment and belief change. Paper presented at the annual meeting of the International Communication Association, Sydney, July, 1994. **Top Four Paper, Information Systems Division.**
- McHugh, S.C., & Rouner, D. (July, 1994). Reporters' perceived influence with public relations practitioners on reportorial coverage. Paper presented at the annual meeting of the International Communication Association, Sydney.
- Slater, M. D., Rouner, D., Beauvais, F., & Murphy, K. (July, 1994). Adolescent alcohol use and ad responses. Paper presented at the annual meeting of the Research Society on Alcoholism, Maui, July, 1994.
- Rouner, D., Brown, R. G., & Day, A. A. (November, 1993). A meta-analysis of the concept source credibility. Paper presented at the annual meeting of the Midwest Association for Public Opinion Research, Chicago.
- Slater, M. D., & Rouner, D. (May, 1993). Spokesperson expertise and bias: An experiment. Paper presented at the annual meeting of the International Communication Association, Washington, D.C.
- Rouner, D., Buddenbaum, J. M., & Cui, Y. (November, 1992). Agenda-setting and issues in the 1992 presidential primary: Who's to blame? Paper presented at the annual meeting of the Midwest Association for Public Opinion Research, Chicago.
- Rouner, D. (August, 1991). Approaching feminist research as a social scientist: The challenging nexus. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Boston.
- Rouner, D., & Van Leuven, J. (August, 1991). Extending public relations gender difference interpretations with source credibility attributes. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Boston.

- Slater, M. D., & Rouner, D. (August, 1991). Confidence in beliefs as an outcome of source credibility and message discrepancy and as a predictor of belief change persistence. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Boston. **Top Three Paper, Communication Theory and Methodology Division.**
- Rouner, D., & Buddenbaum, J. M. (November, 1990). Television gratifications and leisure behavior. Paper presented at the annual meeting of the Midwest Association for Public Opinion Research, Chicago.
- Slater, M. D., Rouner, D., & Tharp, M. (August, 1990). Impact of the VDT on structural vs. mechanical editing among students. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Minneapolis.
- Rouner, D., & Brown, M. K. (June, 1990). News media motivation and involvement within an election campaign in relationship to issue agenda. Paper presented at the annual meeting of the International Communication Association, Dublin.
- Rouner, D. (May, 1989). Rock music use as a socializing function. Paper presented at the annual meeting of the International Communication Association, San Francisco.
- Rouner, D. (May, 1989). Motivation and involvement in the 1988 United States presidential election campaign. Paper presented at the annual meeting of the American Association for Public Opinion Research, St. Petersburg, FL.
- Rouner, D. (November, 1988). Motivation and involvement in the 1988 United States presidential election: A look at some specific issues. Paper presented at the annual meeting of the Midwest Association for Public Opinion Research, Chicago.
- Rouner, D., & Camden, C. (May, 1988). The Communication needs of a local not-for-profit in relation to local community resources. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Portland, OR.
- Rouner, D., & Noyes, A. (May, 1988). Expectations of rock music consumption for entertainment and information relative to the active involvement of the user. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Portland, OR.
- Rouner, D., Hill, S. E. K., & Bahniuk, M. (May, 1987). Multi-dimensional conceptualization of mentoring and other communication support systems in the academic setting: Development of an instrument. Paper presented at the annual meeting of the International Communication Association, May.

- Rouner, D. (August, 1986). The uses of and attention to rock's lurid lyrics. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Norman, OK.
- Rouner, D., & Perloff, R. M. (May, 1986). Through the selective eyes of the political beholder: Perceptions of the 1984 presidential debate. Paper presented at the annual meeting of the International Communication Association, Chicago.
- Rouner, D., & Fehlner, C. (November, 1985). Strategic voting and information use in the 1984 presidential election campaign. Paper presented at the annual meeting of the Midwest Association for Public Opinion Research, Chicago.
- Rouner, D., & Perloff, R. M. (May, 1985). The great debates revisited: Effects of the first 1984 presidential debate on issue and image assessments. Paper presented at the annual meeting of the American Association for Public Opinion Research, McAfee, NJ.
- Perloff, R. M., & Rouner, D. (November, 1984). A re-examination of issue and image voting. Paper presented at the Annual Meeting of the Midwest Association for Public Opinion Research, Chicago.
- Carveth, R., Rouner, D., Ulaszewski, M., Abelman, R., & Baran, S. (August, 1984). College student soap opera viewing and the "grass is always greener" effect. Paper presented at the Annual Meeting of the Association for Education in Journalism and Mass Communication, Gainesville, FL.
- Rouner, D. (November, 1983). Individual and environmental determinants of television viewing behavior. Paper presented at the Annual Meeting of the Midwest Association for Public Opinion Research, Chicago.
- Pingree, S., & Rouner, D. (May, 1983). Is Dallas a soap? Characteristics of daytime and nighttime U.S. soaps. Paper presented at the Annual Meeting of the International Communication Association, Dallas.
- Rouner, D. (August, 1982). The relationship between active viewing of different television content types and individual perception of a mean world. Paper presented at the Annual Meeting of the Association for Education in Journalism and Mass - Communication, Athens, OH.
- Murphy, S. M., Chu, L. L., & Rouner, D. (June, 1982). High school press freedom and responsibility: Patterns in Wisconsin over a five-year period. Paper presented at the Annual Meeting of the Wisconsin Scholastic Press Association Leadership Conference, Oshkosh, WI.

Murphy, S. M., & Rouner, D. (August, 1981). High school press freedom and responsibility: A study in Wisconsin schools. Paper presented at the Annual Meeting of the Association for Education in Journalism and Mass Communication, East Lansing, MI.

McLeod, J. M., Kennamer, J. D., & Rouner, D. (May, 1981). Odd man out: The late debate and other media influences on the decline of the Anderson candidacy. Paper presented at the annual meeting of the International Communication Association, Minneapolis.

Rouner, D. (May, 1981). Stalking the strategic voter: Mass media influence in the 1980 United States presidential campaign. Paper presented at the Annual Meeting of the International Communication Association, Minneapolis.

Rouner, D. (April, 1980). Selectivity and habit in television viewing behavior. Paper presented at the Seventh Annual Mini-Conference on Communication Research, Madison, WI.

Invited Presentations

Rouner, D. (November, 2008). Amendment 46: The civil rights initiative. Talk presented at the Colorado State University Division of Student Affairs TEA Forum.

Bubar, R., & Rouner, D. (November, 2008). STD media messages: Native youth and implications for sexual assault. Paper presented at Colorado State University Injury Control Research Center seminar, 2008.

Rouner, D. (August, 2006). Gay, lesbian, bisexual and transgender issues in teaching. Annual meeting of the Association for Education in Journalism and Mass Communication. San Francisco.

Rouner, D. (April, 2004). Presentations of violence against women in the media. Annual "Take Back the Night," Colorado State University Women's Caucus.

Rouner, D. (May, 2003). Marketing adult-rated films to underage youth. Kiwanis Club, Fort Collins, Colorado.

Rouner, D. (October, 2003). Diversity in high school journalism. Colorado High School Press Association Journalism Day, Colorado State University.

Rouner, D. (May, 2003). Marketing research about children via the Internet. First Congregational Church, Fort Collins, Colorado.

Rouner, D. (October, 2002). Ethics in high school journalism. Colorado High School Press

Association Journalism Day, Colorado State University.

Rouner, D. (April, 2000). Search for images of disabled persons in the media. Disability Awareness Days, Colorado State University.

Rouner, D. (December, 1999). Violent effects of the media. First Congregational Church, Fort Collins, Colorado.

Rouner, D. (May 1998). Gender differences in processing television advertising. Women's Studies Program, Colorado State University.

Rouner, D. (November, 1994). Perception is everything. Presented at the annual meeting of the Associated College Press/College Media Advisers associations, New Orleans.

Rouner, D. (November, 1992). Gender presentations in media. Women's Studies Program "Women at Noon," Colorado State University.

Pearson, J., Rouner, D. & Van Leuven, J. (October, 1991). Exploring sex and gender role differences in public relations. Presented at the annual meeting of the Colorado Women's Studies Association, Fort Collins, Colorado.

Rouner, D. (November, 1989). The trade-offs between academic and commercial research suppliers—cost, quality, etc. Panel presentation at the annual meeting of the Midwest Association for Public Opinion Research, Chicago.

COMMITTEES

Colorado State University:

University Committees

University Curriculum Committee, 2004-2008

Faculty Council, 2003-2007

School of Public Health/Master's of Public Health Steering Committee, 2006-2008

Center for the Applied Study of American Ethnicity Advisory Board, 2001-2008

Key Academic Adviser, 2005

1st Annual Meet and Greet new first-year students, 2005-2007

Liaison between the Colorado State University Center for the Applied Studies in American Ethnicity and Women's Studies Program, 2002-2003

Committee on the First Year Seminar, 1999-2000

University Institutional Review Board, 1997-2000

Guest Scholars Committee, 1995-2000

Women's Studies Advisory Board, 1998-2001

Mentor, 1987-1995

College Committees

College of Liberal Arts Curriculum Committee, 2003-2008 (Chair, 2005-2008), 1991-94 (Chair, subcommittee on Social Sciences)

College of Liberal Arts Committee on Family Leaves (2006-2007)

College of Liberal Arts Committee on the Liberal Arts, 2001-03; 1995-98 (Chair)

College of Liberal Arts Committee on Teaching Awards, 2002-03; 1999-2000

College of Liberal Arts Stern Teaching Awards Committee, 2000-02

College of Liberal Arts Associate Dean's Search Committee, 1999-2000

Member, Colorado State University Policy Studies Institute, 1996-2000

College of Liberal Arts Dean's Advisory Committee, 1993-94

College of Liberal Arts Professional Development Committee, 1993-94

College of Arts, Humanities, and Social Sciences Dean Search Committee, 1990-91

College of Arts, Humanities, and Social Sciences Committee on Teaching Excellence, 1988-89

College of Arts, Humanities and Social Sciences Committee for Outstanding Teaching Awards, 1987-88

Department Committees

Communication Studies Department Grade Appeal Committee, 2008

Department of Ethnic Studies judging for CASAE scholarships, 2008

Department of Journalism and Technical Communication Tenure and Promotion Committee, 2008-present, Chair, 2003-2008 (Chair, 2003-2004, 2006 fall semester),

Department of Journalism and Technical Communication Diversity Committee, 2008-present, 2004-2006 (Chair); 2000-02, 1996-97

Department of Journalism and Technical Communication Ph. D. Committee, 2006-2008.

Department of Journalism and Technical Communication Faculty Mentor, 2000-present

Department of Journalism and Technical Communication Graduate Committee, 2000-2008

Department of Journalism and Technical Communication Curriculum Committee, 2001-present (Chair); 1995-96; 1991-94

(Chair) Department of Journalism and Technical Communication Faculty Search Committee, 2006-07; 2002-03; 1999-02; 1995-96 (Chair of 1, member of other committee); 1990, 1988

Department of Journalism and Technical Communication Merit Committee, 2002-04, 1987-88

Department of Journalism and Technical Communication Scholarship Committee, 2003-04; 2000-01 (Chair)

Department of Journalism and Technical Communication Library and Information Resources Committee, 2001-02 (Chair)

Department of Journalism and Technical Communication Chair Search Committee, 2001-02

Department of Journalism and Technical Communication Academic Standards and Appeals Committee, 2001-02, 1987-88

Department of Journalism and Technical Communication Internships and Placement

Committee, 2001-02

Coordinator, Department of Journalism and Technical Communication Graduate Program, 1996-00

Department of Journalism and Technical Communication Technology/WEB Committee, 1996-97

Department of Journalism and Technical Communication Journalism Library and Reading Room Committee, 1987-88

Cleveland State University:

University Committees

Cleveland State University Publications Board, 1986-87

Adviser, *The Cauldron*, Cleveland State University student newspaper, 1983-85

Member, Cleveland State University Ad hoc Committee on Peace Studies, 1985

College Committees

College of Arts and Sciences Academic Standards Committee, 1985-87 (Chair, Readmission and Grade Change Subcommittee, 1986-87)

Department Committees

Department of Communication Political Communication Committee, 1986-87

Department of Communication Merit Committee, 1986-87

Department of Communication Research Committee, 1985-87

Co-editor, Cleveland State University Department of Communication newsletter, 1984-87

Department of Communication Personnel Action Committee, 1985-86

Department of Communication Excellence in Research and Internships Committee, 1985-86

Department of Communication Scheduling Committee, 1985-86 (Chair, 1985)

Department of Communication Undergraduate Committee, 1983-85

Department of Communication Retreat Committee, 1985

University of Wisconsin-Madison

Department Committee

Co-chair, Seventh Annual Mini-Conference on Communication Research, University of Wisconsin-Madison, 1980

University of Wisconsin-Milwaukee

Department Committee

Adviser, Women in Communications, Inc., University of Wisconsin-Milwaukee, 1977-78

STUDENT ADVISING/GRADUATE SUPERVISION

UNDERGRADUATE STUDENTS:

Current undergraduate advisees

- 26 Undergraduate advisees 2008
- 32 Undergraduate advisees 2007
- 33 Undergraduate advisees 2006
- 29 Undergraduate advisees 2005
- 38 Undergraduate advisees 2004

Current Graduate Advisees:

- Eve Fisher
- Jaime Schwartz
- Edward Jarvis
- Kimberly Wessell
- Tim Groves
- Lynsey Babic

Current Graduate Committee Memberships (excluding those chaired):

- 5 Plan A
- MS/MA

Graduate Committee Memberships (for past 5 years, not including those above)

- 17 Plan A

7 Plan B

3 PhD

Graduate Degrees Completed Under Your Supervision (past 5 years):

Maruyama Chisako, 2009 (MS)

Jessica Gu, 2008 (MS)

Rita Lyn Sanders, 2007 (MS)

Sojin Yi, 2007 (MS)

Dohyun Ahn, 2006 (MS)

Liping Yi, 2006 (MS)

Nicole Mossing, 2006 (MS)

Fang-Ju Kuo, 2005 (MS)

Patrick Callahan, 2005 (MS)

Jaime Banks 2004 (MS)

POSTDOCTORAL STUDENTS/RESEARCH ASSOCIATES:

Research Assistants past 5 years:

2008 Jennifer Walton (MS)

2005 Liping Yi (MS)

2005 Patrick Callahan (MS)

2004 Rachel Liebman (MS)

2004 Angela Anderies (MS)

OTHER ACTIVITIES/ACCOMPLISHMENTS

Special service to the state/community related to professional expertise

Participant and contributor, The Journalism Educator's Toolbox with National Lesbian and Gay Journalists Association (NLGJA), 2005

Presenter, newspaper critic, Colorado State University Journalism Day, 2002-present

Presenter, NIDA Media Communications and Peer Training Institutes on tobacco and violence, Colorado State University, 2001

Member, Project Friendship of Cleveland Communication Board, Cleveland, Ohio, 1986-87

Newspaper Judge, Cleveland Press Association Annual Awards, 1985-87

WCSB Advisory Board, Cleveland State University radio station, 1984-87

Newspaper Judge, American Cancer Society Ohio Media Awards, 1984-87

Judge, WBBG Tom Armstrong Memorial Student Competition, 1986

Consultations related to professional expertise

Consulting, Radboud University College of Letters and Science on proposed minor program in media studies, 2006

Consulting on race and ethnic audits, *The Rocky Mountain Collegian*, 2001, 2002, 2003, 2004

Consulting, Student Public Relations Society of America, 1999-present

Consulting, Fort Collins League of Women Voters Public Affairs Television Program, *CrossCurrents*, 1990-95, 2004

Panelist, Fort Collins League of Women Voters Public Affairs Television Program, *CrossCurrents*, 2004

Consulting, Microsoft Corporation, MCAP Survey (proprietary, gratis), 2001-2003

Journalism Project (content audit), Consulting, *The Colorado Springs (Colorado) Gazette*, 1999

Journalism Project (public opinion poll), Consulting, *The Fort Collins (Colorado) Coloradoan*, 1998

Consulting, *The Orange County (Santa Ana, California) Register*, 1996, 1997, 1998

Consulting, KCSU, Colorado State University public radio station, 1992, 1995, 1997

Consultant, Iowa State Teacher's Speech Communication Study, 1987-88

Consultant, (Cleveland Heights) Heights Community Congress *Sun Newspaper* study (Petty & Rouner), 1986.

Consultant, (Madison) *Wisconsin State Journal*, 1982-83