

# CURRICULUM VITAE

## NAME

Craig W. Trumbo

## ADDRESS

Journalism and Technical Communication

229C Clark Hall

## PHONE

491-2077    ctrumbo@colostate.edu

## EDUCATION

- |      |   |
|------|---|
| 2006 | Pre-MS Certificate (12 hrs), Geographic Information Systems<br>Pennsylvania State University, World Campus. |
| 1997 | Ph.D., Mass Communication, University of Wisconsin-Madison.   |
| 1993 | M.S., Journalism & Mass Communication, Iowa State University.   |
| 1984 | B.A., Journalism & Mass Communication, Iowa State University.   |

## ACADEMIC POSITIONS

- (2008- ) Adjunct, Community and Behavioral Health, Colorado School of Public Health
- (2007- ) Associate Professor, Journalism & Tech. Comm., Colorado State University
- (2004-2007) Research Associate Professor, College of Medicine, University of Vermont
- (2001-2004) Associate Professor, School of Journalism, University of Missouri-Columbia
- (1998-2001) Assistant Professor, Life Sciences Communication, University of Wisconsin
- (1997-1998) Assistant Professor, Communication, Cornell University

## OTHER POSITIONS

- (1987-1991) Photo and Graphics Editor, *The Providence Journal*, Providence RI
- (1984-1987) Staff Photographer, *The Florida Times-Union*, Jacksonville, FL

## CURRENT JOB DESCRIPTION

50% Teaching    35% Research/Creative Activity    15% Service/Outreach    0% Admin

## HONORS AND AWARDS

1998. Nafziger-White Dissertation Award  
Association for Education in Journalism and Mass Communication. Columbia, SC

Phi Kappa Phi (1997), Kappa Tau Alpha (1993), Gamma Sigma Delta (1993)

## **PUBLISHED WORKS**

### **Refereed Journal Articles:**

- Besley JC, McComas KA and Trumbo CW (2008). Local newspaper coverage of health authority fairness during cancer cluster investigations. *Science Communication* 29(4): 498-521.
- Trumbo CW and McComas KA (2008). Institutional trust, information processing and perception of environmental cancer risk. *International Journal of Global Environmental Issues* 8(1/2): 61-76.
- Trumbo CW, McComas KA and Besley JC (2008). Individual- and community-level effects on risk perception in cancer cluster investigations. *Risk Analysis* 28(1): 161-178.
- McComas KA, Trumbo CW and Besley JC (2007). Public meetings about suspected cancer clusters: The impact of voice, interactional justice, and risk perception on attendees' attitudes in six communities. *Journal of Health Communication* 12(6): 527-549.
- Trumbo CW, McComas KA and Kannaovakun K (2007). Cancer anxiety and the perception of risk in alarmed communities. *Risk Analysis* 27(2): 335-350.
- Riesefeld EP, Marcy TW, Reinier K, Mongeon JA, Trumbo CW, Wemple BE and Kaminsky KA (2007). Radon awareness and mitigation in Vermont: A public health survey. *Health Physics* 92(5): 425-431.
- McComas KA, Besley, JC, and Trumbo CW (2006). Why citizens do and don't attend public meetings about local cancer cluster investigations. *The Policy Studies Journal* 34(4): 671-98.
- Trumbo CW and O'Keefe GJ (2005). Intention to conserve water: Environmental values, reasoned action, and information effects across time. *Society & Natural Resources* 18: 573-585.
- Trumbo CW (2004). Research methods in mass communication research: A census of eight journals 1990-2000. *Journalism and Mass Communication Quarterly* 81(2): 417-436.
- Trumbo CW and O'Keefe GJ (2004). Communication and reasoned action toward water conservation. *Environmental Communication Yearbook* 1(1): 189-204.
- Trumbo CW (2004). Mass-mediated information effects on testicular self-examination among college students. *Journal of American College Health* 52(6): 257-261.
- Trumbo CW (2004). Cancer information on the World Wide Web: Gross characteristics. *Journal of the National Cancer Institute* 96(4): 332-333.
- Trumbo CW and McComas KM (2003). The function of credibility in information processing for risk perception. *Risk Analysis* 23(2): 343-353.
- Trumbo CW (2002). Information processing and risk perception: An adaptation of the heuristic-systematic model. *Journal of Communication* 52(2): 367-382.
- McComas KA and Trumbo CW (2001). Application of the Meyer Credibility Index in risk communication. *Risk Analysis* 21(3): 467-480.
- Trumbo CW, Sprecker K, Yun G, Dumlao R and Duke S (2001). Use of e-mail and the web by science writers. A comparative study, 1994-1999. *Science Communication* 22(4): 347-378.
- Trumbo CW and O'Keefe GJ (2001). Intention to conserve water: Environmental values, planned behavior, and information effects. A comparison of three communities sharing a watershed. *Society & Natural Resources* 14: 891-901.
- Trumbo CW and Shanahan J (2000). Social research on climate change: Where we have been, where we are at, and where we might go. *Public Understanding of Science* 9(3): 199-204.
- Trumbo CW (2000). The nature of public requests for cancer cluster investigations: A survey of state health departments. *American Journal of Public Health* 90(8): 1300-1303.

- Yun GW and Trumbo CW (2000). Response comparison of a survey executed by mail, e-mail, & web site. *Journal of Computer Mediated Communication*: <http://jcmc.indiana.edu/vol6/issue1/yun.html>
- Trumbo CW (1999). Heuristic-systematic information processing and risk judgment. *Risk Analysis* 19(3): 385-393.
- Trumbo CW, Markee N, O'Keefe G and Park E (1999). Antecedent precipitation as a methodological concern in attitude surveys on water conservation. *Water Resources Research* 35(4): 1269-1274.
- Trumbo CW, Dunwoody SD and Griffin RJ (1998). Journalists, cognition, and the presentation of an epidemiologic study. *Science Communication* 19(3): 238-265.
- Trumbo CW (1998). Communication channels and risk information: A cost-utility model. *Science Communication* 20(2): 190-203.
- Trumbo CW (1996). Examining psychometrics and polarization in a single-risk case study. *Risk Analysis* 16(3): 423-432.
- Trumbo CW (1996). Constructing climate change. Claims and frames in U.S. news coverage of an environmental issue. *Public Understanding of Science* 5(3): 1-15.
- Trumbo CW (1995). Longitudinal modeling of public issues. An application of the agenda-setting process to the issue of global warming. *Journalism and Mass Communication Monographs* 152: 1-57.

#### **Refereed Chapters in Books:**

- Trumbo, CW (2000). Risk, rhetoric, and the reactor next door. Chapter 10 in *Connections and Directions: Technical Communication, Deliberative Rhetoric, and Environmental Discourse* (N. Coppola and B. Karis, Eds.). Ablex Publishing, 191-224.

#### **Non-Refereed Articles/Chapters/Proceedings/Transactions:**

- Trumbo, CW (2001). Risk communication. In the *Encyclopedia of Library and Information Science, Vol. 69* (A. Kent, Ed.). M. Dekker, Inc., 290-324.
- Trumbo CW (2004). *Will the public accept toxicogenomic information?* Paper presented at: Communicating Toxicogenomics Information to Non-Experts, National Academies of Science, Emerging Issues in Environmental Health Science series; April 22, 2004; Washington, DC.
- Trumbo CW (2003, July 11). *Communication and Perception of Clusters*. Invited presentation at the conference "Current Practice in the Investigation of Disease Clusters." Sponsored by the New Jersey Department of Health and Senior Services and the Cancer Institute of New Jersey.
- Trumbo CW, O'Keefe, GJ and Christen CT (2000). *Orientations Toward Water Conservation in the Truckee River Watershed*. Interim Report on NSF Project SBR-97-2797. Madison, WI. Department of Life Sciences Communication, University of Wisconsin-Madison.
- Nowak P, O'Keefe GJ, Anderson S and Trumbo CW (1997). *Farmers and Water Quality: Local Answers to Local Issues. Evaluation of Producer Involvement in the United States Department of Agriculture 1990 Water Quality Demonstration Projects*. Report to the U.S. Department of Agriculture.
- Trumbo CW (1994). *Communicating Information About Environmental Remediation Technologies to the Mass Media Through the Use of Interactive Multimedia*. A Report to the U.S. Department of Energy, Technology Integration Program of the Ames Laboratory at Iowa State University.

## **CONTRACTS & GRANTS**

### **Externally-Funded Projects as PI**

(10/01/05-09/30/06). Proximity to Extreme Events: The Effect of Katrina-Rita on Optimistic Bias in Gulf Coast Counties. National Science Foundation SES-0554921, \$74,120.

(8/01/04-7/31/06). Hazard Proximity and the Perception of Cancer Risk: A Multi-level Spatial Analysis. National Science Foundation SES-0433410 \$100,000.

(08/01/02-07/31/06). Risk Communication and Public Participation During the Investigation of Cancer Clusters. CoPI McComas KA. National Science Foundation SES-0443028, \$331,019.

(09/01/00 – 08/31/02). Cancer Information on the Web: Taxonomic and Content Analyses. CoPI Trumbo, JM, NIH(NCI) 7RO3CA88604-02, \$152,000.

(10/01/00 – 09/30/01). Information Effects on Testicular Self-Exam Behavior in College-Aged Males. American Cancer Society IRG-58-011-44-01, \$35,000.

(09/01/97-08/31/99). Risk Judgment and Community Cancer Clusters. National Science Foundation SES-9996191, \$139,409.

(09/01/97-08/31/00). Planned Behavior, Environmental Values and Domestic Water Conservation. CoPI O'Keefe GJ. National Science Foundation SBR-9896386, \$204,098.

### **Externally-Funded Projects as CoPI**

(05/01/05 -04/30/07). Why Some Breast Cancer Survivors do not Use Surveillance Mammography. PI Geller B. Susan Komen Foundation POP0503518, \$129,000.

(09/01/95-08/31/96). Community Perception and Amplification of Risk: A Case Study (Dissertation Grant). PI O'Keefe GJ. National Science Foundation SES-9509824, \$6,000

### **Externally-Funded Pending Projects as PI**

### **Internally-Funded Awards**

2008, Summer-Fall. CSU Infectious Disease Supercluster Seed Grant: Effect of ecological, proximal, and psychometric risk perception on reported self-protective behavior and potential vaccination uptake for West Nile Virus, with Emily Zielinski-Gutiérrez (Co-PI), \$42,000.

2008, Summer-Fall. CSU Clean Energy Supercluster Seed Grant: Demography, economics, and politics of household solar Energy use in the U.S., with Zahran S (PI) and Lacy M, \$20,000.

2008, Summer. CSU College of Liberal Arts Faculty Development Grant: Temporal stability of risk perception and optimistic bias for hurricanes, \$5,000.

2008, Spring JTC471/500 Research Methods Survey Project. CSU-Institute for Learning and Teaching Innovation Grant for Course Enhancement, \$750.

2007, Fall. CSU Center for Research on Communication & Technologies (Proposal Development Grant): Dynamics of hurricane risk perception across seasons, \$2,000.

## PAPERS PRESENTED

- Trumbo CW and McComas KA (2008, May). *Social trust and the communication of risk*. Paper presented to the International Communication Association annual convention, Montreal.
- Trumbo CW, McComas KA and Besley JC (2008, May). *A multi-level analysis of risk perception*. Paper presented to the International Communication Association annual convention, Montreal.
- McComas KA, Foster MW, Trumbo CW and Besley JC (2007, Nov.). *Exploring the notion of public meetings as social stations of risk amplification*. Paper presented to the Society for Risk Analysis annual convention, Austin, TX.
- Besley JC, McComas KA and Trumbo, CW (2007, Nov.). *Citizens' perception of the fairness of local scientists and its relationship to nanotechnology concern*. Paper presented to the Society for Risk Analysis annual convention, Austin, TX.
- Trumbo CW (2006, Nov.). *GIS methods to spatially merge, analyze and visualize social survey data demonstrated in a study of the effect of hazard proximity on cancer risk perception*. Poster presented to the American Public Health Association annual convention, Boston.
- McComas KA, Besley JC and Trumbo CW (2006, Nov.). *Not-so-great expectations: The use of public meetings for risk communication during cancer cluster investigations*. Paper presented to the Society for Risk Analysis annual convention, Baltimore, MD.
- Besley JC, McComas KA and Trumbo CW (2006, August). *Media content and procedural justice in the context of local cancer cluster investigations*. Paper presented to the Mass Communication and Society Division at the annual convention of the Association for Education in Journalism and Mass Communication, San Francisco, CA.
- Trumbo CW and McComas KA (2004, Nov. 9). *Risk perception, communication, and suspected cancer clusters*. Paper presented to the American Public Health Association Annual Convention, Washington DC.
- Trumbo CW and McComas KA (2004, Dec. 6). *A macro-level examination of risk perception & communication in cancer investigations*. Paper presented to the Society for Risk Analysis annual convention, Palm Springs CA.
- Besley JC, McComas KA and Trumbo CW (2004, Dec. 7) *A Content Analysis of Newspaper Coverage about Public Meetings on Cancer Clusters*. Paper presented to the Society for Risk Analysis annual convention, Palm Springs CA.
- Park SY, Yun GW and Trumbo CW (2001, May 25). *Magazine Coverage of Eating Disorders, 1980-1999*. Paper presented to the International Communication Association annual convention, Washington DC.
- Trumbo CW and McComas KA (2000, Dec. 5). *Credibility as a factor in information processing for risk judgment*. Paper presented to the Society for Risk Analysis annual convention, Arlington, VA.
- Trumbo CW and O'Keefe GJ (2000, August 9). *Understanding environmentalism and information effects in water conservation behavior: A comparison of three communities sharing a watershed*. Paper presented to the Science Communication Group at the annual convention of the AEJMC, Phoenix.
- Trumbo CW (2000, August 9). *Modeling information seeking, exposure and attention in an expanded theory of reasoned action*. Paper presented to the Communication Theory and methodology Division at the annual convention of the AEJMC, Phoenix.
- Yun GW and Trumbo CW (1999, Nov 15). *Response comparison of a survey executed by mail, e-mail, & Web site*. Paper presented at the annual convention of the Midwest Association for Public Opinion Research, Chicago.
- McComas KA and Trumbo CW (1999). *Application of Meyer's Credibility Index in environmental health-risk controversies*. Paper presented at the annual convention of the National Communication Association, Chicago.
- Trumbo CW and Kannaovakun P (1999). *An Index of Generalized Cancer Anxiety for Use in Health Communication Surveys* Paper presented to the Science Communication Interest Group, at the Association for Education in Journalism and Mass Communication convention, New Orleans, August.

- Trumbo CW, Sprecker K, Yun GW, Dumlao R and Duke S. (1999). *Use of e-mail and the Web by science writers: A longitudinal comparison, 1994-1999*. Paper at the AEJMC convention, New Orleans, August.
- Christen C, Trumbo CW and O'Keefe GJ (1999). *Mediated perspectives on water conservation: A rural-urban study*. Paper presented to the bi-annual Conference on Communication and the Environment, Flagstaff, AZ, July.
- Trumbo CW, O'Keefe GJ and Christen C. (1999). *Attitudinal-communities for water conservation*. Paper presented to the Sixth National Watershed Conference, Austin TX, May.
- Trumbo CW (1999). *The heuristic-systematic model and risk perception. Replicated evaluation with observational data*. Paper presented to the Information Systems Division of the International Communication Association, San Francisco, May.
- Trumbo CW and Edy J (1998). *An epidemic of epidemiology? Cancer clusters reported to state health departments*. Society for Risk Analysis annual convention, Phoenix, AZ, Dec. 1998.
- McComas KA and Trumbo CW (1998). *Who do citizens believe? Applying a previously validated source credibility scale in a risk communication context*. Society for Risk Analysis annual convention, Phoenix, AZ, December 1998.
- Shanahan J and Trumbo CW (1998). *Voices and messages in global climate change coverage*. Seventh International Symposium on Society and Resource Management, Columbia MO, May.
- Trumbo CW (1997). *Differential information processing across levels of arousal in a risk controversy*. Society for Risk Analysis, Washington, DC, Dec. 1997.
- Trumbo CW (1997). *Heuristic-systematic information processing and judgment of environmental risk*. AEJMC, Science Interest Group, Annual Conference, Chicago, August 1997.
- Trumbo, C.W. (1997). *Reasons why: Describing polarized orientations toward perception of environmental risk*. Third bi-annual Conference on Communication and Environment, Cazanovia, NY, August 1997.
- Trumbo CW (1997). *Communication channels and risk information. An interactive model using cost, utility, worry, and self-efficacy to predict channel usefulness for risk information*. International Communication Association, Montreal, May.
- Trumbo CW (1996). *The cost-utility model applied to risk information*. Paper presented to the Society for Risk Analysis, New Orleans, December 1996.
- Trumbo CW, Dunwoody S and Griffin R J (1996). *Trouble in the tank or trouble in the head? Television news coverage of the reformulated gasoline health study in Milwaukee: A critical analysis*. AEJMC, Science Interest Group, Anaheim.
- Trumbo CW, O'Keefe GJ and Nowak P (1996). *Adoption of innovations and the Cancian Dip: Implications for communication?* AEJMC, Communication Theory and Methods Div, Anaheim, CA.
- Trumbo CW (1995). *Risk perception in community context. Evaluating the psychometric paradigm and its relationship to reported communication channel usefulness*. AEJMC, Science Interest Group, Annual Conference, Washington DC, August.
- Trumbo CW (1995). *The life course of an environmental issue. Claims, frames, and global warming*. AEJMC, Science Interest Group, Annual Conference, Washington DC, August.
- Trumbo CW (1995). *Newspapers and public opinion: An examination of The Des Moines Register and its Iowa Poll*. AEJMC, Newspaper Division, Annual Conference, Washington, August.
- Trumbo CW (1994). *Inter-media agenda-setting and the issue of global warming. A time series analysis*. Media and the Environment Conference, April 7, 1994. Sponsored by AEJMC and Reynolds School of Journalism, Reno, NV.
- Trumbo CW (1993). *Environmental issues and the agenda-setting function of the mass media*. Annual Conference on Communication and Our Environment, Speech Communication Association, Big Sky, MT, July 1993.
- Trumbo CW (1993). *Media, opinion, and global warming*. AEJMC, Science Interest Group, Annual Conference, Kansas City, MO, August 1993.

## TEACHING

### Colorado State University Courses

<u>Year</u>	<u>Semester</u>	<u>Course No./Title</u>	<u>Cr. Hrs.</u>	<u>Enrollment</u>
2007	Fall	JTC 335 Digital Photojournalism	3	18
2007	Fall	JTC 335 Digital Photojournalism	3	14
2008	Spring	JTC 335 Digital Photojournalism	3	17
2008	Spring	JTC 471 Research Methods	3	9
2008	Spring	JTC 500 Research & Evaluation	3	8

### University of Missouri

<u>Year</u>	<u>Semester</u>	<u>Course No./Title</u>	<u>Cr. Hrs.</u>	<u>Enrollment</u>
2003	Spring	J309 History of American Journalism	3	165
2003	Spring	J303 Solving Problems in Journalism	3	18
2002	Fall	J408 Research Methods	3	12 (MA)
2002	Fall	J303 Solving Problems in Journalism	3	18
2002	Spring	J416/421 Doctoral ProSeminar	4	8 (PhD)
2001	Fall	J401 Mass Media Seminar	4	25 (MA)
2001	Fall	J474 Thesis Seminar	2	12 (MA)

### University of Wisconsin

<u>Year</u>	<u>Semester</u>	<u>Course No./Title</u>	<u>Cr. Hrs.</u>	<u>Enrollment</u>
2001	Spring	LSC660 Applied Statistical Analysis	3	9 (MS)
2000	Spring	LSC980 Seminar: Science Comm.	3	9 (MS)
1999	Fall	LSC740 Intro to Theory & Research	3	20 (MS)
1999	Fall	LSC505 Publications Editing	3	19
1999	Spring	LSC505 Publications Editing	3	17
1998	Fall	LSC740 Intro to Theory & Research	3	10 (MS)

### Cornell University

<u>Year</u>	<u>Semester</u>	<u>Course No./Title</u>	<u>Cr. Hrs.</u>	<u>Enrollment</u>
1998	Spring	COMM116 Interpersonal Comm.	3	250
1998	Spring	COMM484/686 Risk Comm.	3	25 (5 MS)

## STUDENT ADVISING/GRADUATE SUPERVISION

### UNDERGRADUATE STUDENTS:

Current Undergraduate Advisees = 30

### GRADUATE STUDENTS:

Current Graduate Advisees: 4 MS 1 PhD

## COMMITTEES (Current)

Department Committee, year(s)

Graduate Program Coordinator (2008-current)

Graduate Committee (2007-current)

Diversity Committee (2007-current)

Library Committee (2007-current, chair)