

Marilee Long

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Education

1991 Ph.D., Mass Communication, University of Wisconsin-Madison
1986 M.S., Agricultural Journalism, University of Wisconsin-Madison
1981 B.A., Technical Journalism, Colorado State University

Refereed Journal Articles

Slater, M. D., Long, M., Bettinghaus, E. P., & Reineke, J. B. (forthcoming). News coverage of cancer in the U.S.: A national sample of newspapers, television and magazines. *Journal of Health Communication*.

Long, M., Slater, M. D., & Lysengen, L. (2006). U.S. media coverage of tobacco-control issues. *Tobacco Control, 15*:367-372.

Slater, M. D., Long, M., & Ford, V. (2006). Alcohol and illegal drugs, violent crime, and accidents in U.S. local and national news. *Journal of Studies on Alcohol, 67*:904-910.

Slater, M. D., Rouner, D., & Long, M. (2006). Television dramas and support for controversial public policies: Effects and mechanisms. *Journal of Communication, 56*(2):235-252.

Long, M., Slater, M. D., Boiarsky, G., Stapel, L., & Keefe, T. (2005). Obtaining a nationally representative sample of local news media outlets. *Mass Communication and Society, 8*:299-322.

Haard, J., Slater, M. D., & Long, M. (2004). Scientese and ambiguous citations in the selling of unproven medical treatments. *Health Communication, 16*(4):411-426. This article is based on Haard's thesis.

Long, M., Boiarsky, G., & Thayer, G. (2001). Gender and racial counter-stereotypes in science education television: A content analysis. *Public Understanding of Science, 10*:255-269.

Boiarsky, G., Long, M., & Thayer, G. (1999). Formal features in children's science television: Sound effects, visual pace, and topic shifts. *Communication Research Reports, 16*(2), 185-192.

Boiarsky, G., Long, M., & Zimmerman, D. E. (1999). Pollution-prevention information campaigns for small businesses: An audience analysis. *Journal of Environmental Education, 30*(3), 29-36.

Steinke, J. & Long, M. (1996). A lab of her own? Portrayals of female characters on children's educational science programs. *Science Communication*, 18(2), 91-115.

Long, M., & Steinke, J. (1996). The thrill of everyday science: Images of science and scientists on children's educational science programs in the United States. *Public Understanding of Science*, 5(2), 101-119.

Vest, D., Long, M., & Anderson, T. (1996). Electrical engineers' perceptions of communication training and their recommendations for curricular change: Results of a national survey. *IEEE Transactions on Professional Communication*, 39(1), 38-42.

Long, M. (1995). Scientific explanation in U.S. newspaper science stories. *Public Understanding of Science*, 4(2), 119-130.

Vest, D., Long, M., Thomas, L., & Palmquist, M. (1995). Relating communication training to workplace requirements: The perspective of new engineers. *IEEE Transactions on Professional Communication*, 38(1), 11-17.

Zimmerman, D. E., & Long, M. (1993). Exploring the technical communicator's roles: Implications for program design. *Technical Communication Quarterly*, 2(3), 301-318.

Dunwoody, S., Neuwirth, K., Griffin, R. J., & Long, M. (1992). The impact of risk message content and construction on comments about risks embedded in "letters to friends." *Journal of Language and Social Psychology*, 11(1&2), 9-33.

Grants

Funded Projects as PI

(1996-1998). A study of the presentation of science and scientists in children's science education programming. Greg Boiarsky (co-PI, Colorado State University). National Science Foundation, Division of Research, Evaluation, and Communication. \$49,181.

(1994-1996). People and water: An information challenge. Mark Kumler (co-PI, University of Colorado-Boulder), Greg Luft (co-PI, Colorado State University), and James Wescoat (co-PI, University of Colorado-Boulder). Colorado State University, Colorado Water Resources Research Institute. \$12,000.

Funded Projects as CoPI

(2007-2008). Media messages about HIV/AIDS and STIs/STDs available to Native Americans in an urban and a rural context. Donna Rouner (PI, Colorado State University), Roe Bubar, (co-PI, Colorado State University), and Irene Vernon (co-PI, Colorado State University). Colorado State University's Infectious Disease SuperCluster. \$44,087.

(2007-2008). An examination of Native youth and media messages about sexually transmitted diseases. Roe Bubar (PI, Colorado State University), Donna Rouner, (co-PI, Colorado State University). Colorado State University's Infectious Disease SuperCluster. \$17,969.

(2006-2009). Middle school students' identification with televised portrayals of scientists. Jocelyn Steinke (PI, Western Michigan University), Maria Lapinski (co-PI, Michigan State University), and Nancy Mansberger (co-PI, Western Michigan University). National Science Foundation's Research on Gender in Science and Engineering Program. \$499,924. I am the PI on a subcontract between Western Michigan University and CSU for \$63,974.

(2004-2008). Media influences on cancer risk perceptions. Erwin Bettinghaus (PI, Klein Buendel) and others. National Cancer Institute. \$500,000. I have been a co-PI on this project since 2004. I am the PI on a subcontract between Klein Buendel and CSU for approximately \$174,000.

(2001-2006). Alcohol risk perceptions and the media. Michael Slater (PI, Ohio State University) and others. National Institute on Alcohol Abuse and Alcoholism. \$1.7 million. I have been a co-PI on this project since 2001. I was also PI on a subcontract between Ohio State University and CSU for approximately \$88,299.

(2004-2005). Analysis of tobacco-related news coverage. Michael Slater (PI, Ohio State University) and others. Colorado Tobacco Research Program. \$141,309.

(1993-1994). A telephone survey for a pollution prevention needs assessment of small- and medium-sized Colorado businesses. Donald E. Zimmerman (PI, Colorado State University). Pollution Prevention Partnership of Colorado. \$19,870.

Refereed Convention Papers and Posters

Larson, S. J., Long, M., Slater M. D., Bettinghaus, E. P., & Read, A. (2007). A content analysis of cancer survivorship coverage in the media. Paper presented at the American Association for Cancer Education annual meeting, Birmingham, AL.

Reineke, J. B., Slater, M. D., Long, M., & Bettinghaus, E. P. (2007). Cancer research funding and the press: Identifying a relationship and raising the question of causality. Paper presented to the Mass Communication and Society Division of the Association for Education in Journalism and Mass Communication, annual convention, Washington, D. C.

Slater, M. D., Long, M., Bettinghaus, E. P., & Reineke, J. B. (2007). News coverage of cancer in the U.S.: A representative national sample of newspapers, television and magazines. Paper presented to the Health Communication Division of the International Communication Association, annual convention, San Francisco, CA.

Long, M., Slater, M. D., & Lysengen, L. (2006). No news is bad news: U.S. media coverage of tobacco. Paper presented to the Health Communication Division of the International Communication Association annual convention, Dresden, Germany.

Rouner, D., Long, M., & Slater, M. D. (2006). Narrative persuasion: Effects of subsequent discussion. Paper presented to the Mass Communication Division of the International Communication Association annual convention, Dresden, Germany.

Slater, M. D., Long, M., & Ford, V. (2006). Alcohol and illegal drugs, violent crime, and accidents in U.S. local and national news. Poster presented at the Society for Prevention Research annual meeting, San Antonio, TX.

Robinson-Russ, A., & Long, M. (2005). Effects of endorsement type and expertise indicators on Web credibility. Poster presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication annual convention, San Antonio, TX. This paper is based on Robinson-Russ's thesis.

Slater, M. D., Rouner, D., & Long, M. (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. (2004). Adolescent and young adult processing of science information from a news and an entertainment source. Paper presented to the Science Communication Interest Group of the Association for Education in Journalism and Mass Communication annual convention, Toronto, Canada.

Long, M., Slater, M. D., & Stapel, L. (2003). A multistage approach to obtaining a nationally representative sample of local news coverage. Poster presented to the Newspaper Division of the Association for Education in Journalism and Mass Communication annual convention, Kansas City, MO.

Boiarsky, G., & Long, M. (2003). Media use, gender, and attitudes toward guns and violence. Paper presented to the Mass Communication Division at the annual convention of the International Communication Association, San Diego, CA.

Haard, J., Slater, M., & Long, M. (2002). Scientese and ambiguous citations in the selling of unproven medical treatments. Paper presented at the annual convention of the International Communication Association, Seoul, Korea. This paper is based on Haard's thesis.

Long, M., Boiarsky, G., & Thayer, G. (1999). Gender and racial counter-stereotypes in science education television: A content analysis. Paper presented to the Gender Issues Division at the annual convention of the Broadcast Educators Association, Las Vegas, NV.

Long, M. (1997). Theoretical approaches to message design in informal science learning. Poster presented at the annual convention of the American Association for the Advancement of Science, Seattle, WA.

Long, M., Kumler, M., Gabel, S., Wescoat Jr., J. L., & Luft, G. (1997). Assessing public water information activities in Colorado. Paper presented at the Symposium on Water Resources Education, Training, and Practice: Opportunities for the Next Century, Keystone, CO.

Boiarsky, G., Long, M., & Zimmerman, D. E. (1995). A study of the pollution prevention attitudes and behaviors of small- and medium-sized businesses. Paper presented to the Science Communication Interest Group at the annual convention of the Association for Education in Journalism and Mass Communication, Washington, DC.

Steinke, J., & Long, M. (1995). A lab of her own?: Portrayals of female characters on children's educational science programs. Paper presented at the annual convention of the International Communication Association, Albuquerque, NM.

Long, M., & Steinke, J. (1994). Images of science and scientists in children's educational science programs. Paper presented to the Science Communication Interest Group at the annual convention of the Association for Education in Journalism and Mass Communication, Atlanta, GA.

Long, M., & Boiarsky, G. (1993). The effect of varying levels of scientific explanation on readers' responses to newspaper science stories. Paper presented to the Science Communication Interest Group at the annual convention of the Association for Education in Journalism and Mass Communication, Kansas City, MO.

Long, M. (1992). Explanation in media science stories and the influence of production-based variables and journalistic conventions on its inclusion. Paper presented to the Science Communication Interest Group at the annual convention of the Association for Education in Journalism and Mass Communication, Montreal, Canada.

Long, M., Steinke, J., Kalter, J., Schwaab, A., Savagian, A., Jaffer, N., Shim, J., & Wenzel, W. (1991). Explanation in newspaper science section news articles. Paper presented to the Science Communication Interest Group at the annual convention of the Association for Education in Journalism and Mass Communication, Boston, MA.

Steinke, J., & Long, M. (1991). Communicating health risks to the public: A content analysis of press coverage associated with video display terminal (VDT) use. Paper presented at the annual convention of the International Communication Association, Chicago, IL.

Dunwoody, S., Neuwirth, K., Griffin, R. J., & Long, M. (1990). The impact of risk message content and construction on comments about risks embedded in 'letters to friends.' " Paper presented at the annual convention of the Association for Education in Journalism and Mass Communication, Minneapolis, MN.

Refereed Conference Panels

Steinke, J., & Long, M. (2006). Overcoming gender stereotypes: Girls in science, engineering, and technology. Panel presented at the annual convention of the American Association for the Advancement of Science, St. Louis, MO.

Long, M., & Steinke J. (1996). Assessing progress: Lessons learned from some informal science education programs. Panel presented at the annual convention of the American Association for the Advancement of Science, Baltimore, MD.

Steinke, J., & Long, M. (1995). Mirror, mirror: Reflections on media images of science and scientists. Panel presented at the annual convention of the American Association for the Advancement of Science, Atlanta, GA.

Professional Affiliations and Activities

Memberships in Professional Societies

Association for Education in Journalism and Mass Communication

- Communication Theory and Methodology Division
- Science Communication Interest Group
 - Head, 2001-2002
 - Vice Head, 2000-2001
 - Research Chair, 1998-1999

National Association of Science Writers

American Association for the Advancement of Science

- General Interest in Science and Engineering Section

Manuscript Referee

Editorial Board

- Journal of Health and Mass Communication

Journals

- *Science Communication*
- *Public Understanding of Science*
- *Journal of Health Communication*
- *Mass Communication & Society*
- *Journalism and Mass Communication Monographs*
- *Human Communication Research*
- *Human Dimensions in Wildlife*
- *Technical Communication*
- *IEEE Transactions on Professional Communication*

Conventions

- Association for Education in Journalism and Mass Communication, Science Communication Interest Group, Communication Theory & Methodology Division
- International Communication Association, Mass Communication Division

Honors and Awards

2006 Elected a Fellow in the American Association for the Advancement of Science, General Interest in Science and Engineering Section

1999 Top paper in Debut Category in the Gender Issues Division of the Broadcast Educators Association annual conference

1992 Mortar Board Rose Certificate for outstanding contributions to students at Colorado State University

1988-89 Reader's Digest Excellence in Journalism Fellowship

1980-81 Society for Technical Communication Scholarship