

**Curriculum Vitae**  
**Michael T. Stephenson**  
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Office Address: Department of Communication  
202G Bolton Hall  
4234 TAMU  
Texas A&M University  
College Station, TX 77843-4234

Office Contact Information: (979) 458-8093 (office phone)  
(979) 845-5500 (departmental office phone)  
(979) 845-6594 (fax)  
mstephenson@tamu.edu

**Education**

Ph.D. 1999 University of Kentucky (Communication).  
M.A. 1993 Texas A&M University (Speech Communication).  
B.S. 1991 Eastern New Mexico University (Communication, *summa cum laude*).

**Employment History**

Associate Professor, Department of Communication, Texas A&M University, 2005-present.

Director of Communication and Training Cores, Center for Community Health Development,  
School of Rural Public Health, Texas A&M University Health Science Center, 2007-present;

Faculty Member, Center for Community Health Development, School of Rural Public Health,  
Texas A&M University Health Science Center, 2005-present

Assistant Professor, Department of Communication, Texas A&M University, 2002-2005.

Assistant Professor, Department of Communication, University of Missouri, 1999-2002.

**Honors and Awards**

Student Led Award for Teaching Excellence (SLATE), Texas A&M University System, 2009

Association of Former Students Distinguished Achievement Award for Teaching, College of  
Liberal Arts, Texas A&M University, 2008

Fellow, Mexican American and U.S. Latino Research Center, Texas A&M University.

*Honors and Awards continued.*

Fishcamp Namesake, Texas A&M University, 2008.

Top Four Most Published Assistant Professors for journals published by the International Communication Association and the National Communication Association. In Bunz, U. (2005). Publish or perish: A limited author analysis of ICA and NCA journals. *Journal of Communication*, 55, 703-720.

Top Three Paper (Quick & Stephenson), Health Communication Division. National Communication Association, Chicago, IL. 2006.

Top Four Paper (Quick & Stephenson), Health Communication Division. National Communication Association, Chicago, IL. 2004.

Top Four Paper (Afifi et al.), Health Communication Division. National Communication Association. Chicago, IL. 2004.

Top Three Paper (Stephenson). Health Communication Division. National Communication Association. Atlanta, GA. 2001.

Top Four Paper (Palmgreen et al.). Health Communication Division. International Communication Association. Acapulco, Mexico. 2000.

Top Four Paper (Stephenson & Palmgreen). Information Systems Division. International Communication Association. San Francisco, CA. 1999.

Top Three Paper (Stephenson & Witte). Health Communication Division. International Communication Association. Montreal, Quebec, Canada. 1997.

Top Three Paper (Witte et al.). Health Communication Division. Speech Communication Association. Chicago, IL. 1993.

National Communication Association scholarship, University of Kentucky Graduate Student Association, 1997.

Bruce H. Westley Graduate Scholarship, University of Kentucky College of Communications and Information Studies. \$200. 1997.

Support of Excellence, Interfraternity Council, University of Missouri-Columbia, 2000.

Award for Outstanding Commitment to Students, Homecoming Steering Committee, University of Missouri-Columbia, 1999.

Distinguished Achievement Award for Outstanding Graduate Student Scholarship, Kentucky Communication Association, 1996.

Award for Creative Contribution for the Health Service Marketing Campaign, University of Kentucky Student Health Service, 1996.

## **Grants and Research Support**

### **Active**

Principal Investigator, Center for Disease Control and Prevention (CDC), “Implementing and Evaluating *Sabemos* in Two Texas *Colonias*: Examining Interpersonal and Media Influences on Parenting Tobacco-free Hispanic/Latino Youth.” \$220,000 Total. 9/1/08-8/31/09.

### **Completed**

Principal Investigator, Mexican American and U.S. Latino Research Center (MALRC) Proof of Concept Grant. “Developing Effective Anti-Drug Ads for Hispanic / Latino Parents of Adolescents.” \$10,000 Total.

Principal Investigator, Texas A&M University College of Liberal Arts Faculty Research Enhancement Grant. “Advancing Substance Use Prevention for Parents of Adolescents: Targeting Parent Styles.” \$4,950 Total.

Co-Investigator, Texas A&M University College of Liberal Arts Curricular Grant, “Exploring *Common Ground* with Graduate Students and Freshman Communication Students.” \$500 Total. Fall 2008.

Co-Investigator, Texas A&M University College of Liberal Arts Curricular Grant, “Exploring *Common Ground* with Graduate Students and Freshman Communication Students.” \$500 Total. Fall 2007.

Co-Investigator, Division of Transplantation, U.S. Department of Health and Human Services, “University Worksite Organ Donation Promotion Campaign: Targeting Administrators, Faculty, Staff, and Students Using the Organ Donation Model,” (with Susan E. Morgan, Rutgers University, Principal Investigator), 9/1/02 - 8/31/05, \$1,467,771 Total.

Co-Investigator/Consultant, National Institute on Drug Abuse (DA98006), “Effective Media Strategies for Drug Abuse Prevention,” (with Philip Palmgreen, University of Kentucky, Principal Investigator), 9/1/98 - 8/31/04, \$2,938,028 Total.

Alumni Association Faculty Incentive Grant, University of Missouri-Columbia, 2001, \$1,315.

Faculty Development Grant, University of Missouri-Columbia, 2001, \$560.

Office of the Graduate School, Dissertation Award, “Message Sensation Value and Sensation Seeking as Determinants of Message Processing,” University of Kentucky. 8/97 – 5/98. \$1,200.

## **Grant Consultant**

Consultant, Center for Disease Control, “Connecting Parenting Adults to Youth” (with Patricia Thickstun, Medical Institute, Principal Investigator), 5/15/06-5/15/11.

Consultant, Center for Disease Control, “Preventing Tobacco Use in Young Latino Workers in Texas,” (with Amelie Ramirez, Baylor College of Medicine, Principal Investigator), 9/30/04 – 9/29/07.

Consultant, State of Colorado Tobacco Research Program, “The Colorado Anti-Tobacco PSA Message Sensation Value Project,” (with Don Helme, Cooper Institute, Principal Investigator), 7/1/01 - 6/30/05, \$885,000 Total.

Consultant, National Institute for Occupational Safety and Health, “Promoting Hearing Conservation Behaviors Among Coal Miners,” (with Kim Witte, Johns Hopkins University, Principal Investigator), 5/1/01 - 12/31/02, \$115,250 Total.

## **Publications**

### **Refereed Journals**

Stephenson, M. T., Quick, B. L., & \*Hirsch, H. A. (in press). Evidence in support of a strategy to target authoritarian and permissive parents in anti-drug media campaigns. *Communication Research*.

Stephenson, M. T., Quick, B. L., Witte, K., Vaught, C., Booth-Butterfield, S., & Patel, D. (in press). Conversations among coal miners in a campaign that promotes hearing protection. *Journal of Applied Communication Research*.

\*Voight, D. C., Dillard, J. P., \*Braddock, K. H., Anderson, J. W., Sopory, P., & Stephenson, M. T. (2009). Carver and White’s BIS/BAS scales and their relationship to risky health behaviors. *Personality and Individual Differences*, 47, 89-93,

Morse, C. Afifi, W. A., Morgan, S. E., Stephenson, M. T., Reichert, T., Harrison, T., & Long, S. D. (2009). Religiosity, anxiety, and discussions about organ donation: Understanding a complex system of associations. *Health Communication*, 24, 156-164.

Stephenson, M. T., Morgan, S. E., \*Roberts-Perez, S., Harrison, T., Afifi, W., & Long, S. (2008). The role of religiosity, religious norms, subjective norms, and bodily integrity on signing an organ donor card. *Health Communication*, 23, 436-447.

Quick, B. L., & Stephenson, M. T. (2008). Examining the role of trait reactance and sensation seeking on perceived threat, state reactance, and reactance restoration. *Human Communication Research*, 34, 448-476.

Quick, B. L., Stephenson, M. T., Witte, K., Vaught, C., Booth-Butterfield, S., & Patel, D. (2008). An examination of antecedents to coal miners’ hearing protection behaviors: A test of the theory of planned behavior. *Journal of Safety Research*, 39, 329-338.

- Morgan, S.E., Harrison, T.R., Afifi, W., Long, S., & Stephenson, M. T. (2008). In their own words: The reasons why people will (not) sign an organ donor card. *Health Communication, 23*, 23-33.
- Morgan, S. E., Stephenson, M. T., Harrison, T. R., Afifi, W., Long, S. D. (2008). Facts versus feelings: How rational is the decision to become an organ donor? *Journal of Health Psychology, 13*, 644-658.
- Stephenson, M. T., Velez, L. F., Chalela, P., Ramirez, A., & Hoyle, R. H. (2007). The reliability and validity of the Brief Sensation Seeking Scale (BSSS-8) with young adult Latino workers: Implications for tobacco and alcohol disparity research. *Addiction, 102* (S2), 79-91.
- \*Quick, B. L., & Stephenson, M. T. (2007). Authoritative parenting and issue involvement as indicators of ad recall: An empirical investigation of anti-drug ads for parents. *Health Communication, 22*, 25-35.
- \*Quick, B. L., & Stephenson, M. T. (2007). Further evidence that psychological reactance can be modeled as a combination of anger and negative cognitions. *Communication Research, 34*, 255-276.
- \*Quick, B. L., & Stephenson, M. T. (2007). The reactance restoration scale (RRS): A measure of direct and indirect restoration. *Communication Research Reports, 24*, 131-138.
- Palmgreen, P., Lorch, E. P., Stephenson, M. T., Hoyle, R. H. & Donohew, L. (2007). Effects of the Office of National Drug Control Policy's marijuana initiative campaign on high sensation-seeking adolescents. *American Journal of Public Health, 97*, 1644-1649.
- Stephenson, M. T., & Helme, D. W. (2006). Authoritative parenting and sensation seeking as predictors of adolescent cigarette and marijuana use. *Journal of Drug Education, 36*, 247-270.
- Stephenson, M. T., Holbert, R. L., & Zimmerman, R. S. (2006). Thinking about communication as a process: Advances in health communication with structural equation modeling. *Health Communication, 20*, 159-167.
- Stephenson, M. T., & Southwell, B. G. (2006). Sensation seeking, the Activation Model, and mass media health campaigns: Current findings and future directions for cancer communication. *Journal of Communication, 56*, S38-S56.
- Afifi, W. A., Morgan, S. E., Stephenson, M. T., \*Morse, C., Harrison, T., Reichert, T., & Long, S. D. (2006). Examining the decision to talk with family about organ donation: Applying the theory of motivated information management. *Communication Monographs, 73*, 188-215.

- Stephenson, M. T., & \*Quick, B. L. (2005). Parent ads in the National Youth Anti-Drug Media Campaign. *Journal of Health Communication, 10*, 701-710.
- Stephenson, M. T., \*Quick, B. L., \*Atkinson, J., & \*Tschida, D. A. (2005). Authoritative parenting and drug-prevention practices: Implications for anti-drug ads for parents. *Health Communication, 17*, 301-321.
- Stephenson, M. T., Witte, K., Vaught, C., \*Quick, B. L., Booth-Butterfield, S., Patel, D., & Zuckerman, C. (2005). Using persuasive messages to encourage voluntary hearing protection among coal miners. *Journal of Safety Research, 36*, 9-17.
- Morgan, S.E., Harrison, T.R., Long, S., Afifi, W., Stephenson, M., and Reichert, T. (2005). Family discussions about organ donation: How the media is used to justify opinions and influence others about donation decisions. *Clinical Transplantation, 19*, 674-682.
- Benoit, W. L., & Stephenson, M. T. (2004). Effects of watching a presidential primary debate. *Contemporary Argumentation and Debate, 25*, 1-25.
- Holbert, R. L., & Stephenson, M. T. (2003). The importance of analyzing indirect effects in media effects research: Testing for mediation in structural equation modeling. *Journal of Broadcasting & Electronic Media, 47*, 556-572.
- Stephenson, M. T. (2003). Mass media strategies targeting high sensation seekers: What works and why. *American Journal of Health Behavior, 27*(S3), 233-238.
- Stephenson, M. T., Hoyle, R. H., Slater, M. D., & Palmgreen, P. (2003). Brief measures of sensation seeking for screening and large-scale surveys. *Drug and Alcohol Dependence, 72*, 279-286.
- Morgan, S. E., Palmgreen, P., Stephenson, M. T., Lorch, E. P., & Hoyle, R. H. (2003). The relationship between message sensation value and perceived message sensation value: The effect of formal message features on subjective evaluations of anti-drug public service announcements. *Journal of Communication, 53*, 512-526.
- Stephenson, M. T. (2003). Examining adolescents' responses to antimarijuana PSAs. *Human Communication Research, 29*, 343-369.
- Stephenson, M. T., & Holbert, R. L. (2003). A Monte Carlo simulation of observable- versus latent-variable structural equation modeling techniques. *Communication Research, 30*, 332-354.
- Stephenson, M. T. (2002). Sensation seeking as a moderator of the processing of anti-heroin PSAs. *Communication Studies, 53*, 358-380.
- Holbert, R. L., & Stephenson, M. T. (2002). Structural equation modeling in the communication sciences, 1995-2000. *Human Communication Research, 28*, 531-551.

- Palmgreen, P., Stephenson, M. T., Everett, M. W., Basehart, J. R., & \*Francies, R. (2002). Perceived message sensation value (PMSV) and the dimensions and validation of a PMSV scale. *Health Communication, 14*, 403-428.
- Stephenson, M. T. (2002). Anti-drug public service announcements targeting parents: An analysis and evaluation. *Southern Communication Journal, 67*, 335-350.
- Stephenson, M. T., Morgan, S. E., Lorch, E. P., Palmgreen, P., Donohew, L., & Hoyle, R. H. (2002). Predictors of exposure from an anti-marijuana media campaign: Outcome research assessing sensation seeking targeting. *Health Communication, 14*, 23-43.
- Hoyle, R. H., Stephenson, M. T., Palmgreen, P., Lorch, E. P., & Donohew, L. (2002). Reliability and validity of scores on a brief measure of sensation seeking. *Personality and Individual Differences, 32*, 401-414.
- Benoit, W. L., McKinney, M., & Stephenson, M. T. (2002). Effects of watching campaign 2000 presidential primary debates. *Journal of Communication, 52*, 316-331.
- Stephenson, M. T., Benoit, W. L., & \*Tschida, D. A. (2001). Testing the mediating role of cognitive responses in the elaboration likelihood model. *Communication Studies, 52*, 324-337.
- Stephenson, M. T., & Palmgreen, P. (2001). Sensation seeking, message sensation value, personal involvement, and processing of anti-drug PSAs. *Communication Monographs, 68*, 49-71.
- Palmgreen, P., Donohew, L., Lorch, E. P., Hoyle, R. H., & Stephenson, M. T. (2001). Television campaigns and adolescent marijuana use: Tests of a sensation seeking targeting. *American Journal of Public Health, 91*, 292-296.
- Stephenson, M. T., Palmgreen, P., Hoyle, R. H., Donohew, L., Lorch, E. P., & Colon, S. (1999). Short-term effects of an anti-marijuana media campaign targeting high sensation seeking adolescents. *Journal of Applied Communication Research, 27*, 175-195.
- Stephenson, M. T. (1999). Using formative research to conceptualize and develop a marketing plan for student health services. *Journal of American College Health, 47*, 237-239.
- Stephenson, M. T. & Witte, K. (1998). Fear, threat, and perceptions of efficacy in frightening skin cancer messages. *Public Health Reviews, 26*, 147-174.
- Witte, K., Peterson, T. R., Vallaban, S., Stephenson, M. T., Plugge, C., Givens, V. K., Todd, J. D., Bechtold, M., G., Hyde, M. K., & Jarrett, R. (1993). Preventing tractor-related injuries and deaths in rural populations: Using a persuasive health message framework in formative evaluation research. *International Quarterly of Community Health Education, 13*, 219-251.

\*denotes graduate student at time research was conducted

## **Book Chapters**

- Stephenson, M. T., Southwell, B., & Yzer, M. C. (forthcoming). Advancing health communication research to the next level: Issues and controversies in experimental design and data analysis. In T. L. Thompson, R. L. Parrott, & J. Nussbaum (Eds.), *Handbook of Health Communication* Vol. 2. Hillsdale, NJ: Lawrence Erlbaum.
- Holbert, R. L., & Stephenson, M. T. (2008). Commentary on the uses and misuses of structural equation modeling in communication research. In A. F. Hayes, M. D. Slater, & L. B. Snyder (Eds.), *The SAGE sourcebook of advanced data analysis methods for communication research* (pp. 185-218). Thousand Oaks, CA: Sage Publications.
- Stephenson, M. T., & Southwell, B. G. (2007). Drug use, media and prevention. In J. J. Arnett (Ed.), *Encyclopedia of children, adolescents, and the media* (pp. 98-100). Thousand Oaks, CA: Sage Publications
- Palmgreen, P., Donohew, L., Lorch, E. P., Hoyle, R. H., & Stephenson, M. T. (2002). Television campaigns and sensation seeking targeting of adolescent marijuana use: A controlled time-series approach. In R. Hornik (Ed.) *Public health communication: Evidence for behavior change* (pp. 35-56). Hillsdale, NJ: Lawrence Erlbaum.
- Stephenson, M. T., & Witte, K. (2001). Generating fear in a risky world: Creating effective risk messages. In R. Rice & C. K. Atkin (Eds.) *Public communication campaigns* (pp. 88-102). Thousand Oaks: Sage.

## **Book Reviews**

- Review of Michael Burgoon and William Crano, *Mass media and drug prevention: Classic and contemporary theories and research*. *Journal of Health Communication*, 7, 473-476.

## **Conference Presentations**

- Martinez, A. R., Quick, B. L., & Stephenson, M. T. (2009, November). TV ads advocating condom use among sexually active college students: A quantitative analysis of psychological reactance on message effectiveness, quality, and ad attitudes. Presented at the annual meeting of the National Communication Association, Chicago, IL.
- St. John, J. A., Clark, H. C., Stephenson, M., Wendel, M., & Burdine, J. (2009, November). Implementing and evaluating SABEMOS in two Texas colonias: Examining interpersonal and media influences on parenting tobacco-free Hispanic/Latino youth. Presented at the annual meeting of the American Public Health Association, Philadelphia, PA.
- Stephenson, M. T., Ahmed, I., Roberts-Perez, S., & Head, K. J. (2008, November). Language intensity theory in equivocally-persuasive newspaper stories about tissue donation. Presented at the annual meeting of the National Communication Association, San Diego, CA.

- Stephenson, M. T., Quick, B. L., & Hirsch, H. A. (2008, November). Evidence in support of a strategy to target authoritarian and permissive parents in anti-drug media campaigns. Presented at the annual meeting of the National Communication Association, San Diego.
- Long, S. D., Morgan, S. E., Harrison, T. R., Afifi, W. A., Stephenson, M. T., Reichert, T., & Morse, C. R. (2008, November). Talking man to man: Applying interpretative phenomenological analysis to African-American men discussing their attitudes, religious beliefs, and anxiety about organ donation. Presented at the annual meeting of the National Communication Association, San Diego, CA.
- Stephenson, M. T. (2007, November). Sensation seeking and tobacco and alcohol use by Latino young adults: Implications for prevention campaigns. Presented at the annual meeting of the National Communication Association, Chicago, IL.
- Long, S. D., Morgan, S. E., Afifi, W., Harrison, T. R., Stephenson, M. T., Reichert, T., & Morse, C. R. (2007, November). When families talk: Applying interpretive phenomenological analysis (IPA) to African-American families discussing their awareness, commitment, and knowledge of organ donation. Presented at the annual meeting of the National Communication Association, Chicago, IL.
- Quick, B. L., & Stephenson, M. T. (2006, November). *An explication of the reactance processing model. Top Three Paper.* Presented at the annual meeting of the National Communication Association, San Antonio, TX.
- Quick, B. L., & Stephenson, M. T. (2006, November) *The reactance restoration scale (RRS): A measure of direct and indirect restoration.* Presented at the annual meeting of the National Communication Association, San Antonio, TX.
- Roberts-Perez, S., Stephenson, M. T., Morgan, S. E., Harrison, T., Afifi, W., & Long, S. (2006, November). *The role of religiosity, religious norms, subjective norms, and bodily integrity in signing an organ donor card.* Presented at the annual meeting of the National Communication Association, San Antonio, TX.
- Morse, C., Afifi, W. A., Morgan, S. E., Stephenson, M. T., Reichert, T., Harrison, T., & Long, S. D. (2006, November). *Religiosity, anxiety, and discussions about organ donation: Understanding a complex system of associations.* Presented at the annual meeting of the National Communication Association, San Antonio, TX.
- Palmgreen, P., Lorch, E. P., Stephenson, M. T., Donohew, L., Hoyle, R. H., & Sweatt, S. (2005, December). *Effects of the Office of National Drug Control Policy's marijuana initiative campaign on at-risk youth.* Presented at the annual meeting of the American Public Health Association, Philadelphia, PA.
- Stephenson, M. T., & Helme, D. W. (2005, November). *Parenting your sensation-seeking adolescent: Implications of parenting styles for buffering cigarette and marijuana use.* Presented at the annual meeting of the National Communication Association, Boston.

- Ksobiech, K., & Stephenson, M. T. (2005, November). *Sensation seeking and injection drug users: Perceptions of impact and recall of anti-drug messages*. Presented at the annual meeting of the National Communication Association, Boston, MA.
- Yanovitzsky, I., & Stephenson, M. T. (2005, November). *Clarifying mechanisms and processes of normative influence on behavior*. Presented at the annual meeting of the National Communication Association, Boston, MA.
- Quick, B. L., & Stephenson, M. T. (2005, November). *Selective exposure to anti-drug ads, parent style, and issue involvement: Predictors of parental monitoring practices for preventing adolescent substance use*. Presented at the annual meeting of the National Communication Association, Boston, MA.
- Morgan, S.E., Stephenson, M. T., Afifi, W., Harrison, T.R., Long, S., Reichert, T. (2005, November). *Cognitive and non-cognitive variables: Influences on the decision to become an organ donor*. Presented at the annual meeting of the National Communication Association, Boston, MA.
- Morgan, S.E., Harrison, T.R., Long, S., Afifi, W., Reichert, T., Stephenson, M., & Morse, C. (2005, May). *In their own words: A multicultural qualitative study of the reasons why people will (not) sign an organ donor card*. Presented at the annual meeting of the International Communication Association, New York, NY
- Choi, Y., Cameron, G. T., Leshner, G., & Stephenson, M. T. (2005, May). *Sensation seeking, fear appeals, and anti-smoking PSAs for young adults*. Presented at the annual meeting of the International Communication Association, New York, NY.
- Afifi, W., Morse, C., Morgan, S., Long, S., Reichert, T., Stephenson, M. T., & Harrison, T. (2004, November). *Examining the decision to talk with family about organ donation: A test of the theory of motivated management*. **Top Four Paper**. Presented at the annual meeting of the National Communication Association, Chicago, IL.
- Quick, B. L., & Stephenson, M. T. (2004, November). *Examining cognitive and affective responses to condom ads: A test of psychological reactance*. **Top Four Paper**. Presented at the annual meeting of the National Communication Association, Chicago IL.
- Choi, Y., Cameron, G. T., Leshner, G., & Stephenson, M. T. (2004, August). *Sensation seeking targeting and fear appeal of anti-smoking public service announcement messages for young adults*. Presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Toronto, Ontario, Canada.
- Stephenson, M. T., Witte, K., Vaught, C., Quick, B. L., Booth-Butterfield, S., Patel, D., & Zuckerman, C. (2004, May). *The influence of positive, negative, and neutral messages on voluntary hearing-protection behaviors among miners*. Presented at the annual meeting of the International Communication Association, New Orleans, LA.

- Stephenson, M. T., Hoyle, R. H., Palmgreen, P. C., & Slater, M. D. (2003, November). *Brief measures of sensation seeking for research on communication and risky health behaviors*. Presented at the annual meeting of the National Communication Association, Miami, FL.
- Holbert, R. L., & Stephenson, M. T. (2003, November). *The importance of analyzing indirect effects in media effects research: Testing for mediation in structural equation modeling*. Presented at the annual meeting of the National Communication Association, Miami, FL.
- Morgan, S. E., Stephenson, M. T., Reichert, T., Alvaro, E., Afifi, W., & Long, S. (2003, November). *The willingness to donate organs: Current statistics based on a diverse sample from six states*. Presented at the annual meeting of the National Communication Association, Miami, FL.
- Stephenson, M. T., Atkinson, J., & Tschida, D. A., & Quick, B. L. (2003, May). *Authoritative parenting and drug-prevention practices: Implications for anti-drug ads for parents*. Presented at the annual meeting of the International Communication Association, San Diego, CA.
- Quick, B. L., Brooks, C., Stephenson, M. T., & Mina, W. (2003, May). *Physicians and patients speak out on a communication intervention? A qualitative assessment analyzing the effectiveness of the PALS brochure in medical interactions*. Presented at the annual meeting of the International Communication Association, San Diego, CA.
- Pierce, T.A., Stephenson, M. T., Tschida, D. (2003, April). *Sensation seeking, viewing motives, and viewing of professional wrestling*. Presented at the annual meeting of the Broadcast Education Association, Las Vegas, NV.
- Stephenson, M. T., Atkinson, J., Tschida, D. A., & Quick, B. L. (2002, November). *First- and third-person effects of anti-drug PSAs for parents*. Paper presented at the annual meeting of the National Communication Association, New Orleans, LA.
- Holbert, R. L., & Stephenson, M. T. (2002, November). *Structural equation modeling in the communication sciences, 1995-2000*. Presented at the annual meeting of the National Communication Association, New Orleans, LA.
- Morgan, S. E., Palmgreen, P. C., & Stephenson, M. T. (2002, November). *Associations between formal message features and subjective evaluations of the sensation value of anti-drug public service announcements*. Presented at the annual meeting of the National Communication Association, New Orleans, LA.
- Stephenson, M. T., & Holbert, R. L. (2002, November). *Analyzing three approaches to structural equation modeling*. Presented at the annual meeting of the National Communication Association, New Orleans, LA.

- Stephenson, M. T., Vaught, C., & Witte, K. (2002, October). *A project to evaluate the role positive and negative emotion plays in promoting hearing conservation behaviors among coal miners*. Presented to the Best Practices in Occupational Safety and Health, Education, Training, and Communication symposium, John Hopkins School of Public Health, Baltimore, MD.
- Stephenson, M. T. (2001, November). *Individual differences in processing anti-heroin messages: How cognitions, narratives, formal features, and affect drive message acceptance*. **Top Three Paper**. Presented at the annual meeting of the National Communication Association, Atlanta, GA.
- Morgan, S. E., Palmgreen, P., & Stephenson, M. T. (2001, November). *Preferences of sensation seekers for high message sensation value messages: Reaching at-risk adolescents with effective anti-drug public service announcements*. Presented at the annual meeting of the National Communication Association, Atlanta, GA.
- Slater, M., Hoyle, R. H., Palmgreen, P., & Stephenson, M. T. (2001, June). *A reliable two-item sensation-seeking index and prediction of substance use*. Presented to the Ninth Annual Meeting of the Society for Prevention Research, Washington, DC.
- Palmgreen, P., Stephenson, M. T., Everett, M. W., Basehart, J. R., & Francies, R. (2001, May). *Perceived message sensation value and the dimensions and validation of a PMSV scale*. Presented to the International Communication Association, Washington, DC.
- Morgan, S. E., Palmgreen, P., & Stephenson, M. T., Lorch, E. P., & Hoyle, R. H. (2001, May). *Associations between formal message features and subjective evaluations of the sensation value of anti-drug public service announcements*. Presented at the annual meeting of the International Communication Association, Washington, DC.
- Stephenson, M. T., Lorch, E. P., Morgan, S. E., Palmgreen, P., Donohew, L., & Hoyle, R. H. (2000, May). *Predictors of message recall from an anti-marijuana media campaign: Outcome research assessing the impact of targeting high sensation seekers*. Presented to the annual meeting of the International Communication Association, Acapulco, Mexico.
- Palmgreen, P., Donohew, L., Lorch, E. P., Hoyle, R. H., & Stephenson, M. T. (2000, May). *Television campaigns and adolescent marijuana use: Tests of a sensation seeking strategy*. **Top Four Paper** presented to the annual meeting of the International Communication Association, Acapulco, Mexico.
- Benoit, W. E., & Stephenson, M. T. (2000, May). *Testing the causal mechanism of the ELM*. Presented to the annual meeting of the International Communication Association, Acapulco, Mexico.
- Stephenson, M. T., & Palmgreen, P. (1999, November). *What Makes Anti-Marijuana PSAs Persuasive? Message Sensation Value and Involvement as Determinants of Multi-Modal Message Processing*. Presented to the annual meeting of the National Communication Association, Chicago, IL.

- Stephenson, M. T., & Palmgreen, P. (1999, May). *Central, Narrative, and Sensory Processing of Anti-Marijuana PSAs: Using Message Sensation Value to Reach At-Risk Adolescents*. **Top Four Paper** presented to the annual meeting of the International Communication Association, San Francisco, CA.
- Stephenson, M. T. (1999, March). *I Think, I Feel, Therefore I Won't: Persuading At-Risk Adolescents Not to Use Marijuana*. University of Kentucky Graduate Student Symposium, Lexington, KY.
- Stephenson, M. T., Hoyle, R. H., Lorch, E. P., Donohew, L., Palmgreen, P., & Colon, S. (1998, November). *Assessing the attitude salience hypothesis: Results from a drug prevention media campaign targeting adolescent marijuana use*. Presented to the annual meeting of the National Communication Association, New York City, NY.
- Stephenson, M. T., Hoyle, R. H., Palmgreen, P., Donohew, L., Lorch, E. P., & Colon, S. (1998, November). *Preliminary results of an anti-marijuana media campaign targeting high sensation seeking adolescents*. Presented to the annual meeting of the National Communication Association, New York City, NY.
- Stephenson, M. T. (1998, March). *Using structural equation modeling to show the effects of a drug prevention campaign*. Presented to the University of Kentucky Graduate Student Symposium, University of Kentucky, Lexington, KY.
- Stephenson, M. T. (1998, February). *Reaching at-risk adolescents through a mass media drug prevention campaign: The role of sensation seeking and sensation value in persuasive message processing*. Presented to the 20<sup>th</sup> Annual Communication Research Symposium, University of Tennessee, Knoxville, TN.
- Stephenson, M. T. (1997, November). *Addressing salient barriers in health promotion: A communication framework motivating mammography utilization*. Presented to the annual meeting of the National Communication Association, Chicago, IL.
- Stephenson, M. T. & Witte, K. (1997, May). *Fear, threat, and perceptions of efficacy in frightening skin cancer messages*. **Top Three Paper** presented to the annual meeting of the International Communication Association, Montreal, Quebec, Canada.
- Stephenson, M. T. (1997, April). *Reaching the college student: Design and promotion for student health services*. Presented to the annual meeting of the Central States Communication Association, St. Louis, MO.
- Stephenson, M. T. (1997, March). *Icky, gooey, scary?... phooey! you CAN'T scare me into wearing sunscreen: The persuasiveness of fear appeals*. Presented to the University of Kentucky Graduate Student Symposium, University of Kentucky, Lexington, KY.

- Stephenson, M. T. & Witte, K. (1996, November). *Processing fear appeals beyond conscious awareness*. Presented to the annual meeting of the Speech Communication Association, San Diego, CA.
- Stephenson, M. T. & Brinkman, M. (1996, November). *Designing a marketing strategy for the University of Kentucky's University Health Service*. Presented to the annual meeting of the Mid American College Health Association, Muncie, IN.
- Stephenson, M. T. (1996, September). *A model of mammogram motivation*. Presented to the annual meeting of the Kentucky Communication Association, Cumberland, KY.
- Hoyle, R. & Stephenson, M. T. (1996, May). *Brief measure of sensation seeking for research on adolescents*. Presented to the annual meeting of the Midwestern Psychological Association, Chicago, IL.
- Stephenson, M. T. (1996, March). *Toward the development of an interpersonal risk message framework*. Presented to the Communication Research Symposium, University of Tennessee, Knoxville, TN.
- LePoire, B. A. & Stephenson, M. T. (1993, November). *Nonverbal stigmatization expression toward gays and persons with AIDS*. Presented to the annual meeting of the Speech Communication Association, Miami, FL.
- Rosen, E., Terpstra, T. D., Stephenson, M. T., Austin, D. A., & Rose, A. L. (1993, November). *Publication opportunities for students*. Panel for the annual meeting of the Speech Communication Association, Miami, FL.
- Witte, K., Peterson, T. R., Vallaban, S., Stephenson, M. T., Plugge, C., Givens, V. K., Todd, J. D., Becktold, M., G., Hyde, M. K., & Jarrett, R. (1993, November). *Preventing tractor-related injuries and deaths in rural populations*. **Top Three Paper** presented to the Speech Communication Association, Miami, FL.
- Stephenson, M. T. (1992, October). *Bleachman revisited: A persuasive health message campaign*. Presented to the health communication preconference at the annual meeting of the Speech Communication Association, Chicago, IL.

### **Invited Presentations and Lectures**

*Anti-drug campaigns targeting adolescents and their parents*. Visiting Scholar Series, Western Kentucky University. March, 2008.

*Health communication campaigns targeting high sensation seeking adolescents and their parents*. Pathways Day, West Texas A&M University. April, 2007.

*Creating connection and action*. Panelist for Publishing and Reviewing in Academic Journals/Books. National Communication Association Health Communication Doctoral

Preconference, San Antonio, TX. November, 2006.

*Health risk behavior change for abstinence-based education.* The Sixth National Meeting of the Medical Institute. Chicago, IL. July, 2006.

*Structural equation modeling in health communication.* Kentucky Conference on Health Communication. Lexington, KY. April, 2006.

*Opportunities and challenges for health communication.* Panelist. National Communication Association Health Communication Doctoral and Early-Career Pre-conference, Chicago, IL. November, 2004.

*Sensation seeking, information exposure, and message sensation value.* Message effects workshop sponsored by the National Cancer Institute, Philadelphia. PA. November, 2003.

*Media strategies that reduce drug use by high sensation seeking adolescents: What works and why.* American Academy of Health Behavior conference, St. Augustine, FL. March, 2003.

*Doing health communication: A view from the trenches.* Panelist. National Communication Association Health Communication Preconference, New Orleans, LA. November, 2002.

*Drug abuse prevention campaigns and sensation seeking.* Second National Conference on Drug Abuse Prevention Research, National Institute on Drug Abuse. Washington, DC. July, 2001.

*Anti-Drug Messages: The role of sensation seeking traits and high sensation messages.* Health Communication Division Pre-conferences, International Communication Association (with Palmgreen and Donohew). May, 1999.

## **TEACHING**

### **Teaching and Research Interests**

Health Communication Campaigns, Persuasion, Media Effects, Research Methods

### **Texas A&M University**

*Spring 2009:* COMM 308 Research Methods (249 students)

*Fall 2008:* COMM 308 Research Methods (184 students); COMM 450 (25 students); COMM 681 (17 students)

*Spring 2008:* COMM 670 Health Communication Campaigns (6 students); COMM 689 Special Topics in Advanced Quantitative Methodology (8 students)

*Fall 2007:* COMM 610 Social Science Research Methods (16 students); COMM 681 Professional Seminar (16 students)

*Spring 2007:* COMM 470 Health Communication (25 students)

*Fall 2006:* COMM 308 Research Methods (221 students); COMM 450 (25 students)

*Summer 2006:* COMM 689 Media Effects (10 students)

*Spring 2006:* COMM 450 Media Campaigns (25 students); COMM 670 Health Communication Campaigns (10 students)  
*Fall 2005:* COMM 308 Research Methods (150 students); COMM 610 Social Science Research Methods (10 students)  
*Spring 2005:* COMM 450 Media Campaigns (35 students)  
*Fall 2004:* COMM 450 Media Campaigns (35 students); COMM 308 (122 students)  
*Spring 2004:* COMM 670 Health Communication Campaigns (16 students)  
*Fall 2003:* COMM 470 Health Communication (25 students); COMM 610 Social Science Research Methods (10 students)  
*Spring 2003:* SCOM 470 Health Communication (35 students)  
*Fall 2002:* SCOM 325 Persuasion (33 students) and SCOM 210 Group Communication (30 students)

### **University of Missouri-Columbia**

*Summer 2002:* COMM 336 Contemporary Issues in Telecommunications (25 students)  
*Winter 2002:* COMM 302 Communication Research Methods (25 students) and COMM 402 Quantitative Research Methods (13 students)  
*Fall 2001:* COMM 307 Broadcast Regulation and Responsibility (25 students) and COMM 302 Communication Research Methods (25 students)

### **Dissertations Directed**

Tamyra Pierce, “Warning – the news program you are about to watch may not be appropriate for all viewers: The moderating role of violence in the news.” University of Missouri-Columbia, 2002.

Brian L. Quick, “An Explication of the Reactance Processing Model.” Texas A&M University, 2005.

### **Ph.D. Committees Chaired**

*Texas A&M:* Iftekhar Ahmed (Ph.D., 2009); Brian L. Quick (Ph.D., 2005); Parul Jain-Shukla (2006-2007); Amanda Martinez (current)

*University of Missouri-Columbia:* Tamyra Pierce (Ph.D., May, 2002)

### **Ph.D. Committee Member**

*Texas A&M:* Rachel Jumper (current); Cara Jacocks (current); Kylee Baker (current); Steve Stogsdill (current); Angie Yoo (Recreation, Parks, & Tourism, current); Monica Wendel, (School of Rural Public Health, Ph.D., 2009); Renee Cowan (2008);

*University of Missouri-Columbia:* Youjin Choi (2003), Kelly Berg-Nellis (2002), John Couper (2002), John Wen (2002), Ken White (2001).

## **M.A. Theses Chaired**

Kacy L. Gadberry, “An exploratory study of the relationship between exercise leader source credibility, participant self-efficacy, and exercise adherence. Texas A&M Univesrity, Spring 2009.

Sommer Hamilton, “YouTube, PowerPoint, and Tutors: The Impact of Out-of-Class Learning Options on Student Performance.” Texas A&M University, Spring 2009.

Katharine J. Head, “Tanning bed use, deviance regulation theory, and source factors.” Texas A&M University, Fall 2008.

## **M.A. Committees Chaired**

*Texas A&M:* Kacy Gadberry (current); Katy Head (2008); Sommer Hamilton (M.A., 2009); Amron Hamdi (M.A., 2009)

## **M.A. Committee Member**

*Texas A&M:* Joshua Ortiz (2007); James Louis (2005); Heike Winterheld (2004, Psychology); Jill Burpo (2007, Psychology); Miguel Garcia (2007, Hispanic Studies)

*University of Missouri-Columbia:* Monica Oseguera (2000), Bryan Wasek (2002), I-Huei Cheng (2002)

## **Supervisor of Independent Research**

*Graduate Students, University of Missouri-Columbia:* Joshua Atkinson, Glenn Hansen, John Wen, Joey Pogue, David Tschida

*Graduate Students, Texas A&M:* Greg Paul, Rachel Jumper, Samaria Roberts-Perez, Iftekhar Ahmed, Kylene Baker

*Undergraduate Students, University of Missouri-Columbia:* Cydney Rabourn, Stephanie Clark, Mandy Ploeger, Erin Brussell, Vicki Rogers

## **PROFESSIONAL SERVICE**

### **Professional Affiliations**

National Communication Association, International Communication Association

### **Service to Discipline**

#### **Senior Editor**

*Health Communication*, 2006 to present

## **Editorial Board**

*Human Communication Research*, 2005 to present  
*Communication Research*, 2005 to present  
*Journal of Communication*, 2003 to present  
*Journal of Broadcasting & Electronic Media*, 2005 to present  
*Health Communication*, 2003 to present  
*Western Journal of Communication*, 2004 to 2006  
*Communication Studies*, 2003 to 2006  
*Vestnik*, 2004 to 2005

## **Ad-Hoc Reviewer**

*American Journal of Public Health*, 2009  
*Prevention Science*, 2006, 2007  
*Journal of the National Medical Association*, 2007, 2008  
*Journal of the American Osteopathic Association*, 2007, 2008  
*Science Communication*, 2006  
*Human Communication Research*, 2003, 2004  
*Communication Research*, 2001-2004  
*Drug and Alcohol Dependence*, 2004  
*Journal of Broadcasting & Electronic Media*, 2000 – 2004  
*Journal of Health Communication*, 2000, 2001, 2004 - 2007  
*Health Education Research*, 2004  
*Journal of Applied Communication Research*, 2001, 2003, 2005  
*Communication Reports*, 2003  
*Health Communication*, 2002  
*Communication Research*, 2001  
*Communication Theory*, 2001, 2007  
*Communication Reports*, 2001, 2004

## **Conferences and Conventions**

Outstanding Book and Article Award Committee, Health Communication Division, National Communication Association, 2005  
Bylaws Committee Member, Health Communication Division, National Communication Association, 2004  
Nominations Committee Chair, Health Communication Division, International Communication Association, 2001  
Panel Chair, Health Communication Division, National Communication Association, 2004  
Panel Chair, Social Cognition Division, National Communication Association, 1999  
Panel Chair, Health Communication Division, International Communication Association, 2001  
Paper Reader, Health Communication Division, International Communication Association, 1999, 2000  
Paper Reader, Health Communication Interest Group, Central States Communication Association, 1997, 1998

## **Service to the University and System**

### *Texas A&M Health Science Center*

Planning Committee for Center Renewal, Center for Community Health Development, School of Rural Public Health, 2008  
Executive Committee Member, Center for Community Health Development, School of Rural Public Health, 2007-present  
Communication Committee Chair, Center for Community Health Development, School of Rural Public Health, 2007-present

### *Texas A&M University*

Preparing Future Faculty Steering Committee, CLLA Representative, 2008.  
College of Liberal Arts University Instruction Committee, 2006-present  
College of Liberal Arts Quality Enhancement Plan Committee, 2006-present  
Center for Teaching Excellence, Graduate Teaching Academy Mentor, 2007, 2008, 2009  
Office of Graduate Studies, Pathways Recruiter, West Texas A&M, 2007

### *University of Missouri-Columbia*

Undergraduate research mentor faculty sponsor (Vicki Rogers), Fall, 2001.  
Interdisciplinary Studies capstone project faculty sponsor (Erin Brussell), Winter, 2001.  
Interdisciplinary Studies capstone project faculty sponsor (Mandy Ploger), Winter, 2001.  
Homecoming royalty committee judge, Fall, 2000.  
Interdisciplinary Studies capstone faculty sponsor (Stephanie Clark), Winter, 2000.  
Civic leaders internship program, undergraduate mentor (Cydney Rabourn), Winter 2000.

### *University of Kentucky*

University of Kentucky Health Service representative, Lexington Community College  
Freshman orientation seminars, July, 1996.

## **Service to the Department**

### *Texas A&M University*

Director of Graduate Studies, 2009-present  
Advisory Committee, 2009-present  
Roadmap Committee, 2008-2009  
Faculty Coordinator, Alumni Advisory Board, 2007-present  
Coordinator, Department of Communication Initiative to Enhance Undergraduate Education, 2006-present  
Undergraduate Curriculum Committee Chair, 2006-present  
Diversity Committee, 2005-2007  
Graduate Affairs Committee, 2002-2007, 2008-present  
Adopt-a-School Program, 2003-present  
Telecommunication Media Studies planning committee, 2002-2003  
Search Committee, Telecommunications Media Studies, 2003 (one position)  
Search Committee, Telecommunications Media Studies, 2004 (two positions)  
Search Committee, Telecommunications Media Studies, 2005 (one position)  
Search Committee, Organizational Communication, 2006 (one position)

Search Committee, Health Communication, 2007 (one position)  
Search Committee, Health Communication, 2008 (two positions)

*University of Missouri-Columbia*

Graduate recruiting committee, 2001, 2002.  
Ad-hoc research committee, 2001.  
Budget and planning, 2000, 2001.  
Recorder of faculty meeting minutes, 2000.  
Undergraduate admissions and awards committee, 1999.  
Faculty and staff awards committee, 1999.