

Michael D. BASIL

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August 31, 2009

Education

A.B., San Diego State University, Psychology (Minor: English; Foreign Language: Italian), May 1982
M.A., San Francisco State University, Psychology (Social), May 1985
Thesis: Persuasion: A cognitive analysis
A.M., Stanford University, Communication research, June 1988
Project: Primary news source cohort effects
Ph.D., Stanford University, Communication research (Minor: Psychology), June 1992
Dissertation: Modality-specific attention and memory for television scenes

Teaching

Stanford University, Communication Department

Teaching assistant. Summer 1987 to Spring 1991

Courses: Broadcast journalism; Communication, society, & technology; Mass communication & society; Multivariate statistics [Graduate]; Press ethics; Radio & TV production.

Instructor. Winter 1989, Winter 1990

Course: Computer statistical analysis [Graduate level]

University of Hawaii, Department of Speech

Assistant Professor. Aug. 1991 to Aug. 1994

Courses: Communication campaigns, Communication theory, Group decision making, Introduction to speech, Message processing seminar [Graduate level], Persuasion, Public speaking, Research methods

Master's theses: Member: Waters (1993); Chair: Letta (1994), Timperley (1994)

University of Denver, Department of Mass Communications and Journalism

Assistant Professor. Sep. 1994 to Aug. 1999;

Associate Professor (awarded tenure). Sept. 1999 to June 2000

Courses: Mass communication effects [Undergraduate and Graduate], Mass communication theory [Graduate level], Politics and the mass media, Psychology and the media, Research methods [Undergraduate and Graduate].

Courses developed: Psychology and the media [Social sciences core]

Master's theses: Member: Hosking (1995);

Outside member: Emery [history] (1999), McNamara [history] (2000)

University of Colorado, Boulder, Marketing Department

Lecturer. Spring 1998, *Course:* Research methods

University of Lethbridge, Lethbridge, Canada, Faculty of Management

Associate Professor of Marketing (awarded tenure April 2002). July 2000 to June 2005;

Acting Associate Dean of Graduate Studies and Research. July 2003 to June 2005;

Professor of Marketing. July 2005 to present.

Courses: Advertising, Research methods [Undergraduate and Graduate], Marketing management.

Teaching

Master's theses:

Member: Bello (2001), Steinke (2001), McCulloch [Education] (2005)

Supervisor: Mardien (2002), Risse (2003), Zhao (2005), Aspen (2009)

University of Wollongong, Wollongong, NSW, AUSTRALIA, Faculty of Commerce

Visiting Professor. July – Dec 2008

Courses: Public relations strategy [Undergraduate], Interactive public relations [Graduate]

Media production

Radio, film, video, and web design.

Television student director. Santa Clara R.O.P. San Jose, CA. Sep. 1974 to June 1975.

Radio disc jockey. KFJC. Los Altos Hills, CA. Sep. 1976 to June 1977.

Location scout and cameraperson, "Switchbacks." Paul Bruce Productions, LA, CA, July 1984.

Rough cut editor "The Edge of History." Educational Film & Video. Berkeley, CA, 1984-1985.

Video Cameraperson, "The John Muir Trail 1988." Paul Bruce Productions. Summer 1988.

Video editor, "From Clay Street to the Farm." Stanford Medical Alumni Assn., CA. 1989.

Web page design. University of Denver & University of Lethbridge. 1994-2002.

Director, "Japanese Love Hotels." DVD for *Consumption, Markets and Culture*. 2006.

Professional development

Teaching seminars. University of Hawaii. Sep. 1991.

Tobacco Use Prevention Summer Institute, Albuquerque, NM, June 15-20, 1997.

Teaching retreat. University of Lethbridge. Aug. 2000.

AMA Faculty Consortium on E-Commerce, College Station, TX, July 14-17, 2001.

Teaching retreat. University of Lethbridge. Aug. 2002.

Getting the Most out of Course Outlines. University of Lethbridge. Jan. 20, 2004.

Teaching retreat. University of Lethbridge. Aug. 2004.

Issues in Testing: An Informal Question-and-Answer Session, Nov. 5, 2004

Teams in the Classroom: The Good, the Bad, and the Ugly, Mar. 4, 2005

A Professional Code of Conduct for Students? Apr. 1, 2005.

A Clash of Styles: Implications for Faculty Teaching, Nov. 24, 2006.

Getting Students Involved in Community and Non-profit Organizations, March 30, 2007.

The Seven Deadly Sins of Assessment, Nola Aitken, Nov 14, 2007.

What's Right and What's Wrong About Multiple Choice Tests, Gordon Joughin, Nov 5, 2008.

Team-based learning and the Integrative Learning Experience, Larry Michaelson, May 27, 2009.

Aligning Exams with Subject Learning Outcomes, June 16, 2009.

Research experience

Research assistant. Dr. Jerome Sattler. San Diego State University. Sep. 1980 to June 1982.

Reviewed articles for *Assessment of Children's Intelligence and Special Abilities (2nd Ed.)*.

Statistical analyses. American Electronics Association. Jan. 1987. I conducted an analysis of engineers' salaries. This was as a baseline for pay equity analysis.

Statistical analyses. American Cancer Society (North S.F. Bay, CA). Feb. 1987.

Evaluation of a coupon and in-store sample cancer-prevention nutrition campaigns.

Research

- Research assistant. Dr. David Altman. Stanford Center for Research in Disease Prevention. June 1989. Data analysis of cigarette and alcohol advertising in magazines and on billboards.
- Research assistant. Dr. Beth Howard-Pitney. Stanford Center for Research in Disease Prevention. Sep. 1989 to Mar. 1991. Evaluated a suicide-prevention curriculum in Zuni, New Mexico.
- Research assistant. Dr. Byron Reeves. Stanford University. Winter 1991. Prepared a study to examine children's understanding of still shots in toy commercials for ABC TV.
- Visiting scholar. Porter Novelli, Research Department, Washington, DC. Summer 1996. Conducted analyses of four health behaviors -- smoking, drinking, eating, and exercise -- for Porter Novelli's 1995 "HealthStyles" social marketing project.
- Fellow. Centers for Disease Control and Prevention, Atlanta, GA. Summer 1998. Analyzed "HealthStyles" social marketing data for the Division of Nutrition and Physical Activity.
- Senior Fellow. Centers for Disease Control and Prevention, Atlanta, GA. Oct. 1999 to Sep. 2000. Analysis of social marketing data, Division of Nutrition and Physical Activity.
- Visiting Professorial Fellow. Centre for Social Marketing Research, University of Wollongong, Wollongong, NSW AUSTRALIA, Jan – June 2009.

Research*Refereed publications*

1. Basil, M. D. (1990). Primary news source changes: Question wording, availability, and cohort effects. *Journalism Quarterly*, 67, 708-722.
2. Basil, M. D., Schooler, C., Altman, D. G., Slater, M., Albright, C. L., & Maccoby, N. (1991). How cigarettes are advertised in magazines: Special messages for special markets. *Health Communication*, 3, 75-91.
3. Altman, D. G., Schooler, C. & Basil, M. D. (1991). Alcohol and cigarette advertising on billboards. *Health Education Research*, 6, 487-490.
4. Reeves, B., Newhagen, J., Maibach, E., Basil, M., & Kurz, K. (1991). Negative and positive television messages: Effects of message type and context on attention and memory. *American Behavioral Scientist*, 34, 679-694.
5. Howard-Pitney, B., LaFromboise, T. D., Basil, M., September, B., & Johnson, M. (1992). Psychological and social indicators of suicide ideation and suicide attempts in Zuni adolescents. *Journal of Consulting and Clinical Psychology*, 60, 473-476.
6. Basil, M. D. (1994). Multiple resource theory I: Application to television viewing. *Communication Research*, 21, 177-207.
7. Basil, M. D. (1994). Multiple resource theory II: Empirical examination of modality-specific attention to television scenes. *Communication Research*, 21, 208-231.
8. Basil, M. D. & Brown, W. J. (1994). Interpersonal communication in news diffusion: A study of "Magic" Johnson's announcement. *Journalism Quarterly*, 71, 305-320.
9. Aune, R. K. & Basil, M. D. (1994). A relational obligations explanation for the foot-in-the-mouth effect. *Journal of Applied Social Psychology*, 24, 546-556.
10. Brown, W. & Basil, M. (1995). Media celebrities and public health: Responses to "Magic" Johnson's HIV disclosure and its impact on AIDS risk and high-risk behaviors. *Health Communication*, 7, 345-370.
11. Basil, M. D. (1996). Identification as a mediator of celebrity effects. *Journal of Broadcasting and Electronic Media*, 40, 478-495.

Research

12. Basil, M. D. (1996). Tobacco: Co-opting our public health. *Journal of Health Communication, 1*, 399-413.
13. Schooler, C., Basil, M. D., & Altman, D. G. (1996). Alcohol and cigarette advertising on billboards: Targeting with social cues. *Health Communication, 8*, 109-129.
14. Basil, M. D. (1997). The danger of cigarette "special placements" in film and television. *Health Communication, 9*, 189-196.
15. Basil, M. D. & Brown, W. J. (1997). Marketing AIDS prevention: The differential impact hypothesis versus identification effects. *Journal of Consumer Psychology, 6*, 389-411.
16. Vincent, R. C., & Basil, M. D. (1997). College students' news gratifications, media use, and current events knowledge. *Journal of Broadcasting and Electronic Media, 41*, 380-392. Reprinted in: Janice Hanson & David J. Maxcy (Eds). *Sources: Notable Selections in Mass Media, Second Edition*. Duskin. ISBN: 0-07-303182-8.
17. Lang, A. & Basil, M. D. (1998). Attention, resource allocation, and communication research: What do secondary reaction task reaction times measure, anyway? In M. E. Roloff (Ed.), *Communication Yearbook, Volume 21* (pp. 443-473). Newbury Park, CA: Sage.
18. Glanz, K., Basil, M., Maibach, E. Goldberg, J. & Snyder, D. (1998). Why Americans eat what they do: Taste, nutrition, cost, convenience, and weight control concerns as influences on food consumption. *Journal of the American Dietetic Association, 98*, 1118-1126.
19. Slater, M. D., Basil, M. D., & Maibach, E. W. (1999). A cluster analysis of alcohol-related attitudes and behaviors in the U.S. population. *Journal of Studies on Alcohol, 60*, 667-674.
20. Basil, M. D., Basil, D. Z., & Schooler, C. (2000). Cigarette advertising to counter New Year's resolutions. *Journal of Health Communication, 5*, 161-174.
21. Basil, M. D., Brown, W. J. & Bocarnea, M. C. (2002). Differences in univariate values versus multivariate relationships: Findings from a study of Diana, Princess of Wales. *Human Communication Research, 28*, 501-514.
22. Brown, W. J., Basil, M. D., & Bocarnea, M. (2003). The influence of famous athletes on health beliefs and practices: Mark McGwire, child abuse prevention, and androstenedione. *Journal of Health Communication, 8*, 41-57.
23. Brown, W. J., Basil, M. D., & Bocarnea, M. (2003). Social influence of an international celebrity: Responses to the death of Princess Diana. *Journal of Communication, 53*, 587-605.
24. Deshpande, S., Basil, M., Basford, L. Thorpe, K., Piquette-Tomei, N. Droessler, J., Cardwell, K., Williams, R. & Bureau, A. (2005). Promoting alcohol abstinence among pregnant women: Potential social change strategies. *Health Marketing Quarterly, 23* (2), 45-68.
25. Basil, M. D. & Basil, D. Z. (2006). The marketing market: A study of PhD supply, demand, hiring institutions, and job candidates. *Journal of Business Research, 59*, 516-523.
26. Basil, D. Z., Ridgway, N. M., & Basil, M. D. (2006). Guilt appeals: The mediating effect of responsibility. *Psychology and Marketing, 12*, 1035-1054.
27. Basil, M. (2007). Japanese love hotels: A photo essay. *Consumption, Markets, and Culture, 10*(2), 189-202. Accompanying video on DVD, R. Belk & R. Kozinets (Eds).
28. Basil, D. Z., Ridgway, N. M., & Basil, M. D. (2008). Guilt and giving: A process model of empathy and efficacy. *Psychology and Marketing, 25*, 1-23.
29. Basil, M. D. & Basil, D. Z. (2008). The marketing market: Matching academic hiring institutions and job candidates. *Journal of Marketing Education, 30*, 138-149.

Research

30. Lavack, A. M., Magnuson, S. L., Deshpande, S., Basil, D. Z., Basil, M. D., & Mintz, J. (2008). Enhancing occupational health and safety in young workers: The role of social marketing. *International Journal of Nonprofit & Voluntary Sector Marketing*, 13, 193-204.
31. Deshpande, S., Basil, M. D. & Basil, D. Z. (2009). Factors influencing healthy eating habits among college students: An application of the Health Belief Model. *Health Marketing Quarterly*, 26, 145-164.
32. Basil, M. D., Basil, D. Z. & Deshpande, S. (2009). A comparison of consumers and dieticians: Nutrition focus, food choice, and mental accounting. *Journal of Nonprofit and Public Sector Marketing*, 21, 283-297.
33. Basil, D., Runte, M., Basil, M. & Usher, J. (in press, accepted Sep 2008). Company support for employee volunteerism: Does size matter? *Journal of Business Research*.

Book chapters and other academic publications

1. Basil, M., Schooler, C. & Reeves, B. (1991). Positive and negative political advertising: Effectiveness of ads and perceptions of candidates. In Biocca, F. (Ed.), *Television and political advertising, Volume 1: Psychological processes* (pp. 245-262). Hillsdale, NJ: Lawrence Erlbaum.
2. Brown, W. J. & Basil, M. D. (1993). Celebrity appeal for AIDS prevention: Lessons for Japan from the U.S. news media. *Human Communication Studies* (Communication Association of Japan), 21, 64-90.
3. Basil, M. D. (1994). Secondary reaction-time measures. In A. Lang (Ed.), *Measuring psychological responses to media messages* (pp. 85-98). Hillsdale, NJ: Lawrence Erlbaum.
4. Basil, M. D. (1996). Standpoint: The use of student samples in communication research. *Journal of Broadcasting and Electronic Media*, 40, 431-440.
5. Basil, M. (1999). Unresearched assumptions in the MacBride Report. In R. C. Vincent, K., Nordenstreng & M. Traber (Eds.), *Towards equity in global communication: MacBride update* (pp. 223-232). Cresskill, NJ: Hampton Press.
6. Basil, M. D. (2001). Teaching and modeling ethics in social marketing. In A. Andreasen (Ed.), *Ethical issues in social marketing* (pp. 184-200). Washington, DC: Georgetown University Press.
7. Brown, W. J., Bocarnea, M. C., & Basil, M. D. (2002). Fear, grief, and sympathy responses to the attacks. In B. Greenberg (Ed.), *Communication and terrorism: Public and media responses to 9/11* (pp. 245-259). Cresskill, NJ: Hampton Press.
8. Basil, M. D. & Brown, W. J. (2004). Magic Johnson and Mark McGwire: The power of identification with sports celebrities. In L. Kahle (Ed.), *Sports marketing and the psychology of marketing communications* (pp. 159-171). Mahwah, NJ: Lawrence Erlbaum.
9. Basil, M., Deshpande, S., Usher, J., & Basil, D. (2005). Fast food business strategies: Responding to nutritional concerns and competition. *ICFAI Journal of Business Strategy*, 2(4), 24-31.
10. Deshpande, S. & Basil, M. (2006). Lessons from research on social marketing for mobilizing adults for positive youth development. In E. G. Clary & J. E. Rhodes (Eds.) *Mobilizing adults for positive youth development: Strategies for closing the gap between beliefs and behaviors* (pp 211-231). New York: Springer.

Research

11. Basil, M. D. (2008). Marketing AIDS prevention: An application of social marketing. In A. Sargent & W. Wymer (Eds.), *The Routledge Companion to Nonprofit Marketing* (pp. 347-357). Oxon, England: Routledge.
12. Basil, M. D. & Basil, D. Z. (in press, accepted June 2008). Reflections on ultra-fine dining. In A. Lindgreen, J. Vanhamme & M. Beverland (Eds.), *Memorable Customer Experiences*. Aldershot, UK: Gower.
13. Alden, D., Basil, M. D., & Deshpande, S. (forthcoming). Communications in social marketing. In G. Hastings, C. Bryant & K. Angus (Eds.), *Sage Handbook of Social Marketing*. Thousand Oaks, CA: Sage.
14. Basil, M. D. (forthcoming). Effects of social marketing: Potential and limitations. In E. Scharrer (Ed.), *Media Effects/Media Psychology*. Wiley-Blackwell.

Refereed conference proceedings

1. Basil, M. D., Basil, D. Z., Maibach, E. W. & Slater, M. D. (1997). Low fat eating, dieting, and exercise: A cluster analysis. *1997 Innovations in Social Marketing Conference Proceedings*, 71-75. Poster presented to the Innovations in Social Marketing Conference, Boston, MA, June 1997.
2. Basil, M. D. (1998). Cigarette advertising: Speculation on a theory and some empirical support. In M. C. Campbell and K. A. Machleit (Eds.), *1998 Winter Conference Proceedings of the Society for Consumer Psychology*, 78-84. Paper presented to the Society for Consumer Psychology, Austin, TX, Feb. 1998.
3. Basil, M. D. (1998). Cigarette warning labels: Detection, risk perceptions and advertising effects. In A. Andreasen, A. Simonson & N. Smith (Eds.), *1998 American Marketing Association Marketing and Public Policy Conference*, 8, 54-61. Paper presented to the American Marketing Association Marketing and Public Policy Conference, Washington, DC, June 1998.
4. Basil, M. D. (1999). Tobacco promotion strategies and their effects. In M. Viswanathan, L. Compeau, & M. Hastak (Eds.), *Society for Consumer Psychology 1999 Winter Conferences Proceedings*, 117-118. Paper presented to the Society for Consumer Psychology, St. Petersburg, FL, Feb. 1999.
5. Basil, M. D., Basil, D. Z. with Balaram, M., Bidappa, R., Blake, S., Craig, M., Darr, R., Davis, A., Keerins, M., Newman, C., O'Shea, R., Protz-Sanders, C. Savci G. (2001). Celebrity publicity effects: Attitudinal versus behavioral outcomes. *Society for Consumer Psychology 2001 Winter Conference Proceedings*, 154-158. Poster presented to the Society for Consumer Psychology, Scottsdale, AZ, Feb. 2001. ["with" were graduate students]
6. Basil, D. Z., Malina, M., Stone, M & Basil, M. D. (2001). Cause-related marketing: Consumer perceptions of corporate motivations. *Society for Consumer Psychology 2001 Winter Conference Proceedings*, 101-105. Paper presented to the Society for Consumer Psychology, Scottsdale, AZ, Feb 2001.
7. Basil, M. D. (2001). The film audience: Theater versus video consumers. *Advances in Consumer Research*, 28, 349-352. Paper presented to the Association for Consumer Research, Salt Lake City, UT, Oct. 2001.
8. Basil, D. Z. and Basil, M. D. (2003). Toward an understanding of fit: Effects of association and complementarity in cause-related marketing alliances. *Marketing Communication and*

Research

- Consumer Behavior 2003 Proceedings (La Londe Seminar)*, 161-174. Paper presented to the La Londe Seminar, La Londe des Mares, FRANCE, June 2003.
9. Basil, M. D. & Maibach, E. (2004). Obesity: Government definitions versus self-identity on consumer attitudes, perceptions, and behaviors. *Advances in Consumer Research*, 31, 459-460. Special session for the ACR Conference, Toronto, CANADA, Oct. 2003.
 10. Basil, D. Z., Basil, M. D. & Mardien, N. (2004). A Test of the robustness of cause-related marketing. *Proceedings of the Society for Consumer Psychology 2004 Winter Conference*, 133-138. Paper presented to the Society for Consumer Psychology, San Francisco, CA, Feb. 2004. [Mardien was an MSc student]
 11. Basil, M. D. (2004). Predictors of bicycling: A comparison of individual and social-level factors. *Marketing and Public Policy: Research Reaching New Heights Proceedings*, 206-208. Paper presented to the American Marketing Association Marketing and Public Policy Conference, Salt Lake City, UT, June 2004.
 12. Basil, D., Deshpande, S., & Basil, M. (2004). Nutrition labels: The effect of label length and health concerns on decision quality and search time. *Marketing and Public Policy: Research Reaching New Heights Proceedings*, 80-82. Paper presented to the American Marketing Association Marketing and Public Policy Conference, Salt Lake City, UT, June 2004.
 13. Basil, M. D. (2008). Japanese love hotels: Protecting privacy for private encounters. *Proceedings of the European Association for Consumer Research*, 8, 505-510. Paper presented to the European Association for Consumer Research, Milan, ITALY.

Book reviews

1. Basil, M. D. (1995). Review of *Tendencies and Tensions of the Information Age*, by J. R. Schement & T. Curtis. *Journalism and Mass Communication Quarterly*, 72, 755.
2. Basil, M. D. (1998). Review of *The cigarette papers*, by S. Glantz, J. Slade, L. A. Bero, P. Hanauer, & D. E. Barnes. *Journal of Health Communication*, 3.

Popular press publication

- Basil, M. (1996, Feb. 9). Public sees beyond politicians' principles. *Rocky Mountain News*, 40A.

Refereed conference presentations

1. Reeves, B., Newhagen, J., Maibach, E., Basil, M., & Kurz, K. (1989, May). Negative and positive messages: Effects of message type and message context on attention and memory. Paper presented to the International Communication Association, San Francisco, CA.
2. Basil, M. D. (1989, Aug.). Primary news source: Question wording, cohort, and displacement effects. Paper presented to the Association for Education in Journalism and Mass Communication. Washington, DC. [ERIC 309-476]
3. Basil, M. & Schooler, C. (1990, June). How cigarettes are sold in magazines: Special messages for special markets. Paper presented to the International Communication Association, Dublin, IRELAND. [ERIC 321-322]
4. Schooler, C., Basil, M. D. (1990, June). Cigarette and alcohol advertising on billboards: Targeting with social cues. Paper presented to the International Communication Association, Dublin, IRELAND. [ERIC 321-323]

Research

5. Basil, M. D. (1990, Aug.). Examinations of process: A practical guide. Paper presented to the Association for Education in Journalism and Mass Communication, Minneapolis, MN. [ERIC 322-558]
6. Basil, M. D. (1991, May). Message processing from psychology to communication. Paper presented to the International Communication Association, Chicago, IL. [ERIC 334-608]
7. Basil, M. D. (1991, May). Time and process in message processing research. Paper presented to the International Communication Association, Chicago, IL. [ERIC 333-522]
8. Maibach, E., Flora, J., & Basil, M. (1991, May). AIDS preventative behavior change in response to video modeling. Paper presented to the International Communication Association, Chicago, IL.
9. Pierson, R., Maibach, E., Flora, J., & Basil, M. (1991, May). The role of issue involvement and perceived risk for HIV prevention among women. Paper presented to the International Communication Association, Chicago, IL.
10. Basil, M. & Melwani, G. (1991, Aug.). Secondary tasks as a measure of processing limitations: The role of features and content. Paper presented to the Association for Education in Journalism and Mass Communication, Boston, MA.
11. Basil, M. D. (1992, May). Attention to and memory for audio and video information in television scenes. Paper presented to the International Communication Association, Miami, FL. [ERIC 347-592]
12. Basil, M. D. (1992, May). A "new world" of media effects. Paper presented to the International Communication Association, Miami, FL. [ERIC 346-538]
13. Brown, W. J. & Basil, M. D. (1992, June). Celebrity appeal for AIDS prevention: Lessons for Japan from the U.S. news media. Paper presented to the Communication Association of Japan, Tokyo, JAPAN.
14. Basil, M. D., Brown, W. J. & Haraguchi, G. Y. (1992, Aug.). Interpersonal communication in news diffusion: A study of "Magic" Johnson's announcement. Paper presented to the Association for Education in Journalism and Mass Communication, Montreal, CANADA. [Haraguchi was an undergraduate student]
15. Basil, M. D. (1992, Nov.). At the intersection of mass and interpersonal communication. Paper presented to the Speech Communication Association, Chicago, IL.
16. Basil, M. D. (1993, May). Targeting: Ethnic match versus production quality effects on the evaluation of drug abuse messages. Paper presented to the International Communication Association, Washington, DC.
17. Brown, W. J. & Basil, M. D. (1993, May). Impact of the "Magic" Johnson story on AIDS prevention. Paper presented to the International Communication Association, Washington, DC.
18. Basil, M. D. (1994, Jan.). Unresearched assumptions in the MacBride Report. Paper presented to the MacBride Round Table Meeting, Honolulu, HI.
19. Basil, M. D. (1994, July). Identification as a mediator of celebrity effects. Paper presented to the International Communication Association, Sydney, AUSTRALIA.
20. Basil, M. D., Melwani, G., Lipton, S. & Ulibas, M. (1994, July). Effects of attractiveness and success cues in ratings of personal ads. Paper presented to the International Communication Association, Sydney, AUSTRALIA [Lipton and Ulibas were undergraduate students]

Research

21. Basil, M. D. & Brown, W. J. (1994, July). A critical test of the impersonal versus differential impact hypothesis on concern about AIDS. Paper presented to the International Communication Association, Sydney, AUSTRALIA.
22. Basil, M. D. (1995, May). Identification effects in persuasion. Paper presented to the International Communication Association, Albuquerque, NM.
23. Basil, M. D., & Thompson, M. (1995, May). Comparison of two measures of television viewer activity. Paper presented to the International Communication Association, Albuquerque, NM.
24. Basil, M. D., & Schooler, C. (1995, Oct.). Cigarette advertising to counter New Year's resolutions? Poster presented to the American Public Health Association, San Diego, CA.
25. Basil, M. D. (1996, May). Real-time and on-line indices of message elaboration. Paper presented to the International Communication Association, Chicago, IL.
26. Lang, A. & Basil, M. D. (1996, May). What do secondary task reaction times measure anyway? Paper presented to the International Communication Association, Chicago, IL.
27. Basil, M. D., Basil, D. Z., & Schooler, C. (1997, Feb.). Cigarette advertising to counter New Year's resolutions. Poster presented to the American Marketing Association, Winter Educator's Conference, St. Petersburg, FL.
28. Basil, M. D. (1997, May). Cigarette advertising and biases in estimates of smoking prevalence. Paper presented to the International Communication Association, Montreal, CANADA.
29. Klingle, R., & Basil, M. D. (1997, May). Chain letters and AIDS prevention: Source and message framing effects. Paper presented to the International Communication Association, Montreal, CANADA.
30. Slater, M. D., Basil, M. D., & Maibach, E. W. (1997, July). An empirical typology of alcohol use in the general population: Characterizing the range of normal. Poster presented to the Research Society on Alcoholism, New York, NY.
31. Basil, M. D. (1997, Oct.). Alternative visions for NWICO: An historical and comparative evaluation. Paper presented to the MacBride Round Table Meeting, Boulder, CO.
32. Basil, M. D. (1997, Nov.). Cigarette advertising and biases in estimates of smoking prevalence. Paper presented to the National Communication Association [Speech Communication Assn.], Chicago, IL.
33. Basil, D. Z., Nakamoto, K., Ridgway, N., & Basil, M. (1998, Feb.). Charitable donations: The role of guilt, empathy, ad match, and cognitions. Paper presented to the 1998 Society for Consumer Psychology. Abstract In M. C. Campbell and K. A. Machleit (Eds.), 1998 *Winter Conference Proceedings of the Society for Consumer Psychology*, 88.
34. Basil, M. D. & Wirth, M. O. (1998, May). Uses and gratifications effects in cable viewing. Poster presented to the National Cable Television Association Academic Conference, Atlanta, GA.
35. Basil, M. D. & Brown, W. J. (1998, May). Magic Johnson and AIDS: The power of identification with a sports celebrity. Paper presented to the Advertising and Consumer Psychology conference, Portland, OR.
36. Basil, M. D., Flora, J. A., & Maibach, E. W. (1998, July). Television viewing and health behaviors: Unpacking the "couch potato" effect. Paper presented to the International Communication Association, Jerusalem, ISRAEL.

Research

37. Aune, R. K., & Basil, M. D. (1998, July). Another look at computer-mediated communication: The mediation model of communication. Paper presented to the International Communication Association, Jerusalem, ISRAEL.
38. Brown, W. J., Basil, M. D., & Bocarnea, M. C. (1998, July). Responding to the death of Princess Diana: Audience involvement with an international celebrity. Paper presented to the International Communication Association, Jerusalem, ISRAEL.
39. Basil, M. D., & Brown, W. J. (1999, May). Differences in sample means versus differences in sample correlations: Findings from a study of Princess Diana. Paper presented to the International Communication Association, San Francisco, CA.
40. Brown, W. J., Basil, M. D., & Bocarnea, M. C. (1999, May). Involvement with an American role model: Mark McGuire's influence on public opinion toward two health issues. Poster presented to the International Communication Association, San Francisco, CA.
41. Basil, M. D., Maibach, E. W. & Basil, D. Z. (1999, Oct.). People's compensatory behaviors: Low fat eating, dieting, and exercise. Poster presented to the Association for Consumer Research, Columbus, OH.
42. Basil, M. D. (2000, Feb.). Advertising skepticism, faith, and consumption behaviors. Paper presented to the Society for Consumer Psychology, Phoenix, AZ. Abstract in *Society for Consumer Psychology 2000 Winter Conference Proceedings*, 10.
43. Basil, M. D. (2000, June). Managerial and strategic approaches to establishing a marketing orientation in social change organizations. Introduction to the special session at the Innovations in Social Marketing conference, Washington, DC. Abstract in *Social Marketing Quarterly*, 6(3), 18.
44. Basil, M. D. (2000, June). The relationship of television viewing on weight perceptions and health behaviors: The 1990 National Youth Risk Behavior Survey. Paper presented to the International Communication Association, Acapulco, MEXICO.
45. Basil, M. D. (2000, June). Presence and communication: Where are we and where do we go from here? Panel presented at the International Communication Association, Acapulco, MEXICO.
46. Basil, D. Z., Ridgway, N. M. & Basil, M. D. (2000, Oct.). Guilt appeals: The effects of responsibility and altruistic norms. Paper presented to the Association for Consumer Research, Salt Lake City, UT. Abstract in *Advances in Consumer Research*, 28, 216.
47. Basil, M. D. (2001, May). Parasocial interaction effects in television viewing. Paper presented to the International Communication Association, Washington, DC.
48. Basil, M. D. (2001, May). The importance of identification in shaping responses to messages. Paper presented to the 2001 Presence Conference, Philadelphia, PA.
49. Basil, M. D. (2001, May). Virtual versus brick and mortar shopping: Some important determinants of customer choice for future research. Poster presented to the 2001 Advertising and Consumer Psychology Conference, Seattle, WA.
50. Basil, M. D. (2001, May). Communication research and policy problems: Lessons from the real world. Special session at the International Communication Association conference, Washington, DC.
51. Brown, W. J., Bocarnea, M. C., & Basil, M. D. (2001, Nov.). Public responses to the terrorist attacks on the U.S. Paper presented to the National Communication Association, Atlanta, GA.

Research

52. Basil, M. D., Basil, D. Z., & Osborn, A. G. (2002, Feb.). Marketing marketing: A study of job ads, hiring institutions, and job candidates. Special session for the 2002 AMA Winter Marketing Educators' Conference, Austin, TX. Abstract in *2002 AMA Winter Marketing Educators' Conference Proceedings*, 13, 531-532. [Osborn was an undergraduate student].
53. Selinger, M. & Basil, M. (2003, Feb.). The effects of production budget, critics' ratings and award nominations on film attendance. Poster presented to the Society for Consumer Psychology, New Orleans, LA. Abstract in *Society for Consumer Psychology Winter Conference Proceedings*, 52-53. [Selinger was an undergraduate student]
54. Basil, D. Z., Basil, M. D. & Weber, D. (2004, Feb.). Nurture, religiosity and appearances: The effect of personality traits on responses to corporate philanthropy. Paper presented to the Society for Consumer Psychology, San Francisco, CA. Abstract in *Proceedings of the Society for Consumer Psychology 2004 Winter Conference*, 155-156.
55. Basil, M. D. & Basil, D. Z. (2005, Jan.). New insights into cancer risk estimates from the 2003 HINTS survey. Presented to the HINTS Data Users Conference, St. Petersburg, FL.
56. Basil, M. D., Weber, D. & Basil, D. Z. (2005, Jan.). Comparing the 2003 HINTS and 1995-2002 HealthStyles Surveys. Poster presented to the HINTS Data Users Conference, St. Petersburg, FL.
57. Basil, D., Basil, M & Deshpande, S. (2005, June). Nutrition labels: The effect of specific health concerns on decision quality and decision time. Paper presented to the American Marketing Association Marketing and Public Policy Conference, Washington, DC. Abstract in *2005 Marketing and Public Policy Proceedings*, 23-24.
58. Basil, M., Basil, D & Deshpande, S. (2006, Feb.). Nutrition labels: The effect of specific health concerns on decision quality and decision time. Paper presented to the American Marketing Association Winter Conference, St. Petersburg, FL, Feb. 2006. Abstract in *2006 AMA Winter Marketing Educators' Conference Proceeding*, 89-90.
59. Basil, D., Ridgway, N., & Basil, M. (2006, Feb.). Guilt and giving: A process model. Paper presented to the American Marketing Association Winter Conference, St. Petersburg, FL. Abstract in *2006 AMA Winter Marketing Educators' Conference Proceedings*, 148-149.
60. Lavack, A. M., Magnuson, S., Basil, D. Z., Deshpande, S., Basil, M. D. & Mintz, J. H (2006, October). Using social marketing to improve workplace safety: A qualitative analysis. Paper presented to the 2006 Social Marketing Advanced in Research and Theory Conference Banff, CANADA.
61. Deshpande, S., Basil, M. & Basil, D. (2007, Feb). Factors influencing healthy eating habits among college students: Application of Health Belief Model. Paper presented to the Society for Consumer Psychology, Las Vegas, NV. Abstract in *Proceedings of the Society for Consumer Psychology 2007 Winter Conference*.
62. Basil, M. D. & Basil, D. Z. (2007, Apr.). Marketing marketing: Comparing hiring institutions' and job candidates' views. Paper presented to the Marketing Education Association, San Antonio, TX. Abstract published in the *2007 Marketing Educators' Association Conference Proceedings*.
63. Basil, D. Z., Basil, M. D., Deshpande, S., Lavack, A., Mintz, J & Magnuson, S. (2007, Sept.). Using the parallel process model to assess social marketing communications to young male workers. Paper presented to the National Social Marketing Conference, Oxford, ENGLAND.

Research

64. Basil, M. D. (2007, Dec). Comparing Italian and Canadian farmers' markets: A story of the traditional, modern, and postmodern. Paper presented to the 12th Cross Cultural Research Conference, Honolulu, Hawaii.
65. Basil, M. D. Basil D. Z. & Deshpande, S. (2008, July). A comparison of dieticians and the public: Nutrition focus, food choice, and mental accounting. Paper presented to the 2008 International Nonprofit and Social Marketing Conference, Wollongong, AUSTRALIA.
66. Basil, M. D. (2008, Dec). Marketing applications of Sexual Exchange Theory. Paper presented to the 2008 Australia New Zealand Marketing Academy Conference (ANZMAC), Sydney, AUSTRALIA.
67. Basil, M. D. (2008, Dec). Not consuming meat: A behavioural segmentation of meat avoiders, vegetarians, and vegans. Paper presented to the 2008 International Centre for Anti-consumption Research (ICAR) Symposium, Sydney, AUSTRALIA.

Invited colloquia and talks

1. Attention as a mediating variable in communication (1993, June 2). Department of Speech Communication, Texas A & M University [invited colloquium].
2. Risk reduction: Do sports heroes bring the world together? (1996, Nov 22). World AIDS Day Conference. Westchester County Department of Public Health, NY [invited speaker].
3. Legal and ethical issues in tobacco advertising. (1998, Apr. 25). Kentucky Conference on Health Communication [Invited speaker].
4. Teaching ethics. (1999, Jan. 22). Seminar "Ethical Issues in Social Marketing," Georgetown University [Invited speaker].
5. Celebrity effects in advertising (1999, Oct. 16). Humanities Institute, University of Denver [Colloquium]
6. Social marketing in nutrition (1999, Nov. 4). Denver Metro Food Assistance and Nutrition Education Interagency Committee [Keynote speaker]
7. Social marketing in public relations (2000, Feb. 14). United States Forest Service Public Affairs Meeting [Keynote speaker].
8. The importance of research in social marketing (2004, June 3). Introduction to Social Marketing Workshop. Lethbridge, AB, CANADA.
9. The importance of research in social marketing (2005, June 6). Next Level Social Marketing Workshop. Calgary, AB, CANADA.
10. Enhance Your Community Message and Image with Social Marketing (2006, Mar. 16). Opening Doors Conference, Red Deer, AB.
11. Introduction to Social Marketing. (2007, Oct. 5) Presented with Sameer Deshpande, Alberta Cancer Board, Calgary, AB, CANADA.
12. Using the Extended Parallel Process Model to assess communications to young male workers (2007, Nov. 27). Presentation to Worksafe Communications Directors, Toronto, ON, CANADA.
13. Using the Extended Parallel Process Model for Workplace Safety (2008, Aug 20), University of Wollongong, AUSTRALIA [Graduate Social Marketing seminar]
14. Testing the Extended Parallel Process Model (2008, Sep. 10), University of Wollongong, AUSTRALIA [Faculty colloquium]
15. Social Marketing: More than fear, more than information, and more than health. (2008, Sep. 26), University of Wollongong, AUSTRALIA [Social marketing class]

Research

16. Testing the Extended Parallel Process Model with workplace safety messages (2009, June 8), Edith Cowan University, Perth, AUSTRALIA [Faculty colloquium]

Grants

Funded

- Aune, R. K., Basil, M., Aune, K. S., & Miller, M. (1992). Evaluation of the use of video feedback in public speaking classes. Teaching Enhancement, Univ. of Hawaii, \$4,500.
- Basil, M. D. (1992). The effects of visuals on cigarette advertising. Univ. of Hawaii, \$5,512.
- Basil, M. D. (1997). Effects of visuals on the perceptions of cigarette advertising. Proposal Preparation Fund, University of Denver, \$2,900.
- Lang, A. (2000). Processing PSAs: Production pacing, emotion, and arousal. Center for Substance Abuse Prevention. \$238,746 [consultant].
- Henriksen, L (2004). Effects of pro and anti-smoking cues in stores on craving. State of California, Tobacco-Related Disease Research Program. \$382,040 [consultant].
- Lavack, A., Basil, M., Basil, D. & Deshpande, S. (2006). Using social marketing to increase occupational health and safety. \$98,750 Worksafe BC. [co-investigator].
- Basil, M. D. & Basil, D. Z. (2008). Workplace Safety Appeals: A Cross-Cultural Analysis. SSHRC (Social Sciences and Humanities Research Council of Canada) \$36,000 [PI].

Service

University Service

University of Hawaii

- Curriculum Development, College of Arts & Humanities, Member, Sep 1992-June 1993.
- University of Hawaii at Manoa Writing Program Placement Exam, Reader, May 1993.

Department of Speech

- Colloquium series, Coordinator, Fall-1991-Spring 1991.
- Faculty search committee, Member, Fall 1992.
- Environmental "green" committee, Member, Fall 1991-Summer 1994.
- Computer equipment committee, Member, Fall 1991-Fall 1992; Chair, Fall 1992-Fall 1994.
- Teaching evaluation committee, Member, Fall 1991-Summer 1994.

University of Denver

- SOAR academic advising program, Fall 1996-Summer 1998.
- Search committee, Director of Sponsored Programs, Member, Fall 1998-Winter 1999.
- Search committee, Wellness Director, Member, Spring 1999.
- University Human Subjects Institutional Review Board, Member, Winter 1995-Spring 1998; Chair, Spring 1998-Summer 2000.

Social Sciences Division

- Computer and equipment committee, Member, Fall 1991-Fall 1992; Chair, Fall 1992-Fall 1994.
- Core curriculum committee, Member, Winter 1995-Spring 2000.
- Promotion and tenure committee, Member, Winter 1997.
- Faculty committee, Member, Spring 1999-Winter 2000.

Service

College of Communication

College of Communication Human Subjects Institutional Review Board, Member, Fall 1994-Spring 1996; Chair, Spring 1996-Spring 1998; Member, Spring 1998-Spring 2000.

Student assessment committee, Member, Fall -Winter 1994; Chair, Spring 1997-Spring 2000.

Department of Mass Communications and Journalism Studies

Tenure and promotion committee for Jeff Rutenbeck, Participant, Winter 1995.

Tenure and promotion committee for Margie Thompson, Participant, Winter 1996.

Faculty search committee, Member, Winter 1995, Winter 1996, Winter 1997.

Graduate studies committee, Member, Fall 1994-Summer 1998; Chair, Fall 1998-Spring 2000.

Director of graduate studies, Fall 1998-Spring 2000.

University of Lethbridge

Graduate Studies Council, Member, Fall 2000-Fall 2001; Fall 2002-June 2005.

Graduate Studies Council Executive Committee, Member, Fall 2002-June 2005.

Human Subjects Research (IRB) Committee, Member, Sep. 2001-Sep. 2002; Chair, Sep. 2002-Sep. 2003.

Student Awards Committee, Member, Sep. 2002-Sep. 2003.

Dean's Council, Member July 2003-June 2005.

Dean of Management Search Committee, Member, Aug. 2004 - May 2005.

Grade Appeal Committee, Mar. 2007.

Ingrid Speaker Medal for Distinguished Research Award Committee, July 2007-June 2008.

Faculty of Management

Integrated Management Evaluation Committee (ad hoc), Chair, Jan. 2001 - June 2002.

Masters Program Committee, Member, July 2000-June 2003; Chair, July 2003 - June 2005.

Research Committee, Member, July 2000-June 2002; Chair July 2003 - June 2005; Member Jan. - June 2008.

Salary, Tenure & Promotions Committee, Member, July 2002 - June 2003.

Acting Associate Dean of Graduate Studies and Research, July 2003 - June 2005.

Dean's Search Committee, Sep. 2004 - June 2005.

Faculty of Management Research Retreat, Organizer, May 2004, May 2005.

Executive Committee, Member, July 2001- June 2005, Jan. 2006 - July 2007.

Marketing Area Coordinator. Jan. 2006 - July 2007.

Faculty Search Committee, Member July 2006 - June 2007, July 2007 - June 2008.

Salary, Tenure & Promotions Committee, Area Member, July 2007 - June 2008.

Professional service

Editorial boards

Communication Studies (2002 to present)

Health Communication (2000 to present)

Journal of Broadcasting and Electronic Media (2001 to 2003)

Journal of Communication (1999 to present)

Journal of Health Communication (2006 to present)

Open Business Journal (2008 to present)

Service*Ad hoc journal reviewing**Addiction* - July 2006*Addiction Research & Theory* - Sep. 2006*American Journal of Preventative Medicine* - Mar. & July 2004; Aug. 2005; Apr. & July 2006; Aug. & Sep. 2007; Aug. 2008*Applied Cognitive Psychology* - Jan. 2009*Communication Reports* - Dec. 2000*Communication Research* - Nov. 1994; Mar. 1995; Nov. 1998*Communication Studies* - Aug. 2000; May 2001 [named to Editorial Board in 2002]*Communication Theory* - Jan. 2001; Aug. 2005*Communication Yearbook* - Dec. 2006*Evaluation and Program Planning* – Apr. & Aug. 2008*Health Communication* - Feb. 1998; July & Dec. 1999 [named to Editorial Board in 2000]*Human Communication Research* - May 2001; May 2003; Sep. 2006*Health Education & Behavior* - Apr 2009*International Journal of Nonprofit and Public Sector Marketing* – Feb. 2009*Journal of Advertising* - July 1999; Oct. 2000; Apr., June, Nov. & Dec. 2001; Mar. 2002; Mar. & Sep. 2003; Aug. 2004; May, Oct., & Dec. 2005; Aug. & Dec. 2006; May, June, Oct. & Dec. 2007; Feb. & May 2008; Apr. & May 2009*Journal of Applied Communication Research* - May 2004*Journal of Broadcasting and Electronic Media* - 1994; Feb, May, June & Oct 1995; Jan. 1996; Sep. & Dec 1997; Dec 1998; Apr. & June 1999; 2001 [named to editorial Board in 2001], Mar. & Aug. 2005; Mar. 2006; May & Nov. 2007; July & Dec. 2008; Jan. & May 2009*Journal of Business Research* - Jan. & Sep. 2001*Journal of Communication* - June 1995, Nov. 1999; [named to editorial Board in 1999]*Journal of Consumer Psychology* – Feb. 1996; Jan. 1997*Journal of Economic Psychology* - May 2007; Jan. 2008; June 2009*Journal of Health Communication* - Oct. 1997; Jan. 1998; Sep. 1999; June 2000; Jan. 2001; Sep. 2003; Sep. 2004; Apr., Aug., Sep., & Nov. 2005 [named to Editorial Board in 2006]*Journal of Interactive Marketing* - Apr. 2008*Journal of Marketing Communications* - Aug. 2007; Jan. 2008*Journal of Marketing Education* - Nov. 2008*Journal of Nonprofit and Public Sector Marketing* - Jan. 2007*Journal of Nutrition Education and Behavior* - May 2009*Journalism and Mass Communication Quarterly* - May 1998*Mass Communication & Society* - Jan. & Aug. 2004*Media Psychology* - Sep. 1998; July 1999; Feb. & Sep. 2000; July 2001; Sep. 2002; June 2004; Apr. 2006; Apr., Sep. & Nov. 2007*The Open Political Science Journal* - Sep. 2008*Presence* - June 2002*Public Opinion Quarterly* - Aug. 1998; Aug. 2000*Social Marketing Quarterly* - Sep. & Oct. 1999*Sports Marketing Quarterly* - Apr. 1999

Service

Conference reviewing

Academy of Marketing Science - 1999
Administrative Sciences Association of Canada Conference - 2005, 2006, 2007, 2009
Advertising and Consumer Psychology - 2002
American Marketing Association - 2004, 2005, 2006, 2007
American Marketing Association, Marketing and Public Policy - 2006
American Marketing Association, Marketing Educators' Association - 2008
Association for Consumer Research - 2000, 2001, 2003, 2005, 2006, 2007, 2008, 2009
Association for Consumer Research Asia Pacific Conference - 2006
Association for Consumer Research Latin America Conference - 2008
Assoc. for Education in Journalism and Mass Communication - 1993, 1994, 1995, 1996, 1997
Australia and New Zealand Marketing Association Conference (ANZMAC) - 2008
Cross Cultural Research Conference - 2007
European Association for Consumer Research - 2004, 2007
Hawaii International Conference on Systems Sciences - 1999, 2000
Innovations in Social Marketing - 1999, 2000, 2001
International Communication Assn - 1992, 1993, 1995, 1996, 1997, 1998, 2000, 2001, 2002, 2004
International Non Profit and Social Marketing Conference - 2008
International Centre for Anti-consumption Research [ICAR] - 2008
IPSI - Apr. 2006
La Londe Marketing Seminar - 2003
Marketing Educators Association - 2008, 2009
SMART (Social Marketing Advanced in Research and Theory) - 2004, 2006
Society for Consumer Psychology - 1999, 2000, 2001, 2002, 2003, 2006, 2007
Society for Consumer Psychology Sheth Doctoral Dissertation Competition - 2008, 2009
Western Decision Sciences Institute - 2008

Grant and proposal reviewing

Canadian Tobacco Control Research Initiative (CTCRI) - June 2005, 2007, May 2009
Centers for Disease Control and Prevention (CDC), Office of Health Comm. - July 1999
National Institutes of Health (NIH) - Mar. 2004, Jan. 2005, Mar 2007
National Institutes of Mental Health (NIMH) - Mar. 2001
National Institute of Occupational Safety (NIOSH) - Oct. 1999
Social Sciences and Humanities Research Council of Canada (SSHRC) - Jan. 2001, Feb. 2006
State of California, Tobacco-Related Disease Research - Apr. 2001, 2003, 2004, 2005, 2006, 2007
U.S. Dept. of Health & Human Services, Center for Substance Abuse Prevention - Jan. 1998

Book and book proposal reviewing

Longman Publishers - *Old Media/New Media*, May 1998
McGraw-Hill - *Fundamentals of Media Effects* - Sep. 2000;
Belch & Belch's *Advertising and Promotion*, 1st Canadian Edition - May 2002.
Pearson - Introduction to SPSS book proposal - July 2002;
Marketing Research book proposal - July 2002.
Sage Publications - *The Context and Process of Health communication* [book proposal] - Jan. 1997;
Expanding Social Marketing - Feb. 2005.

Service

External tenure and promotions reviewing

University of Hawaii, Speech Department - Nov. 1999, Oct 2001, Sep. 2006
Colorado State University, Marketing Department - Oct. 2001
University of Regina, Faculty of Administration - Mar. 2006
Washington State University, School of Communication - Sep. 2006

Other professional service

Respondent (1992, May). "Models and media audiences." Information Systems Division, International Communication Association, Miami, FL.
Respondent (1993, May). "Media and memory." Information Systems Division, International Communication Association, Washington, DC.
Chair (1993, May). "Schemas, memory, and message production." Information Systems Division, International Communication Association, Washington, DC.
Member (1995, Oct.). Division secretary nominations committee, Information Systems Division, International Communication Association.
Chair (1995, Nov.). "The role of radio, TV, and film in matters of health and disease." Speech Communication Association, San Antonio, TX.
Chair (1997, May). "News and framing." Mass Communication Division, International Communication Association, Montreal, CANADA.
Chair (1997, May). "Applied cognitive processing." Information Systems Division, International Communication Association, Montreal, CANADA.
Respondent (1998, July). "Advertising systems." Information Systems Division, International Communication Association, Jerusalem, ISRAEL.
Chair (1998, July). "Message Production and Message Reception Systems." Information Systems Division, International Communication Association, Jerusalem, ISRAEL.
Participant (1998, Aug.). Scientific Foundations for Parenting: Preventing Tobacco Use and Substance Abuse expert panel. Center for Disease Control, Office on Smoking and Health and the Center for Substance Abuse Prevention.
Advisory board (1999, Feb. to May), Tobacco Control Portal (www.TobaccoWeek.com).
Respondent (1999, May). "Psychology of storytelling." Information Systems Division, International Communication Association, San Francisco, CA.
Respondent (1999, May). "Tobacco issues." Health Communication Division, International Communication Association, San Francisco, CA.
Member (1999 to 2000), Young scholar award committee, International Communication Association.
Chair (2000, June). Managerial and strategic approaches to establishing a marketing orientation in social change organizations. Innovations in Social Marketing conference, Washington, DC.
Respondent (2000, June). "Communicating Health Risks to Youth". Health Communication Division, International Communication Association, Acapulco, MEXICO.
Chair (2001, Feb.), Young scholar award committee, International Communication Assn.
Program committee (2001, May). Presence 2001, 4th International Workshop.
Chair (2001, June), Communication Research and Policy Problems: Lessons from the Real World. International Communication Association, Washington, DC.

Service

Co-organizer (2003, May – 2004, Sep.). 1st SMART Conference, Kananaskis, CANADA.
Respondent (2006, Feb). "Under-Researched Topics in Consumer Behavior". American Marketing Assn. Winter Academic Conference, St. Petersburg, FL.

Community service

Hawaii Institute for Financial Education, Annual speech contest, Judge, Jan. 24, 1994.
Channel 12 [PBS affiliate], Denver, CO, Survey consultant, Oct. 1994-Mar. 1995.
High speed Internet conference (Intended for Cable System Operators). National Cable Center and Museum and the University of Denver, Denver, CO, Facilitator, May 1998.
Assets for Colorado Youth, Public awareness task force, Social marketing advisor, May 1997-Sept. 1998.
Metropolitan Denver ASSIST (American Stop Smoking Intervention Study), American Cancer Society & Colorado Department of Public Health, Member, July 1997-Nov. 1997; Secretary and Chair of Community Environment (mass media) committee, Dec. 1997-Oct. 1999.
Social marketing training. Denver Metro Food Assistance and Nutrition Education Interagency Committee, Nov. 4, 1999.
Introduction to Social Marketing Workshop. Presented "Research" section and facilitated discussions. Lethbridge, AB, June 3, 2004.
Next Level Social Marketing Workshop. Conference steering committee. Also presented "Introduction to Research." Calgary, AB, June 6-7, 2005.
Social Marketing Workshop: Research and the 4 Ps. Presented and facilitate breakouts with Sameer Deshpande. Alberta Injury Prevention Centre, Edmonton, AB, October 26, 2007.

Media interviews

News interviews with the *Associated Press*, *Reuters*, *National Public Radio*, *USA Today*, *Denver Post* on "Cigarette advertising to counter New Year's resolutions?" Oct. 29-31, 1995.
Interview, "Current Issues in Communication: Politics and the Media." *Jones Cable*, Dec. 1995.
Interview, "Damn Right: A New Way of Looking at News" *TCI Cable*, Feb. 13, 1996.
Interview with John Mintz, *Washington Post*, on cigarette advertising, Apr. 29, 1997.
Interviews w/*USA Today*, *CBS News*, *Wisconsin Public Radio* on film placements, Aug. 25, 1997.
Interviews w/Nichelle Norris, producer, *ABC News*, cigarette placements in films, Aug 27, 1997.
Interview with Kristy Turnquist, *Portland Oregonian*, on cigarette advertising, Feb. 25, 1998.
Interview, Peggy Brown, *Newsday*, "Cigarette advertising: Hooking young people," May 20, 1998.
Interview, *Ottawa Citizen*, Cigarette advertising to counter New Year's resolutions," Dec 29, 2000.
"Cigarette advertising to counter New Year's resolutions" *Bottom Line/Personal*. Feb 26, 2002.
Reexamining role models. *Sporting Kid*. Winter 2007, 12-17.