

Michael D. BASIL

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Education

A.B., San Diego State University, Psychology, May 1982
Minor: English; Foreign Language: Italian
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

Hacienda-La Puente Unified School District, La Puente, CA
Substitute teacher, Feb. – June 1986

Linguarama Language Schools, Tokyo, JAPAN
English as a Second Language (ESL) instructor, June-Sep. 1986

Stanford University, Communication Department
Teaching assistant, Summer 1987-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-Aug. 1994
Courses: Communication campaigns, Communication theory, Group decision making, Introduction to speech, Message processing [Graduate], Persuasion, Public speaking, Research methods
Master's theses: Chair: Letta (1994), Timperley (1994); Member: Waters (1993)

University of Denver, Department of Mass Communications and Journalism
Assistant Professor, Sep. 1994-Aug. 1999;
Associate Professor (awarded tenure June 1999), Sep. 1999-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].
Master's theses: Member: Hosking (1995); Emery [history] (1999), McNamara [history] (2000)

University of Colorado, Boulder, Marketing Department
Lecturer, Spring 1998, *Course*: Research methods

Teaching

University of Lethbridge, Lethbridge, Canada, Faculty of Management

Associate Professor of Marketing (awarded tenure April 2002), July 2000-June 2005;

Professor of Marketing, July 2005-present.

Courses: Advertising, Marketing management, Management field overviews [Graduate],
Research methods [Undergraduate and Graduate], Seminar in Marketing [Graduate],
Social Marketing

Master's theses:

Supervisor: Risse (2003), Zhao (2005), Aspen (2009), Aziz (2011), Wang (2014)

Co-supervisor: Mardien (2002), Wehbe (2012)

Member: Bello (2001), Steinke (2001), McCulloch [Education] (2005), Hanel (2010), Awagu
(2012), Negrutu (2013), Wiebe (2013), Huang (2013), Kogosov (on leave)

Visiting positions:

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

Visiting Professor, July-Dec. 2008; Visiting Professorial Fellow, Jan.-June 2009

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

Other Professional Experience

Media production - Radio, film, video, and web design.

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

Radio disc jockey. KFJC. Los Altos Hills, CA. Sep. 1976-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 Association, 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.

Other Professional Experience

Teaching retreat. University of Lethbridge, Aug. 2009.

Teaching retreat. University of Lethbridge, May 2011.

Research experience

Research assistant. Dr. Jerome Sattler. San Diego State University. Sep. 1980-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 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-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-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.

Visiting Scholar, Grenoble Ecole de Management, Grenoble FRANCE, Jan.-June 2013.

Research

Refereed journal articles

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.

Research

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.
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. (2001). The film audience: Theater versus video consumers. *Advances in Consumer Research, 28*, 349-352.
22. 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.
23. 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.
24. 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.
25. 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.

Research

26. 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.
27. Basil, D. Z., Ridgway, N. M., & Basil, M. D. (2006). Guilt appeals: The mediating effect of responsibility. *Psychology and Marketing*, 12, 1035-1054.
28. 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.).
29. 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.
30. Basil, M. D. & Basil, D. Z. (2008). The marketing market: Matching academic hiring institutions and job candidates. *Journal of Marketing Education*, 30, 138-149.
31. 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.
32. 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.
33. 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.
34. Brown, W. J. & Basil, M. D. (2010). Parasocial interaction and identification: Social change processes for effective health interventions. *Health Communication*, 25, 601-602.
35. Basil, D., Runte, M., Basil, M. & Usher, J. (2011). Company support for employee volunteerism: Does size matter? *Journal of Business Research*, 64, 61-66.
36. Basil, M. D. (2011). Use of photography and video in observational research. *Qualitative Market Research*, 14, 246-257.
37. Basil, M. D. (2012). A history of farmers' markets in Canada. *Journal of Historical Research in Marketing*, 5, 387-407.
38. Basil, M. D. (2012). Coverage of social marketing in the mainstream media. *International Journal of Nonprofit and Voluntary Sector Marketing*, 17, 295-302.
39. Basil, M. D., Basil, D. Z., Deshpande, S. & Lavack, A. (2013). Applying the Extended Parallel Process Model to workplace safety messages. *Health Communication*, 28, 29-39.

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.

Research

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.
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. (2009). Reflections on ultra-fine dining. In A. Lindgreen, J. Vanhamme & M. Beverland (Eds.), *Memorable Customer Experiences* (pp. 135-147). Aldershot, UK: Gower.
13. Alden, D., Basil, M. D., & Deshpande, S. (2011). Communications in social marketing. In G. Hastings, K. Angus & C. Bryant (Eds.), *Sage Handbook of Social Marketing* (pp. 167-177). Los Angeles, CA: Sage.
14. Basil, D. Z., & Basil, M. D. (2012). Introduction to the special issue. *International Journal of Nonprofit and Voluntary Sector Marketing*, 17, 293-294.
15. Basil, M. D. (2012). Multiple Resource Theory. In N. Seel (Ed.), *Encyclopedia of the Sciences of Learning*, (Part 13, pp. 2384-2385). New York: Springer.
16. Basil, M. D. & Witte, K. (2012). Health risk message design using the Extended Parallel Process Model. In Cho (Ed), *Designing Messages for Health Communication Campaigns* (pp. 41-58). Los Angeles, CA: Sage.
17. Basil, M. D. (2013). Effects of social marketing: Potential and limitations. In E. Scharrer (Ed.), *Media Effects/Media Psychology, Vol. 5, Media Effects/Media Psychology* (pp. 552-566). The International Encyclopedia of Media Studies. Boston, MA: Wiley-Blackwell.
18. Basil, M. D. & Witte, K. (2014). Fear Appeals/Extended Parallel Process Model (EPPM). In T. Thompson & J. Golson (Eds.), *Encyclopedia of Health Communication* (pp. 498-500). Los Angeles, CA: Sage.
19. Basil, M. D. (2014). "Mass Media", "Public Health Communication", "Three Communities and Five Cities Projects [Stanford]" and "Uses and gratifications/Parasocial interaction." In T. Thompson & J. Golson (Eds.), *Encyclopedia of Health Communication*. Los Angeles, CA: Sage.
20. Basil, D. Z., & Basil, M. D. (2014). Introduction to the special issue from the World Social Marketing Conference 2013. *Journal of Social Marketing*, 17, 90-93.
21. Basil, M. D. (forthcoming). Examining cherry blossom celebrations in Japan and around the world. In L. White (Ed.), *Commercial Nationalism: Selling the National Story in Tourism and Events*. Channel View. Bristol, UK.
22. Basil, M. D. (in press). Introduction to the special issue. *Journal of Social Marketing*, 5(4).

Research

23. Basil, M. D. (forthcoming). Secondary reaction task times. In J. Matthes (ed.), *Wiley International Encyclopedia of Communication Research Methods*. Wiley-Blackwell.
24. Basil, M. D. (forthcoming). Survey methods. In S. Rundle-Thiele and K. Kubacki (eds). *Formative Research in Social Marketing*. Springer.

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. 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. 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. 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. Society for Consumer Psychology, St. Petersburg, FL, Feb. 1999.
5. Basil, M. D., Basil, D. Z. with Balam, 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. Society for Consumer Psychology, Scottsdale, AZ, Feb. 2001. ["with" were Masters 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. Society for Consumer Psychology, Scottsdale, AZ, Feb. 2001.
7. 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 Consumer Behavior 2003 Proceedings (La Londe Seminar)*, 161-174. La Londe des Mares, FRANCE.
8. 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.
9. 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. Society for Consumer Psychology, San Francisco, CA, Feb. 2004. [Mardien was MSc student]
10. 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. American Marketing Association Marketing and Public Policy Conf., Salt Lake City, UT, June 2004.
11. 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. American Marketing Association Marketing and Public Policy Conference, Salt Lake City, UT, June 2004.

Research

12. Basil, M. D. (2008). Japanese love hotels: Protecting privacy for private encounters. *Proceedings of the European Association for Consumer Research*, 8, 505-510. European Association for Consumer Research, Milan, ITALY.
13. Basil, M. D. (2012, Feb.). Admiration: An important determinant of celebrity effectiveness? 2012 *American Marketing Association Marketing Proceedings*, 23, 229-236. American Marketing Association, St. Petersburg Beach, FL.

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.

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. International Communication Association, San Francisco, CA.
2. Basil, M. D. (1989, Aug.). Primary news source: Question wording, cohort, and displacement effects. Association for Education in Journalism and Mass Communication. Washington, DC.
3. Basil, M. & Schooler, C. (1990, June). How cigarettes are sold in magazines: Special messages for special markets. 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. International Communication Association, Dublin, IRELAND. [ERIC 321-323]
5. Basil, M. D. (1990, Aug.). Examinations of process: A practical guide. 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. International Communication Association, Chicago, IL. [ERIC 334-608]
7. Basil, M. D. (1991, May). Time and process in message processing research. 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. 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. 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. 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. International Communication Association, Miami, FL. [ERIC 347-592]
12. Basil, M. D. (1992, May). A "new world" of media effects. 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. Communication Association of Japan, Tokyo, JAPAN.

Research

14. Basil, M. D., Brown, W. J. & Haraguchi, G. Y. (1992, Aug.). Interpersonal communication in news diffusion: A study of "Magic" Johnson's announcement. 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. 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. International Communication Association, Washington, DC.
17. Brown, W. J. & Basil, M. D. (1993, May). Impact of the "Magic" Johnson story on AIDS prevention. International Communication Association, Washington, DC.
18. Basil, M. D. (1994, Jan.). Unresearched assumptions in the MacBride Report. MacBride Round Table Meeting, Honolulu, HI.
19. Basil, M. D. (1994, July). Identification as a mediator of celebrity effects. 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. International Communication Association, Sydney, AUSTRALIA [Lipton and Ulibas were undergraduate students]
21. Basil, M. D. & Brown, W. J. (1994, July). A critical test of the impersonal versus differential impact hypothesis on concern about AIDS. International Communication Association, Sydney, AUSTRALIA.
22. Basil, M. D. (1995, May). Identification effects in persuasion. International Communication Association, Albuquerque, NM.
23. Basil, M. D., & Thompson, M. (1995, May). Comparison of two measures of television viewer activity. International Communication Association, Albuquerque, NM.
24. Basil, M. D., & Schooler, C. (1995, Oct.). Cigarette advertising to counter New Year's resolutions? Poster. American Public Health Association, San Diego, CA.
25. Basil, M. D. (1996, May). Real-time and on-line indices of message elaboration. International Communication Association, Chicago, IL.
26. Lang, A. & Basil, M. D. (1996, May). What do secondary task reaction times measure anyway? 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. 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. International Communication Association, Montreal, CANADA.
29. Klinge, R., & Basil, M. D. (1997, May). Chain letters and AIDS prevention: Source and message framing effects. 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. Research Society on Alcoholism, New York, NY.
31. Basil, M. D. (1997, Oct.). Alternative visions for NWICO: An historical and comparative evaluation. MacBride Round Table Meeting, Boulder, CO.
32. Basil, M. D. (1997, Nov.). Cigarette advertising and biases in estimates of smoking prevalence. National Communication Association [Speech Communication Association], Chicago, IL

Research

33. Basil, D. Z., Nakamoto, K., Ridgway, N., & Basil, M. (1998, Feb.). Charitable donations: The role of guilt, empathy, ad match, and cognitions. 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. 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. 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. International Communication Association, Jerusalem, ISRAEL.
37. Aune, R. K., & Basil, M. D. (1998, July). Another look at computer-mediated communication: The mediation model of communication. 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. 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. 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. 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. Association for Consumer Research, Columbus, OH.
42. Basil, M. D. (2000, Feb.). Advertising skepticism, faith, and consumption behaviors. Society for Consumer Psychology, San Antonio, TX. 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. 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, M. D. (2000, Oct.). The film audience: Theater versus video consumers. Association for Consumer Research, Salt Lake City, UT.
47. Basil, D. Z., Ridgway, N. M. & Basil, M. D. (2000, Oct.). Guilt appeals: The effects of responsibility and altruistic norms. Association for Consumer Research, Salt Lake City, UT. Abstract in *Advances in Consumer Research*, 28, 216.
48. Basil, M. D. (2001, May). Parasocial interaction effects in television viewing. International Communication Association, Washington, DC.
49. Basil, M. D. (2001, May). The importance of identification in shaping responses to messages. 2001 Presence Conference, Philadelphia, PA.

Research

50. Basil, M. D. (2001, May). Virtual versus brick and mortar shopping: Some important determinants of customer choice for future research. Poster. 2001 Advertising and Consumer Psychology Conference, Seattle, WA.
51. Basil, M. D. (2001, May). Communication research and policy problems: Lessons from the real world. Special session at the International Communication Association, Washington, DC.
52. Brown, W. J., Bocarnea, M. C., & Basil, M. D. (2001, Nov.). Public responses to the terrorist attacks on the U.S. National Communication Association, Atlanta, GA.
53. 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].
54. Selinger, M. & Basil, M. (2003, Feb.). The effects of production budget, critics' ratings and award nominations on film attendance. Poster. Society for Consumer Psychology, New Orleans, LA. Abstract in *Society for Consumer Psychology Winter Conference Proceedings*, 52-53. [Selinger was an undergraduate student]
55. Basil, D. Z., Basil, M. D. & Weber, D. (2004, Feb.). Nurturance, religiosity and appearances: The effect of personality traits on responses to corporate philanthropy. Society for Consumer Psychology, San Francisco, CA. Abstract in *Proceedings of the Society for Consumer Psychology 2004 Winter Conference*, 155-156.
56. 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.
57. Basil, M. D., Weber, D. & Basil, D. Z. (2005, Jan.). Comparing the 2003 HINTS and 1995-2002 HealthStyles Surveys. Poster. HINTS Data Users Conference, St. Petersburg, FL.
58. Basil, D., Basil, M & Deshpande, S. (2005, June). Nutrition labels: The effect of specific health concerns on decision quality and decision time. American Marketing Association Marketing and Public Policy Conference, Washington, DC. Abstract in *2005 Marketing and Public Policy Proceedings*, 23-24.
59. Basil, M., Basil, D & Deshpande, S. (2006, Feb.). Nutrition labels: The effect of specific health concerns on decision quality and decision time. American Marketing Association Winter Conference, St. Petersburg, FL, Feb. 2006. Abstract in *2006 AMA Winter Marketing Educators' Conference Proceeding*, 89-90.
60. Basil, D., Ridgway, N., & Basil, M. (2006, Feb.). Guilt and giving: A process model. American Marketing Association Winter Conference, St. Petersburg, FL. Abstract in *2006 AMA Winter Marketing Educators' Conference Proceedings*, 148-149.
61. Lavack, A. M., Magnuson, S., Basil, D. Z., Deshpande, S., Basil, M. D. & Mintz, J. H (2006, Oct.). Using social marketing to improve workplace safety: A qualitative analysis. 2006 Social Marketing Advanced in Research and Theory Conference Banff, CANADA.
62. Deshpande, S., Basil, M. & Basil, D. (2007, Feb.). Factors influencing healthy eating habits among college students: Application of Health Belief Model. Society for Consumer Psychology, Las Vegas, NV. Abstract in *Proceedings of the Society for Consumer Psychology 2007 Winter Conference*.
63. Basil, M. D. & Basil, D. Z. (2007, Apr.). Marketing marketing: Comparing hiring institutions' and job candidates' views. Marketing Education Association, San Antonio, TX. Abstract published in the *2007 Marketing Educators' Association Conference Proceedings*.

Research

64. Basil, D. Z., Basil, M. D., Deshpande, S., Lavack, A., Mintz, J & Magnuson, S. (2007, Sep.). Using the parallel process model to assess social marketing communications to young male workers. National Social Marketing Conference, Oxford, ENGLAND.
65. Basil, M. D. (2007, Dec.). Comparing Italian and Canadian farmers' markets: A story of the traditional, modern, and postmodern. 12th Cross Cultural Research Conference, Honolulu, HI.
66. Basil, M. D. Basil D. Z. & Deshpande, S. (2008, July). A comparison of dieticians and the public: Nutrition focus, food choice, and mental accounting. 2008 International Nonprofit and Social Marketing Conference, Wollongong, AUSTRALIA.
67. Basil, M. D. (2008, Dec.). Marketing applications of Sexual Exchange Theory. 2008 Australia New Zealand Marketing Academy Conference (ANZMAC), Sydney, AUSTRALIA.
68. Basil, M. D. (2008, Dec.). Not consuming meat: A behavioural segmentation of meat avoiders, vegetarians, and vegans. 2008 International Centre for Anti-consumption Research (ICAR) Symposium, Sydney, AUSTRALIA.
69. Basil, M. D. (2009, Oct.). Celebrating the seasons in Japan. 2009 Japan Studies Association of Canada (JSAC) Conference, Lethbridge, CANADA.
70. Basil, M. D. (2009, Dec.). Seasonal festivals and religious holidays: Consumption rituals at cherry blossom and Easter celebrations. Cross Cultural Research Conference, Puerto Vallarta, MEXICO.
71. Aspen, C., Basil, M. D., & Deshpande, S. (2010, June). Sexual appeals in social marketing: The influence of feminism on sexual attitude. 10th Conference on Gender, Marketing, and Consumer Behavior, Cumbria, UK. [Aspen was a Masters student]
72. Basil, M. D. (2010, July). Approach versus avoidance motivations in food selection. Poster. European Association for Consumer Research, London, UK. Abstract in A. Bradshaw, C. Hackely & P. Maclaran (eds.) *European Advances in Consumer Research*, Vol. 9, 563-564.
73. Basil, M. D. (2010, July). Examining the role of traditional food markets: An analysis of the role of history and culture. 8th Annual International Conference on Management, Athens, GREECE.
74. Basil, M. D. & Basil, D. Z. (2011, Dec.). Workplace safety appeals: A cross-cultural analysis. Cross Cultural Conference, Kona, Hawaii.
75. Basil, M. D. (2012, Apr.). Coverage of social marketing in the mainstream media, SMART Conference [Social Marketing Advances in Research and Theory], Vancouver, CANADA.
76. Basil, M. D. (2012, May). Signaling taste versus nutrition factors in food advertising. MAPP Workshop on Consumer Behavior and Food Marketing. Middelfart, DENMARK.
77. Basil, M. D. (2012, July). Public policy and public relations: Coverage of social marketing in the mainstream media. International Society for Third Research, Sienna, ITALY.
78. Basil, D. Z., Basil, M. D., Lavack, A. & Deshpande, S. (2013, June). Using environmental efficacy to enhance fear appeals. 12th International Conference on Public & Non Profit Marketing, Gran Canaria, SPAIN.
79. Wehbe, M., Basil, M., & Basil, D. (2103, June). Reactance and coping responses to anti-tobacco messages. 12th International Conference on Public & Non Profit Marketing, Gran Canaria, SPAIN.
80. Hanel, V., Basil, D., Basil, M. & Runte, M. (2013, July). Socially conscious consumer behavior: The role of ethical self-identity in the use of mental accounting. European Association for Consumer Research, Barcelona, SPAIN.
81. Basil, M. D. & Azizi, T. (2013, Oct.). Evaluating the dining experience: What people say about restaurants. Third International Conference on Food Studies. Austin, TX.
82. Basil, M. D. & Basil, D. Z. (2014, Aug.). Fear versus efficacy: Evaluating dual-process models with workplace safety messages. Academy of Marketing Science World Congress, Lima PERU.

Research

83. Basil, M. D. (2015, Apr.). Improving the Social Marketing Experience. World Social Marketing Conference, Sydney AUSTRALIA.
84. Basil, M., Wang, Y. M., Drollinger, T. (2015, May). Consumers' perceptions of produce at a Canadian farmers' market, fruit and vegetable trucks, farms store, and public market. European Marketing Academy Conference (EMAC), Leuven, BELGIUM.
85. Basil, M., Werle, C & Trendle, O. (2015, June). Healthy versus tasty: A Canadian test. Poster. Association for Consumer Research Asia Pacific Conference (ACR-AP), HONG KONG.
86. Huang, S., Drollinger, T. & Basil, M. (2015, July). The dual pathway of ad persuasion using celebrity endorsers. Academy of Marketing World Congress, Bari, ITALY.

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, CANADA.
9. The importance of research in social marketing (2005, June 6). Next Level Social Marketing Workshop. Calgary, CANADA.
10. Enhance Your Community Message and Image with Social Marketing (2006, Mar. 16). Opening Doors Conference, Red Deer, CANADA.
11. Introduction to Social Marketing. (2007, Oct. 5) Presented with Sameer Deshpande, Alberta Cancer Board, Calgary, CANADA.
12. Using the Extended Parallel Process Model to assess communications to young male workers (2007, Nov. 27). Presentation to Worksafe Communications Directors, Toronto, 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]
16. Testing the Extended Parallel Process Model with workplace safety messages (2009, June 8), Edith Cowan University, Perth, AUSTRALIA [Faculty colloquium]
17. Seasonal festivals and religious holidays: Consumption rituals at cherry blossom and Easter celebrations (2010, Oct. 22). Faculty of Management, University of Lethbridge [colloquium].

Research

18. Using social and commercial marketing to understand and shape food choices. (2011, March 7) Presentation to the 1st ISORAM (International School on Obesity Research and Management), Lake Louise, CANADA. [Invited speaker]
19. Fruit and vegetable marketing around the world. (2013, Jan. 17). Grenoble Ecole de Management.
20. "Ambush" marketing. University of Lethbridge (2013, Oct. 31). [Sports marketing class].
21. Marketing for Accountants. Annual Pacioli Dinner. University of Lethbridge (2013, Nov. 12).
22. Social Marketing. (2013, Nov. 26). University of Lethbridge [Introduction to Public Health class].
23. Using social and commercial marketing to increase fruit and vegetable consumption. (2015, Mar. 27). Griffith University, Brisbane, AUSTRALIA.
24. Visual research methods. (2015, Mar. 28). Research class. Griffith University, Brisbane, AUSTRALIA.

Grants-Funded

1. 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. [Co-investigator]
2. Basil, M. D. (1992). The effects of visuals on cigarette advertising. Univ. of Hawaii, \$5,512. [PI]
3. Basil, M. D. (1997). Effects of visuals on the perceptions of cigarette advertising. Proposal Preparation Fund, University of Denver, \$2,900. [PI]
4. Lang, A. (2000). Processing PSAs: Production pacing, emotion, and arousal. Center for Substance Abuse Prevention. \$238,746 [Consultant].
5. 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].
6. Lavack, A., Basil, M., Basil, D. & Deshpande, S. (2006). Using social marketing to increase occupational health and safety. \$98,750 Worksafe BC. [Co-investigator].
7. 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].

Media stories

1. News stories on the *Associated Press*, *Reuters*, *National Public Radio*, *USA Today*, and *Denver Post* on "Cigarette advertising to counter New Year's resolutions?" Oct. 29-31, 1995.
2. Interview, "Current Issues in Communication: Politics and the Media." *Jones Cable*, Dec. 1995.
3. Interview, "Damn Right: A New Way of Looking at News" *TCI Cable*, Feb. 13, 1996.
4. Op-Ed, Public sees beyond politicians' principles. *Rocky Mountain News*, Feb. 9, 1996, 40A.
5. Story by John Mintz, *Washington Post*, on cigarette advertising, Apr. 29, 1997.
6. Interviews w/*USA Today*, *CBS News*, *Wisconsin Public Radio* on film placements, Aug. 25, 1997.
7. Interviews w/Nichelle Norris, producer, *ABC News*, cigarette placements in films, Aug. 27, 1997.
8. Story by Kristy Turnquist, *Portland Oregonian*, on cigarette advertising, Feb. 25, 1998.
9. Story by Peggy Brown, *Newsday*, "Cigarette advertising: Hooking young people," May 20, 1998.
10. Story by *Ottawa Citizen*, "Cigarette advertising to counter New Year's resolutions," Dec. 29, 2000.
11. "Cigarette advertising to counter New Year's resolutions," *Bottom Line/Personal*. Feb. 26, 2002.
12. "Reexamining role models," *Sporting Kid*. Winter 2007, 12-17."
13. Story by Kate Lunau "Jeanne Beker has that magic something" *Maclean's*. Oct. 6, 2010.

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 IRB, 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.

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 (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 Committee, Member, July 2007-June 2008.
General Faculties Council Representative, Member, Sep. 2009-Jan. 2011.
SSHRC Committee, Member, Sep. 2009 – Sep. 2011, Sep. 2013-Aug 2015.
Study Leave Relocation Fund, Spring 2011.

Service

Faculty of Management

Acting Associate Dean of Graduate Studies and Research, July 2003-June 2005.
Burns Endowment Fund Committee, Member, Mar. 2011-June 2013.
CAEF Accounting Award, Chair, Nov. 2014-Jan 2015.
Dean's Search Committee, Sep. 2004-June 2005.
Executive Committee, Member, July 2001- June 2005, Jan. 2006-July 2007, July 2010-June 2012.
Faculty of Management Research Retreat, Organizer, May 2004, May 2005.
Faculty Search Committee, Member July 2006-June 2007, July 2007-June 2008.
Integrated Management Evaluation Committee (ad hoc), Chair, Jan. 2001-June 2002.
Marketing Area Coordinator. Jan. 2006-July 2007; July 2010-June 2012.
Masters Program Committee, Member, July 2000-June 2003; Chair, July 2003-June 2005.
Research Committee, Member, July 2000-June 2002, Jan.-June 2008; Chair, July 2003-June 2005.
Salary, Tenure & Promotions Committee, Member, July 2002-June 2003, July 2007-June 2008, Feb.-
Mar. 2012.
Judge for JDC West Marketing Team, Mock 2, Nov. 24, 2012.

Professional service

External tenure and promotions reviewing

Athabasca University-May 2010
Colorado State University, Marketing Department-Oct. 2001
University of Hawaii, Speech/Communicology-Nov. 1999, Oct. 2001, Sep. 2006, Nov. 2009, Sep.
2013
University of Regina, Faculty of Administration-Mar. 2006
University of Saskatchewan, Faculty of Management and Marketing-Sep. 2011
Washington State University, School of Communication-Sep. 2006

External examiner

Master's Candidate, University of Wollongong, Wollongong, Australia, June 2010
Ph.D. Candidate, Lulea University of Technology, Lulea, Sweden, June 2011
Ph.D. Candidate, University of Otago, Dunedin, New Zealand, May 2012, Jan. 2103
Ph.D. Candidate, Monash University, Australia, Jan. 2015
MBA Candidate, Thomson Rivers University, Mar. 2015
Honours (Master's), Griffith University, Australia, June 2015
Ph.D. Candidate, Griffith University, Australia, Oct. 2015

Editing

Regional editor – North America, *Journal of Social Marketing*, Nov. 2012-present

Guest editing

Co-editor, *Journal of Nonprofit and Voluntary Sector Marketing*, Social Marketing special issue, 2012
Co-editor, *Journal of Social Marketing*, World Social Marketing conference special issue, 2014
Editor, *Journal of Social Marketing*, SMART conference special issue, 2015

Service

Editorial boards

Communication Studies (2002-2015)
Health Communication (2000-present)
Journal of Communication (1999-present)
Journal of Health Communication (2006-present)
Journal of Nutrition Education and Behavior (Jan. 2013-Dec. 2015)
Marketing Intelligence & Planning (2014-present)
Social Marketing Quarterly (2014-present)

Previous Editorial board appointments

Asian Journal of Business Research (2010-2013)
Journal of Broadcasting and Electronic Media (2001-2003)
Journal of Social Marketing (2010-Oct. 2014) [appointed Regional editor Nov. 2014]
Open Business Journal (2008-2010)
Sarhad Journal of Agriculture (2009-2010)

Ad hoc journal reviewing

Addiction-July 2006
Addiction Research & Theory-Sep. 2006
American Journal of Media Psychology-May 2010
American Journal of Preventative Medicine-Mar. & July 2004; Aug. 2005; Apr. & July 2006; Aug. & Sep. (2) 2007; Aug. 2008; Sep. & Oct. 2009; Apr. 2010; Oct. 2011; Jan., June, Aug. & Sep. 2012; Jan., Mar., June & Sep. 2013; Jan, July & Aug. 2014
American Journal of Public Health-Oct. 2010 (2)
Appetite-Oct. 2009; Oct. 2010; Feb. & June 2011; Sep. (2) & Dec 2012; June 2013; Mar & July 2014; Jan., Feb. (2) & Mar. 2015.
Applied Cognitive Psychology-Jan. 2009
Celebrity Studies-June 2013
Chinese Journal of Communication-Apr. & June 2014
Communication Reports-Dec. 2000; Feb. 2010
Communication Research-Nov. 1994; Mar. 1995; Nov. 1998; Sep. 2012; Sep. 2013; Jan., May & Oct. 2014
Communication Studies-Aug. 2000; May 2001 [appointed to the Editorial Board in 2002]
Communication Theory-Jan. 2001; Aug. 2005; Apr. 2012
Communication Yearbook-Dec. 2006
Environmental Values-Apr. & July 2012
European Journal of Marketing- June & Dec. 2011
Evaluation and Program Planning-Apr. & Aug. 2008
Health Communication-Feb. 1998; July & Dec. 1999 [appointed to the Editorial Board in 2000]
Human Communication Research-May 2001; May 2003; Sep. 2006; Sep. 2012
Health Education & Behavior – Apr., Sep. & Nov. 2009; May 2010; Sep. 2013; Jan. & July 2014
Health Promotion Journal of Australia – June 2015
Ido Movement for Culture. Journal of Martial Arts Anthropology – Apr. 2014
International Journal of Internet Marketing and Advertising-Apr. 2010
International Journal of Nonprofit and Public Sector Marketing-Feb. 2009; Jan. 2011

Service

International Journal of Social Research Methodology-Aug. 2012
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; Nov. 2010; Mar. (2) 2011; Mar., June & Nov. 2012; May & Dec. 2013; Sep. & Dec. 2014; Feb. & June 2015
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 [appointed to the Editorial Board 2001-2004], Mar. & Aug. 2005; Mar. 2006; May & Nov. 2007; July & Dec. 2008; Jan. & May 2009; Sep. 2011; Apr. (2) 2012; Feb. & Nov. 2013; June (2) & Aug. (2) 2014; Feb. & June 2015
Journal of Business Research-Jan. & Sep. 2001; May 2010
Journal of Communication-June 1995, Nov. 1999; [Editorial Board in 1999]
Journal of Communication Inquiry-Mar. & Aug. 2010; June 2015
Journal of Customer Behaviour-July (2) 2010, June & Dec. 2011; Aug. 2014 (2)
Journal of Consumer Psychology-Feb. 1996; Jan. 1997
Journal of Development and Agricultural Economics-Feb. 2012.
Journal of Economic Psychology-May 2007; Jan. 2008; June 2009; Jan. 2010; Mar. & July 2011; July & Nov. 2012; Sep. 2013
Journal of Health Communication-Oct. 1997; Jan. 1998; Sep. 1999; June 2000; Jan. 2001; Sep. 2003; Sep. 2004; Apr., Aug., Sep., & Nov. 2005 [appointed to the Editorial Board in 2006]
Journal of Interactive Marketing-Apr. 2008
Journal of Marketing and Public Policy-May 2010
Journal of Marketing Communications-Aug. 2007; Jan. 2008
Journal of Marketing Education-Nov. 2008
Journal of Nonprofit and Public Sector Marketing-Jan. 2007; Nov. 2009
Journal of Nutrition Education and Behavior-May & Aug. 2009; Jan., Feb., Aug., Oct. (2), Dec. 2010; Mar., Apr., June & July (2) 2011; June, Sep. & Dec 2012 [appointed to the Editorial Board in 2013]
Journal of Public Policy and Marketing-May 2010; Apr. & Oct. 2011
Journalism and Mass Communication Quarterly-May 1998; Jan. 2013
Management Decision-Apr. 2012
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, Sep. 2009
New Media and Society-Oct. 2009; Jan. 2010
The Open Political Science Journal-Sep. 2008
Pan American Journal of Public Health-Sep. 2012
PLOS One-Aug. 2015
Presence-June 2002
Public Opinion Quarterly-Aug. 1998; Aug. 2000
Revista Panamericana de Salud Pública/Pan American Journal of Public Health – May 2013
Sarhad Journal of Agriculture-Nov. 2009
Social Marketing Quarterly-Sep. & Oct. 1999 [appointed to the Editorial Board in 2014]
The Social Science Journal-Apr. & Oct. 2014
Sports Marketing Quarterly-Apr. 1999

Service

Conference reviewing

Academy of Marketing Science - 1999, 2015
Administrative Sciences Association of Canada Conference - 2005, 2006, 2007, 2009, 2010
Advertising and Consumer Psychology - 2002
American Marketing Association - 2004, 2005, 2006, 2007, 2011, 2012, 2013, 2015
American Marketing Association, Marketing and Public Policy - 2006
Association for Consumer Research - 2000, 2001, 2003, 2005, 2006, 2007, 2008, 2009, 2010, 2011
Association for Consumer Research Asia Pacific Conference - 2006
Association for Consumer Research Latin America Conference - 2008
Association 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, 2009
European Association for Consumer Research - 2004, 2007, 2010, 2013
Hawaii International Conference on Systems Sciences - 1999, 2000
Innovations in Social Marketing - 1999, 2000, 2001
International Association on Public and Non-Profit Marketing - 2013
International Centre for Anti-consumption Research [ICAR] - 2008
International Communication Association - 1992, 1993, 1995, 1996, 1997, 1998, 2000, 2001, 2002, 2004
International Non Profit and Social Marketing Conference - 2008
IPSI - Apr. 2006
La Londe Marketing Seminar - 2003, 2013
Marketing Educators Association - 2008, 2009
SMART (Social Marketing Advances in Research and Theory) - 2004, 2006, 2012, 2014
Society for Consumer Psychology - 1999, 2000, 2001, 2002, 2003, 2006, 2007, 2010
Society for Consumer Psychology Doctoral Dissertation Competition - 2008, 2009, 2010, 2011
University of Lethbridge GSA Multi-disciplinary Conference - 2012
Western Decision Sciences Institute - 2008, 2011
World Marketing Congress - 2012
World Social Marketing Conference - 2010, 2012

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, Feb. 2013 (mail-in)
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.

Service

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.
 Springer – Social Marketing book proposals (2) – June 2015.
Sage Handbook of Social Marketing - G. Hastings, C. Bryant & K. Angus (Eds.) - Oct. 2009.
 Wiley-Blackwell. Review of 2 chapters for E. Scharrer (Ed.), *Media Effects/Media Psychology* - 2012.
 Palmgrave McMillan. *Social Marketing and Behaviour Change* proposals by S. Rundle-Thiele - 2014.

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.-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 (1999-2000), 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 Association.
 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.
 Co-organizer (2003, May-2004, Sep.). 1st SMART Conference, Kananaskis, CANADA.

Service

Respondent (2006, Feb.). "Under-Researched Topics in Consumer Behavior". American Marketing Association. Winter Academic Conference, St. Petersburg, FL.
Chair (2010, July), 8th Annual International Conference on Management, Athens, Greece.
Organizer (Jan. 2014-Oct. 2014.). 4th SMART Conference, Lake Louise, CANADA.

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-Sep. 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, CANADA, June 3, 2004.
Next Level Social Marketing Workshop. Conference steering committee. Also presented "Introduction to Research." Calgary, CANADA, June 6-7, 2005.
Social Marketing Workshop: Research and the 4 Ps. Presented and facilitated breakouts with Sameer Deshpande. Alberta Injury Prevention Centre, Edmonton, CANADA, Oct. 26, 2007.

References

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