

CURRICULUM VITAE

Rachael A. Record, PhD

Senate Distinguished Professor
School of Communication,
College of Professional Studies & Fine Arts
San Diego State University

CONTACT INFORMATION

5500 Campanile Dr.
San Diego, CA 92182
rrecord@sdsu.edu

EDUCATION

Ph.D., Communication (December, 2014), University of Kentucky

Dissertation: Increasing Compliance with a Tobacco-free Policy via a Campus Campaign

M.A., Communication (August, 2011), University of Kentucky

Thesis: Cultivating Miracle Perceptions: Cultivation Theory and Medical Dramas

B.A., Communication (May 2009), SUNY University at Buffalo

GRADUATE CERTIFICATES

Applied Statistics, University of Kentucky, Awarded Spring 2013

Health Communication, University of Kentucky, Awarded Fall 2010

ACADEMIC APPOINTMENTS

Aug 2024-Present *Professor*, School of Communication, College of Professional Studies & Fine Arts, San Diego State University

July 2024-Dec 2024; *Interim Associate Director*, School of Communication, College of
Jan 2023-July 2023 Professional Studies & Fine Arts, San Diego State University

Aug 2018-July 2024 *Associate Professor*, School of Communication, College of Professional Studies & Fine Arts, San Diego State University

Aug 2015-July 2018 *Assistant Professor*, School of Communication, College of Professional Studies & Fine Arts, San Diego State University

June 2014-Oct 2015 *Editorial Assistant*, Communication Yearbook, Editor: Dr. Elisia Cohen, International Communication Association

-----Prior to Affiliation with San Diego State University-----

- Jan 2015-July 2015 *Post-doctoral Teaching Fellow*, College of Communication & Information, University of Kentucky
- Aug 2013-Dec 2014 *Graduate Teaching Assistant*, College of Communication & Information, University of Kentucky
- July 2012-June 2013 *Graduate Research Assistant*, Dr. Kang Namkoong, Community Communication Research Group, College of Agriculture, University of Kentucky
- Aug 2011-May 2012 *Adjunct Faculty*, College of Communication and Media Studies, Georgetown College
- May 2010-June 2012 *Graduate Research Assistant*, Dr. Ellen J. Hahn, Kentucky Center for Smoke-free Policy, College of Nursing, University of Kentucky
- Aug 2009-May 2010 *Graduate Teaching Assistant*, College of Communication & Information, University of Kentucky

AFFILIATIONS

- Associate Director, *Thirdhand Smoke Resource Center*, California Tobacco-related Disease Research Program
- Core Researcher, *Center for Communication, Health, & the Public Good*, San Diego State University

COMMUNITY APPOINTMENTS

- Sept 2017-Present *Advisory Board (Secretary)*, Fulfilling Destiny, San Diego, CA.

RESEARCH CONSULTANT

- Sept 2018-Aug 2019 *Sjodin Communications*, Data Collection & Analysis, New Port Beach, CA.

HONORS/AWARDS

- 2025 Named *Senate Distinguished Professor for Excellence in Teaching*, San Diego State University
- 2024 *Award* for Top Paper in the Health Communication Division, Western Communication States Association
- 2023 Selected *Co-Most Influential Faculty Member*, Health Communication Major SDSU

- 2022 Selected *Most Influential Faculty Member*, Communication Major SDSU
- 2020 Selected *Most Influential Faculty Member*, Communication Major SDSU
- 2020 Selected *Most Influential Faculty Member*, Health Communication Major, SDSU
- 2020 *Diane Furno-Lamude Award* for Top Paper in Media Studies, Western Communication States Association
- 2019 Selected *Most Influential Faculty Member*, Health Communication Major, SDSU
- 2019 Nominee for *Residential Education Favorite Faculty Award*, SDSU
- 2018 Selected *Most Influential Faculty Member*, Health Communication Major, SDSU
- 2017 Selected *Most Influential Faculty Member*, Health Communication Major, SDSU
- 2016 *Grant and Research Enterprise Writing Fellowship*, SDSU
- 2016 Selected *Most Influential Faculty Member*, Health Communication Major, SDSU

-----Prior to Affiliation with San Diego State University-----

- 2014 Graduate Research Fellow, University of Kentucky
- 2014 College of Communication & Information nominee for the University of Kentucky
Jeffrey Graduate Fellowship for Tobacco Research
- 2014 *Carozza Graduate Fellowship for Excellence in Health Communication*, University of Kentucky (\$500)
- 2013 Graduate Research Fellow, University of Kentucky
- 2013 Paper Presented on the Panel of Top Papers in Instructional Communication, International Communication Association
- 2013 College of Communication & Information nominee for the University of Kentucky
Jeffrey Graduate Fellowship for Tobacco Research
- 2012 Phil Palmgreen Fellowship for Excellence in Graduate Health Communication Campaign Research (\$500)
- 2012 Top Student Paper, Kentucky Communication Association
- 2012 Honorable Mention Poster, Kentucky Conference on Health Communication

2012 Top Student Poster, Southern Nursing Research Society Annual Meeting

2010 Top Student Paper, Kentucky Communication Association

EXTERNALLY FUNDED GRANTS – ACTIVE

\$451,500 (Tobacco-related Disease Research Program [TRDRP], 2022-2025; Award ID: T32PT5945). *Thirdhand smoke research consortium: THS messaging among priority populations*. PI: **R. A. Record**; Co-Is: L. Greiner & G. Matt.

\$1,083,482 (Tobacco-related Disease Research Program [TRDRP], 2022-2025; Award ID: T32PT6244). *Thirdhand smoke research consortium: Thirdhand smoke dissemination, outreach, and resource center*. PI: G. Matt; Co-Is: L. Greiner & **R. A. Record**.

EXTERNALLY FUNDED GRANTS – PAST

\$30,000 (Tobacco-related Disease Research Program [TRDRP], 2024-2025; Award ID: T32PT5945H). *Cornelius Hopper Diversity Supplement for Graduate Student Researcher*. PI: **R. A. Record**; Student researcher: E. Carrillo.

\$473,166 (Tobacco-related Disease Research Program [TRDRP], 2022-2024 [NCE approved through 2025]; Award ID: T32IP4797). *Testing persuasive messages for California's tobacco endgame among diverse & underserved communities*. PI: **R. A. Record**; Co-Is: L. Greiner & G. Matt.

\$250,000 (Tobacco-related Disease Research Program [TRDRP], 2022-2024 [NCE approved through 2025]; Award ID: 32IP4770). *Engaging communities in the tobacco endgame: Mapping tobacco product litter in the neighborhood*. PI: G. Matt; Co-Is: P. S. Granados, T. Novotny, & **R. A. Record**.

\$664,317 (Tobacco-related Disease Research Program [TRDRP], 2022-2024 [NCE approved through 2025]; Award ID: T32IP5020). *Youth co-design of a mobile Personal Exposure Toolkit (PET)*. PI: N. Klepeis; Co-Is: T. Kuhn & **R. A. Record**.

\$1,128,406 (Tobacco-related Disease Research Program [TRDRP], 2020-2023; Award ID: T3IIR1649). *Predicting environmental waste from tobacco, electronic cigarette, and marijuana products*. PI: G. Matt; Co-Is: J. Gibbons, E. Ho, T. Novotny, P. Quintana, & **R. A. Record**.

\$1,128,750 (Tobacco-related Disease Research Program [TRDRP], 2020-2023; Award ID: T3IIR1585). *Prenatal nicotine / tetrahydrocannabinol exposure promotes myocardial damage: A brain-heart parallel*. PI: M. Sussman; Collaborator: **R. A. Record**.

\$602,000 (Tobacco-related Disease Research Program [TRDRP], 2020-2023; Award ID: T3IIP1790). *Gender differences in response to nicotine – role of Akt / Pim-1 signaling axis*. PI: M. Sussman; Collaborator: **R. A. Record**.

\$532,190 (Tobacco-related Disease Research Program [TRDRP], 2020-2022; Award ID: T31CR2214). *Imperial youth for a tobacco-free environment*. PI: L. Greiner; Co-Is: G. Matt & **R. A. Record**.

\$1,632,625 (Tobacco-related Disease Research Program [TRDRP], 2019-2022; Award ID: 28PT-0078). *Thirdhand smoke dissemination, outreach, and resource center*. PI: G. Matt; Co-Is: **R. A. Record** & H. Wipfli.

\$152,435 (Tobacco Centers of Regulatory Science [TCORS], U.S. Food and Drug Administration [FDA], 2021-2022; Award ID: 140390795). *Should Hashtags be Part of Tobacco Marketing Regulations?: An exploration of hashtag use in ENDS marketing*. PI: **R. A. Record**.

\$1,095,903 (Tobacco-related Disease Research Program [TRDRP], 2018-2021; Award ID: 27IR-0019). *Exposure to tobacco, e-cigarette, and marijuana in multi-unit housing*. PI: G. Matt; Co-Is: N. Dodder, E. Hoh, J. Quintana, & **R. A. Record**.

\$602,000 (Tobacco-related Disease Research Program [TRDRP], 2018-2020; Award ID: 28IP-0026). *Tobacco and cannabis: Effects on fetal development in rats*. PI: J. Thomas; Collaborator: **R. A. Record** & M. Taffe.

INTERNALLY FUNDED GRANT PROPOSALS

\$9,000 *ENDS Establishment use of Hashtags in Social Media Marketing*. Funder: Research Foundation, San Diego State University. PI: **Rachael A. Record**. Co-Is: Shaylee Andersen & Katya Azzam. Funding received summer 2021.

\$2,215 *A Quantitative Exploration of the Use of Figurative Language in Disclosures about Suicide*. Funder: Research Foundation, San Diego State University. PI: **Rachael A. Record**. Co-I: Nathan Rogers. Funding received summer 2017.

\$4,350 *Know What's at Stake Before You Vape: A Campus-wide Campaign to Increase Knowledge and Awareness of the Harms of E-cigarette Use Among Undergraduates*. Funder: College of Professional Studies & Fine Arts, San Diego State University. PI: **Rachael A. Record**. Funding received summer 2016.

-----Prior to Affiliation with San Diego State University-----

\$1,000 *Increasing Compliance with a Tobacco-free Policy via a Campus Campaign*. Funder: Department of Public Safety & Campus Services

\$800 *Increasing Compliance with a Tobacco-free Policy via a Campus Campaign*. Funder: College of Communication & Information

REFEREED JOURNAL PUBLICATIONS

*Student collaborator

36. **Record, R. A.**, Greiner, L. H., Wipfli, H., *Mejia, M., *Pugel, J., & Matt, G. E. (In press). Examining Facebook's algorithmic priorities and user engagement: A case study of educational narratives on thirdhand smoke exposure risks to children. *Journal of Social Media in Society*.
35. *Grozniak, M., *Jimenez, R., *Tellesen, S., *Azzam, K., *Anderson, S., *Mariam, S., & **Record, R. A.** (In press). Big tobacco's hashtag hijacking: A network analysis approach to social media hashtag use among FDA-registered vaping establishments. *Online Information Review*.
34. *Juarez, J., **Record, R. A.**, & Dykstra-Devette, T. (In press). The road to healthcare is paved with good intentions: Perceptions of Mexico City's government-managed healthcare program. *Health Communication*.
33. **Record, R. A.**, Greiner, L. H., Matt, G. E., & Wipfli, H. (2024). Parental knowledge, attitudes, efficacy, and protective behaviors about thirdhand smoke and children ages 0-17. *Journal of Environmental Health*, 86(7). 18.
32. Matt, G. E., Greiner, L. H., **Record, R. A.**, Wipfli, H., Long, J., Dodder, N., Hoh, E., Lopez-Galvez, N., Novotny, T. E., Quintana, J. E., Destailats, H., Tang, X., Snijders, A. M., Mao, J-H., Hang, B., Schick, S., Jacob, P., Talbot, P., Mahabee-Gittens, M., Merianos, A. L...Benowitz, N. (2023). Policy-relevant differences between secondhand and thirdhand smoke: Strengthening protections from involuntary exposure to tobacco smoke pollutants. *Tobacco Control*. Early online access. <https://doi.org/10.1136/tc-2023-057971>
31. **Record, R. A.**, *Grozniak, M., & Sussman, M. (2023). Communicative processes underlying DIY eJuice mixing among young adult international ENDS users. *Health Communication*, 39(4), 666-674. <https://doi.org/10.1080/10410236.2023.2179718>
30. **Record, R. A.**, *Grozniak, M., & Sussman, M. (2023). Using the theory of planned behavior to anticipate do-it-yourself ejuice mixing among young adult international e-cigarette users. *Addiction and Health*, 15(1), 23-30. <https://doi.org/10.34172/ahj.2023.1385>
29. **Record, R. A.**, Greiner, L. H., Wipfli, H., *Strickland, J., *Owens, J., *Pugel, J., & Matt, G. E. (2023). Evaluation of a social media campaign designed to increase awareness of thirdhand smoke among California adults. *Health Communication*, 38(3), 437-446. <https://doi.org/10.1080/10410236.2021.1954760>
28. **Record, R. A.**, Greiner, L. H., Wipfli, H., *Pugel, J., & Matt, G. E. (2022). Thirdhand smoke knowledge, attitudes, and behavior: Development of reliable and valid self-report measures. *Nicotine & Tobacco Research*, 24(1), 141-145. <https://doi.org/10.1093/ntr/ntab133>
27. **Record, R. A.**, & Lash, B. N. (2021). *Think Beyond the Major*: Pilot test of a communication campaign to increase student appreciation for general education curriculum. *Journal of General Education*, 70(1-2), 133-148. <https://doi.org/10.5325/jgeneeduc.70.1-2.0133>

26. *Silberman, W., & **Record, R. A.**, (2021). We post it, u reddit: Exploring the potential of reddit for health interventions targeting college populations. *Journal of Health Communication*. Early online release. <https://doi.org/10.1080/10810730.2021.1949648>.
25. Matt, G. E., Quintana, P. J., Hoh, E., Zakarian, J. M., Dodder, N. G., **Record, R. A.**, Hovell, M. F., Mahabee-Gittens, M., Padilla, S., Markman, L., Watanabe, K., & Novotny, T. E. (2021). Remediating thirdhand smoke pollution in multiunit housing: Temporary reductions and the challenges of persistent reservoirs. *Nicotine & Tobacco Research*, 23(2), 364-372. <https://doi.org/10.1093/ntr/ntaa151>
24. Matt, G. E., Quintana, P. J., Hoh, E., Zakarian, J. M., Dodder, N. G., **Record, R. A.**, Hovell, M. F., Mahabee-Gittens, M., Padilla, S., Markman, L., Watanabe, K. & Novotny, T. E. (2020). Persistent tobacco smoke residue in multiunit housing: Legacy of permissive indoor smoking policies and challenges in the implementation of smoking bans. *Preventive Medicine Reports*, 18, 101088. <https://doi.org/10.1016/j.pmedr.2020.101088>
23. **Record, R. A.**, *Straub, K., & *Stump, N. (2019). #Selfharm on #Instagram: Examining user awareness and use of Instagram's self-harm reporting tool. *Health Communication*, 35(7), 894-901. <https://doi.org/10.1080/10410236.2019.1598738>
22. Lash, B. N., & **Record, R. A.** (2019). Designing messages to change student attitudes about general education courses: Developing the *Think Beyond the Major* campaign. *Journal of Higher Education*, 68(3), 263-288. <https://doi.org/10.5325/jgeneeduc.68.3-4.0263>
21. **Record, R. A.** (2018). Genre-specific television analysis: State of the literature. *Annals of the International Communication Association*, 42(3), 155-180. <https://doi.org/10.1080/23808985.2018.1487773>
20. **Record, R. A.**, *Silberman, W., *Santiago, J., & *Ham, T. (2018). I sought it, I Reddit: Examining health information engagement behaviors among Reddit users. *Journal of Health Communication*, 23(5), 470-476. <https://doi.org/10.1080/10810730.2018.1465493>
19. **Record, R. A.**, Harrington, N. G., Helme, D., & Savage, M. W. (2018). Using the theory of planned behavior to guide focus group development of messages aimed at increasing compliance with a tobacco-free policy. *American Journal of Health Promotion*, 32(1), 143-152. <https://doi.org/10.1177/0890117116687467>
18. **Record, R. A.** (2017). Tobacco-free policy compliance behaviors among college students: A theory of planned behavior perspective. *Journal of Health Communication*, 22, 562-567. <https://doi.org/10.1080/10810730.2017.1318984>
17. Nah, S., Namkoong, K., **Record, R. A.**, & Van Stee, S. K. (2017). Citizen journalism practice increases civic participation. *Newspaper Research Journal*, 38(1), 62-78. <https://doi.org/10.1177/0739532917698444>

16. Namkoong, K., Nah, S., Van Stee, S. K., & **Record, R. A.** (2017). Social media campaign effects: Moderating role of social capital in anti-smoking campaign communication. *Health Communication*, 33, 274-283. <https://doi.org/10.1080/10410236.2016.1258616>
 15. Namkoong, K., Nah, S., **Record, R. A.**, & Van Stee, S. K. (2017). Communication, reasoning, and planned behaviors: Unveiling the effects of interactive communication in an anti-smoking social media campaign. *Health Communication*, 32, 41-50. <https://doi.org/10.1080/10410236.2015.1099501>
 14. **Record, R. A.**, Helme, D., Savage, M. W., & Harrington, N. G. (2017). Let's clear the air: A campaign that effectively increased compliance with a University's tobacco-free policy. *Journal of Applied Communication Research*, 45(1), 79-95. <https://doi.org/10.1080/00909882.2016.1248471>
 13. **Record, R. A.**, Scott, A., Shaunfield, S., Cohen, E. L., Jones, C., & Collins, T. (2016). Lay epistemology of breast cancer screening guidelines among Appalachian women. *Health Communication*, early online publication. <https://doi.org/10.1080/10410236.2016.1214217>
 12. Cohen, E. L., Scott, A., **Record, R. A.**, Shaunfield, S., Jones, M. G., & Collins, T. (2016). Using communication to manage uncertainty about cervical cancer guideline adherence among Appalachian women. *Journal of Applied Communication Research*, 44, 22-39. <https://doi.org/10.1080/00909882.2015.1116703>
 11. Beckner, B., & **Record, R. A.** (2015). Navigating the thin-ideal in an athletic world: Influence of coach communication on female athletes' body image and health choices. *Health Communication*, 31, 364-373. <https://doi.org/10.1080/10410236.2014.957998>
- Prior to Affiliation with San Diego State University-----
10. Hahn E. J., Kolpek. J. K., Lee., E., **Record, R.**, Wiggins, A. T., Butler, K. M., & Rayens, M. K. (2015). Rural print media and a tailored advocacy interventions for smoke-free policy. *American Journal of Health Promotion*, 31(1), 52-58. <https://doi.org/10.4278/ajhp.140725-QUAN-364>
 9. Riker, C., Butler, K. M., Ricks, J., **Record, R. A.**, Begley, K., Anderson, D., & Hahn, E. J. (2015). Creating effective media messaging for rural smoke-free policy. *Public Health Nursing*, 32, 613-624. <https://doi.org/10.1111/phn.12188>
 8. Nah, S., Namkoong, K., Van Stee, S. K., & **Record, R. A.** (2014). Unveiling the effects of citizen journalism practice on college students' social capital. *Journalism and Mass Communication Educator*, 69(4), 366-385. <https://doi.org/10.1177/1077695814551833>
 7. Cho, H., Lee, K., Hwang, Y., Richardson, P., Sidney, H., Teeters, E., **Record, R.**, Riker, C., & Hahn, E. (2014). Outdoor tobacco smoke exposure at the perimeter of a tobacco-free university. *Journal of the Air & Waste Management Association*, 64(8), 863-866. <https://doi.org/10.1080/10962247.2014.896295>

6. Butler, K. M., Begley, K., Riker, C., Gokun, Y., Anderson, D., Adkins, S., **Record, R.**, & Hahn, E. (2014). Smoke-free coalition cohesiveness in rural tobacco-growing communities. *Journal of Community Health*, 39(3), 592-598. <https://doi.org/10.1007/s10900-013-9804-8>
5. Butler, K. M., Rayens, M. K., Adkins, S., **Record, R.**, Langley, R., Derifield, S., McGinn, C., Murray, D. & Hahn, E. J. (2014). Culturally-specific smoking cessation outreach intervention in a rural community. *Public Health Nursing*, 31(1), 44-54. <https://doi.org/10.1111/phn.12066>
4. Frisby, B. N., Limperos, A. M., **Record, R. A.**, Downs, E., & Kerckmar, S. C. (2013). Students' perceptions of social presence: Rhetorical goals and relational goals across three mediated instructional designs. *Journal of Online Learning and Teaching*, 9(4), 468-480.
3. Hahn, E.J., Miller, R.T., Rayens, M.K., Fallin, A., **Record, R.**, McNary, L., Tennen, P., & Cross, A. (2013). Training rural journalists in tobacco control. *Journal of the Kentucky Medical Association*, 111, 5-14.
2. Butler, K. M., Hedgecock, S., **Record, R. A.**, Derifield, S., McGinn, C., Murray, D. & Hahn, E. J. (2012). An Evidence-based cessation strategy using rural smokers' experiences with tobacco. *Nursing Clinics of North America*, 47(1), 31-43. <https://doi.org/10.1016/j.cnur.2011.10.008>
1. Hahn, E. J., Fallin, A., Darville, A., Kerckmar, S. E., McCann, M., & **Record, R. A.** (2012). The three 'Ts' of adopting tobacco-free policies on college Campuses. *Nursing Clinics of North America*, 47(1), 109-117. <https://doi.org/10.1016/j.cnur.2011.11.002>

AUTHORED TEXTBOOKS

Harrington, N. G., & **Record, R. A.** (2024). *Health communication: Research and practice for a diverse and changing world* (2nd Ed.). Routledge.

BOOK CHAPTER PUBLICATIONS

8. Spitzberg, B. H., & **Record, R. A.** (2019; 2026). Mediated communication. In B. H. Spitzberg, D. J. Canary, & H. E. Canary (Eds.), *The communication capstone: The communication inquiry and theory experience* (2nd Ed., pp. 308-322). Cognella.
7. **Record, R. A.**, & Spitzberg, B. H. (2019; 2026). Mass communication. In B. H. Spitzberg, D. J. Canary, & H. E. Canary (Eds.), *The communication capstone: The communication inquiry and theory experience* (2nd Ed., pp. 323-334). Cognella.
6. **Record, R. A.**, Martinez, L., & Spitzberg, B. H. (2019; 2026). Argument, persuasion & influence. In B. H. Spitzberg, D. J. Canary, & H. E. Canary (Eds.), *The communication capstone: The communication inquiry and theory experience* (2nd Ed., pp. 210-225). Cognella.

5. Martinez, L., **Record, R. A.**, & Canary, D. (2019; 2026). Quantitative ways of knowing, Part II: Four Research Methods in Communication. In B. H. Spitzberg, D. J. Canary, & H. E. Canary (Eds.), *The communication capstone: The communication inquiry and theory experience* (2nd Ed., pp. 162-176). Cognella.
4. Martinez, L., **Record, R. A.**, & Spitzberg, B. H. (2019; 2026). Quantitative ways of knowing, Part I: Key Principles. In B. H. Spitzberg, D. J. Canary, & H. E. Canary (Eds.), *The communication capstone: The communication inquiry and theory experience* (2nd Ed., pp. 147-161). Cognella.
3. de Souza, R., **Record, R. A.**, Gesit-Martin, P., Beach, W., Martinez, L., Pareira, K., & Gutzmer, K. (2026). Health communication. In B. H. Spitzberg, D. J. Canary, & H. E. Canary (Eds.), *The communication capstone: The communication inquiry and theory experience* (2nd Ed., pp. 281-296). Cognella.
2. Gesit-Martin, P., **Record, R. A.**, Pauley, P., Beach, W., Martinez, L., & Moran, M. B. (2019). Health communication. In B. H. Spitzberg, D. J. Canary, & H. E. Canary (Eds.), *The communication capstone: The communication inquiry and theory experience* (pp. 264-276). Cognella.
1. Helme, D., Savage, M., & **Record, R. A.** (2015). Campaigns and interventions. In N. G. Harrington (Eds.) *Health communication: Theory, method, and application* (pp. 397-427). Routledge.

PAMPHLET PUBLICATIONS

1. Hahn, E. J., Johnson, J. D., Kercksmar, S., Robertson, H., Riker, C., Wagner, K., **Record, R.**, & McGee J. (2011). *Secondhand Smoke and Smoke-free Policy: Quick Facts*. Published by the Kentucky Center for Smoke-free Policy.

OP-ED PUBLICATIONS

1. Matt, G., **Record, R.**, & Wipfli, H. Commentary: Here's how California should protect renters and homeowners from thirdhand smoke. *San Diego Union Tribune*.
<https://www.sandiegouniontribune.com/opinion/commentary/story/2020-12-08/commentary-we-study-third-hand-smoke-its-invisible-but-can-be-detrimental-to-your-health>.

COMPETITIVELY SELECTED CONFERENCE PAPER/POSTER PRESENTATIONS

*Student collaborator

74. **Record, R. A.**, *Gonzales, M. M., *Carillo, E., *Azzam, K., *Sandoz, T., Lavallee, S., Greiner, L. H., & Matt, G. E. (Under review). *Message design experiment to improve knowledge, attitudes, and perceived efficacy regarding California's tobacco endgame among tobacco industry-targeted communities*. Paper submitted to the National Communication Association (NCA) conference, Health Communication Division. Denver, CO.

73. *Sandoz, T., *Gonzales, M. M., *Azzam, K., Greiner, L. H., Matt, G. E., & **Record, R. A.** (May 2025). *Using social cognitive theory to explore perceptions of thirdhand smoke remediation responsibility among tobacco industry-targeted communities*. Abstract to be presented at the D.C. Health Communication Conference (DCHCC). Fairfax, MD.

72. **Record, R. A.**, *Sandoz, T., *Gonzales, M. M., *Azzam, K., *Panzardi, G., Greiner, L. H., & Matt, G. E. (February 2025). *Using the risk perception attitude framework to explore perceptions of thirdhand smoke exposure risks and health impacts among tobacco industry-targeted communities*. **Top Paper** accepted to the Health Communication Division of the Western States Communication Association (WSCA) convention. Albuquerque, NM.

71. **Record, R. A.**, *Gonzales, M. M., *Azzam, K., *Stone, H., Greiner, L. H., & Matt, G. E. (October 2024). *Exploring how tobacco industry-targeted communities experience and perceive thirdhand smoke residue*. Poster presented at the American Public Health Association (APHA) conference. Minneapolis, MN.

70. **Record, R. A.**, *Tellesen, S., *Jimenez, R., *Azzam, K., *Anderson, S., & *Marium, S. (June 2024). *Social media agendas and hashtag hijacking: Examining Instagram and Twitter posts by FDA-registered ENDS establishment*. Paper presented at the Health Communication Division of the International Communication Association convention. Gold Coast, Australia.

69. **Record, R. A.**, *Azzam, K., *Gonzales, M. M., Greiner, L. H., & Matt, G. E. (April 2024). *Exploring how tobacco industry-targeted communities perceive California's tobacco endgame*. Abstract presented at the Kentucky Conference on Health Communication (KCHC). Lexington, KY.

68. *Grozniak, M., *Tellesen, S., *Jimenez, R., *Azzam, K., *Anderson, S., *Marium, S., & **Record, R. A.** (November 2023). *Hashtag hijacking by big tobacco: A network analysis approach to hashtag use among FDA-registered vaping establishments on Instagram and Twitter*. Poster presented at the American Public Health Association (APHA) conference. Atlanta, GA.

67. *Juarez, J., **Record, R. A.**, & Dykstra-Devette, T. (November 2022). *The road to healthcare is paved with good intentions: A culture-centered approach to Mexico City's government-managed healthcare*. Paper presented at the National Communication Association (NCA) conference, Health Communication Division. New Orleans, LA.

66. **Record, R. A.**, Greiner, L. H., Wipfli, H., & Matt, G. E. (November 2022). *Using a health communication campaign to educate parents on the harms of thirdhand smoke exposure to children*. Poster presented at the American Public Health Association (APHA) conference. Boston, MA.

65. *Grozniak, M., **Record, R. A.**, & Sussman, M. (April 2022). *Communicative practices of DIY eJuice mixing among international ENDS users*. Paper presented at the Kentucky Conference on Health Communication (KCHC). Lexington, KY.

64. **Record, R. A.**, *Grozniak, M., & Sussman, M. (November 2021). *Testing a multiple behavior approach of the theory of planned behavior to explore DIY ejuice mixing behaviors among international ENDS users*. Paper to be presented at the National Communication Association (NCA) conference, Health Communication Division. Seattle, WA.
63. Matt, G. E., **Record, R. A.**, Greiner, L. H., Schick, S., Meaney, M., Long, J., Hill, K., Wipfli, H., *Jimenez, R. *Munoz, A., Padilla, S., & *Pugel, J. (October 2021). *Thirdhand smoke research consortium: From petri dish to policy change*. Abstract to be presented at the American Public Health Association (APHA) conference, Alcohol, Tobacco and Other Drugs Division. Denver, CO.
62. Matt, G. E., Meaney, M., Long, J., Hill, K., Greiner, L. H., Wipfli, H., & **Record, R. A.** (October 2021). *New directions for tobacco control policies: Implications of two decades of research on thirdhand smoke*. Abstract to be presented at the American Public Health Association (APHA) conference, Alcohol, Tobacco and Other Drugs Division. Denver, CO.
61. **Record, R. A.**, Greiner, L. H., *Jimenez, R., *Pugel, J., Wipfli, H., & Matt, G. E. (October 2021). *Tobacco control social media campaign: User engagement may not reflect effectiveness*. Abstract to be presented at the American Public Health Association (APHA) conference, Alcohol, Tobacco and Other Drugs Division. Denver, CO.
60. *Silberman, W., & **Record, R. A.** (May, 2021). *We post it, u Reddit: Exploring the potential of Reddit for health interventions targeting college populations*. Paper presented at the International Communication Association (ICA) conference, Communication and Technology Division. Virtual.
59. **Record, R. A.**, Greiner, L. H., *Pugel, J., Wipfli, H., *Alvarez-Malo Flores, L., *Strickland, J., *Owens, J., & Matt, G. E. (February, 2021). *Changing thirdhand smoke awareness among California adults through a Facebook health education campaign*. Poster presented at the Society for Research on Nicotine and Tobacco (SRNT) Annual Meeting. Virtual.
58. *Pugel, J., **Record, R. A.**, Greiner, L., Wipfli, H., & Matt, G. (February, 2021). *Reliability and validity of self-report scales assessing thirdhand smoke knowledge, attitudes, and behaviors*. Poster presented at the Society for Research on Nicotine and Tobacco (SRNT) Annual Meeting. Virtual.
57. **Record, R. A.**, Wipfli, H. L., Greiner, L., *Strickland, J., *Owens, J., *Banuelos, N., *Munoz, A., *Padilla, S., & Matt, G. E. (June, 2020—cancelled due to pandemic). *Thirdhand smoke dissemination, outreach, and resource center*. Paper accepted for presentation at the Joining Forces 2020: Ending the Tobacco Epidemic for All. Cancelled due to COVID-19.
56. **Record, R. A.**, Greiner, L., Wipfli, H. L., *Owens, J., *Strickland, J., *Puga, E., & Matt, G. E. (May, 2020). *Extended abstract: Social media guidelines for 21st century research centers*. Poster presented at the International Communication Association (ICA) conference, Communication and Technology Division. Virtual.

55. *Santiago, J. E., **Record, R. A.**, & Martinez, L. (April, 2020). *Messages from near or far: A targeted nutritional message design experiment*. Poster presented at the Kentucky Conference on Health Communication (KCHC). Lexington, KY.
54. Spitzberg, B. H., & **Record, R. A.** (February, 2020). *The media engagement & dynamic information analysis (MEDIA) model*. **Top paper and Recipient of the Diane Furno-Lamude Award** presented at the Western States Communication Association (WSCA) conference, Media Studies Division. Denver, CO.
53. **Record, R. A.** (November, 2019). *SPARK Discussion: Engaging service learning students to empower women surviving homelessness*. Paper presented at the National Communication Association (NCA) conference, Experiential Learning in Communication Division. Baltimore, MD.
52. Beckner, B. N., & **Record, R. A.** (May, 2019). *Thinking Beyond the Major: Developing a campaign to enhance student attitudes toward general education courses*. Paper presented at the International Communication Association (ICA) conference, Instructional Communication Division. Washington, D.C..
51. *Mangold, E., & **Record, R. A.** (April, 2019). *Visualizing the here and now of climate change: The effects of psychological distance and visual imagery on risk perceptions*. Paper presented at the Eastern Communication Association (ECA) conference, Applied Communication Division. Providence, RI.
50. *Johnson, E. D., Spitzberg, B. H., **Record, R. A.**, & Liu, R. X. (February, 2019). *Situational cheating assessment of motivation (SCAM): A model for understanding student plagiarism*. Paper presented at the Western States Communication Association (WSCA) conference, Communication and Instruction division. Seattle, WA.
49. *Ham, T., & **Record, R. A.** (2018, November). *Cultural frames of e-cigarette marketing: A content analysis of South Korea and U.S. e-cigarette websites*. Paper presented at the National Communication Association (NCA) conference, Health Communication Division. Salt Lake City, Utah.
48. **Record, R. A.**, Triana, B., & *Mangold, E. (2018, November). *Impacts of media source on millennial audience perceptions of climate change*. Paper presented at the National Communication Association (NCA) conference, Environmental Communication Division. Salt Lake City, Utah.
47. *Santamaria, C., & **Record, R. A.** (2018, November). *Modeling employer-employee communication satisfaction*. Paper presented at the National Communication Association (NCA) conference, Organizational Communication Division. Salt Lake City, Utah.
46. *Biggers, D., & **Record, R. A.** (2018, November). *Of all the possible roommates on campus:*

Examining college roommate relationships via the transactional model of stress and coping. Paper presented at the National Communication Association (NCA) conference, Interpersonal Communication Division. Salt Lake City, Utah.

45. **Record, R. A.,** & Savage, M. W. (2018, November). *Can smokers wait to get off campus?: Examining the impact of stress, depression, & anxiety on tobacco-free policy compliance.* Poster presented at the American Public Health Association (APHA) conference, Health Communication Working Group. San Diego, CA.

44. *Woo, N., Spitzberg, B. S., & **Record, R. A.** (2018, May). *Mobilizing friendship: Mitigating perceived feelings of loneliness through social networking applications.* Paper presented at the International Communication Association (ICA) conference, Interpersonal Division. Prague, Czech Republic.

43. **Record, R. A.,** & Beckner, B. N. (2018, May). *Think Beyond the Major: A campaign to increase student appreciation for general education courses.* Paper presented at the International Communication Association (ICA) conference, Instructional Communication Division. Prague, Czech Republic.

42. **Record, R. A.** (2018, April). *Know What's at Stake Before You Vape: The design, implementation, & evaluation of a campus-wide e-cigarette education campaign.* Paper presented at the Kentucky Conference on Health Communication (KCHC). Lexington, KY.

41. *Arlis, L., Spitzber, B., & **Record, R. A.** (2017, November). *Prepared today, alive tomorrow: Persuasive appeals in predicting preparation for college campus active shooter scenarios.* Paper presented at the National Communication Association (NCA) conference, Health Communication Division, Dallas, TX.

40. **Record, R. A.,** *Straub, K., & *Stump, N. (2017, November). *#Selfharm on #Instagram: A theory of planned behavior exploration of reporting self-harm via Instagram.* Paper presented at the National Communication Association (NCA) Conference, Human Communication & Technology Division, Dallas, TX.

39. **Record, R. A.** (2017, November). *A broad exploration of social media use among undergraduate students.* Paper presented at the National Communication Association (NCA) conference, Mass Communication Division, Dallas, TX.

38. *Silberman, W., **Record, R. A.,** *Santiago, J., & *Ham, T. (2017, May). *I sought it, I Reddit: Examining health information seeking behaviors among Reddit users.* Paper presented at the Partnership for Progress on the Digital Divide International Conference, San Diego, CA.

37. **Record, R. A.** (2017, May). *Tobacco-free policy compliance behaviors among college students: A theory of planned behavior perspective.* Paper presented at the International Communication Association (ICA) conference, Health Communication Division, San Diego, CA.

36. Martinez, L., **Record, R. A.**, *Silberman, W., *Wehlage, S., & *Kaiser, E. (2016, November). *Run the risk or take a chance? Comparing effects of probabilistic frames on behavioral intention*. Paper presented at the National Communication Association (NCA) conference, Applied Communication Division, Philadelphia, PA.

35. **Record, R. A.**, *Ham, T., *Silberman, W., *Majmundar, A., & *Bowe, K. (2016, November). *Yik Yak as an intervention platform: Assessing the usability of Yik Yak for health interventions*. Paper presented at the National Communication Association (NCA) conference, Human Communication and Technology Division, Philadelphia, PA.

34. Young, L. E., & **Record, R. A.** (2016, June). *Tobacco-free policies in the tobacco-belt: The influence of culture on public relations*. Extended abstract presented at the International Communication Association (ICA) conference, Public Relations Division, Fukuoka, Japan.

33. **Record, R. A.** (2016, April). *The culture of health on social media platforms*. Paper presented at the Kentucky Conference on Health Communication (KCHC), Lexington, KY.

32. **Record, R. A.**, Helme, D., Savage, M. W., & Harrington, N. G. (2015, November). *Let's clear the air: A campaign that effectively increased compliance with a University's tobacco-free policy*. Paper presented at the National Communication Association (NCA) conference, Health Communication Division, Las Vegas, NV.

-----Prior to Affiliation with San Diego State University-----

31. **Record, R. A.**, Helme, D., Harrington, N. G., & Savage, M. W. (2015, May). *Using the Theory of planned behavior to design messages aimed at increasing compliance with a tobacco-free policy*. Paper presented at the International Communication Association (ICA) conference, Health Communication Division, San Juan, Puerto Rico.

30. **Record, R. A.** (2015, April). *Smoking behaviors and tobacco-free policy compliance*. Poster presented at the D.C. Health Communication Conference, Fairfax, VA.

29. Williams, G., & **Record, R. A.** (2015, April). *Condom use and "hooking up"*. Poster presented at the D.C. Health Communication Conference, Fairfax, VA.

28. **Record, R. A.**, Staricek, N., & Pavelek, M. (2014, November). *The markings in your stall: A content analysis of bathroom graffiti in college-area bars*. Paper to be presented at the National Communication Association (NCA) conference, Visual Communication Division, Chicago, IL.

27. **Record, R. A.**, & Savage, M. W. (2014, November). *Developing a measure of compliance to university tobacco-free policies*. Paper to be presented at the National Communication Association (NCA) conference, Health Communication Division, Chicago, IL.

26. Beckner, B., **Record, R. A.**, & Kiernicki, K. (2014, November). *How coach communication affects body image and health choices of female college varsity athletes*. Paper to be presented at the National Communication Association (NCA) conference, Health Communication Division, Chicago, IL.

25. Namkoong, K., Nah, S., Van Stee, S. K., & **Record, R. A.** (2014, August). *Diffusion of social media campaign effects: Moderating roles of social capital in anti-smoking campaign communication*. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) conference, Communication Technology Division, Montréal, Canada.
24. Cohen, E. L., Scott, A., **Record, R. A.**, Shaunfield, S., Jones, C., & Collins, T. (2014, May). *Using communication to manage uncertainty about cervical cancer guideline adherence among Appalachian women*. Paper to be presented at the International Communication Association (ICA) conference, Health Communication Division, Seattle, WA.
23. **Record, R. A.**, Shaunfield, S., Scott, A., Cohen, E. L., Jones, C., & Collins, T. (2014, April). *Appalachian women's lay epistemology of breast cancer screening guidelines*. Paper to be presented at the Kentucky Conference on Health Communication (KCHC), Lexington, KY.
22. Nah, S., Namkoong, K., **Record, R. A.**, & Van Stee, S. K. (2013, August). *Citizen journalism and civic participation: Theory of reasoned action and its mediating effects*. Poster presented at the Association for Education and Journalism in Mass Communication (AEJMC) conference, Political Communication Interest Group Division, Washington, D.C.
21. Nah, S., Namkoong, K., Van Stee, S. K., & **Record, R. A.** (2013, August). *Making journalism work by citizens: Unveiling the effects of citizen journalism on social capital*. Paper presented at the Association for Education and Journalism in Mass Communication (AEJMC) conference, Civic and Citizen Journalism Interest Group Division, Washington, D.C.
20. Namkoong, K., Nah, S., **Record, R. A.**, & Van Stee, S. K. (2013, August). *Modeling a participatory campaign communication: Communication mediation and anti-smoking behavioral intention*. Paper presented at the Association for Education and Journalism in Mass Communication (AEJMC) conference, Communication Theory and Methodology Division, Washington, D.C.
19. Nah, S., Namkoong, K., Van Stee, S. K., & **Record, R. A.** (2013, August). *Citizens as opinion leaders: Exploring the effects of citizen journalism on opinion leadership*. Poster presented at the Association for Education and Journalism in Mass Communication (AEJMC) conference, Mass Communication & Society Division, Washington, D.C.
18. **Record, R. A.** (2013, June). *Improvements to and utilization of the risk behavior diagnostic scale to increase outdoor tobacco-free policy compliance*. Paper presented at the International Communication Association (ICA) conference, Health Communication Division, London, UK.
17. **Record, R. A.** (2013, June). *Meta-analysis of genre-specific cultivation studies*. Paper presented at the International Communication Association (ICA) conference, Mass Communication Division, London, UK.
16. Limperos, A. M., **Record, R. A.**, & Frisby, B. N. (2013, June). *Instruction and technology: Understanding the impact of modality on perceived and actual learning in a simulated online*

class. Paper presented in the **top paper panel in instructional communication** at the International Communication Association (ICA) conference, Instructional Communication Division, London, UK.

15. **Record, R. A.** (2013, April). *Critique and development of the risk behavior diagnostic scale*. Paper presented at the Applied Communication Division, Southern States Communication Association (SSCA) conference, Louisville, KY.

14. **Record, R. A.** (2013, April). *Noncompliance to the University of Kentucky's Tobacco-free Policy*. Poster presented at the University of Kentucky Center for Clinical and Translational Science Conference, Lexington, KY.

13. **Record, R. A.** (2013, March). *A pilot investigation of tobacco-free policy noncompliance*. Poster presented at the D.C. Health Communication Conference, Fairfax, VA.

12. **Record, R. A.** (2012, September). *Understanding compliance to university smoke-free policies*. **Top student paper** presented at the Kentucky Communication Association conference, Carrollton, KY.

11. Begley, K., Adkins, S., Hahn, E. J., **Record, R. A.**, & Riker, C. (2012, August). *Coalition cohesiveness in tobacco growing communities*. Poster presented at the National Conference on Tobacco or Health, Kansas City, MO.

10. Riker, C., Ricks, J., Kostygina, G., **Record, R. A.**, & Hahn, E. J. (2012, August). *Effective media messages and channels for rural smoke-free policy*. Paper presented at the National Conference on Tobacco or Health, Kansas City, MO.

9. **Record, R. A.** & Harrington, N. G. (2012, May). *Exposure to medical dramas and perception of medical miracles*. Paper presented at the International Communication Association (ICA) conference, Mass Media Division, Phoenix, AZ.

8. **Record, R. A.**, Hopkins, E., Kercksmar, S., & Hahn, E. J. (2012, April). *Media channels to promote tobacco control in rural communities*. **Honorable Mention poster** presented at the Kentucky Conference on Health Communication (KCHC), Lexington, KY.

7. Kolpek, J. K., Lee, E., **Record, R. A.**, Casanave, L., Riker, C., & Hahn, E. J. (2012, February). *Favorability of rural print media and stage-based, tailored interventions for smoke-free policy*. Poster presented at the Southern Nursing Research Society, New Orleans, LA.

6. Richardson, P., Lee, K., Cho, H., Sidney, H., Teeters, E., **Record, R. A.**, Riker, C., & Hahn, E. (2012, February). *Outdoor tobacco smoke exposure at the perimeter of a tobacco-free university*. **Top student poster** presented at the Southern Nursing Research Society, New Orleans, LA.

5. **Record, R. A.** (2011, September). *Genre-specific learning: A cultivation perspective on genre-specific television exposure*. Paper presented at the Kentucky Communication Association Conference, Lake Barkley, Kentucky
4. Butler, K. M., **Record, R. A.**, Kerckmar, S. E., Hedgecock, S., Derifield, S., McGinn, C., Adkins, S. Rayens, M. K, Murray, D. & Hahh, E. J. (2011, September). *Health literacy as an essential component of a smoking cessation outreach strategy for rural adults*. Paper presented at the Kentucky Health Literacy Conference, Bowling Green, KY.
3. Butler, K. M., Hedgecock, S., Derifield, S., McGinn, C., **Record, R. A.**, Adkins, S., Rayens, M. K., & Hahn, E. J. (2011, April). *A culturally sensitive smoking cessation outreach strategy for rural adults*. Poster presented at the UK Center for Clinical and Translational Science Conference, Lexington, KY.
2. **Record, R. A.** (2010, September). *Research designs in message design research*. **Top student paper** presented at the Kentucky Communication Association Conference, Prestonsburg, KY.
1. Rintamaki, L. S., Hogan, T. P., Lagoe, C., & **Record, R. A.** (2010, April). *Patient-preferred social support for HIV treatment adherence*. Paper presented at the Biennial Kentucky Conference on Health Communication (KCHC), Lexington, KY.

CITED IN THE MEDIA

Berman, R. (August 25, 2022). 'Thirdhand smoke' may last longer than you think and damage your health. *Medical News Today*. <https://www.medicalnewstoday.com/articles/thirdhand-smoke-cigarettes-may-last-longer-than-you-think-damage-health?fbclid=IwAR0MA2SLn7g3sZYtquM2IYt8XKN3LtTENb8C6bYCq8WyX8OgqfL7X7iins>.

INVITED SPEAKER

- 2023 University of Kentucky, Health Communication Research Collaborative, *2023 Alumni Spotlight Series: Dr. Rachael A. Record*. Zoom.
- 2021 University of Colorado, Denver, COMM 4710- Designing Health Messages, *Employing Theory in Development, Implementation, and Evaluation of Public Health Communication Campaigns*. Zoom, Spring.
- 2020 University of Colorado, Denver, COMM 4710- Designing Health Messages, *Employing Theory in Development, Implementation, and Evaluation of Public Health Communication Campaigns*. Zoom, Fall.
- 2020 University of Colorado, Denver, COMM 4710- Designing Health Messages, *Employing Theory in Development, Implementation, and Evaluation of Public Health Communication Campaigns*. Zoom, Spring.

- 2019 University of Colorado, Denver, COMM 4710- Designing Health Messages, *Employing Theory in Development, Implementation, and Evaluation of Public Health Communication Campaigns*. Zoom, Fall.
- 2019 National Opinion Research Center at the University of Chicago, *Designing, Implementing, and Evaluating Effective Communication Campaigns*. Conference Call.
- 2019 University of Colorado, Denver, COMM 4710- Designing Health Messages, *Employing Theory in Development, Implementation, and Evaluation of Public Health Communication Campaigns*. Zoom, Spring.
- 2017 Get Connected! Technology Fair for 50+, San Diego Oasis, *eHealth: How the Technological Revolution Has Impacted Health & Healthcare*. San Diego, CA.
- 2016 Graceland University, COMM 3140- Campaigns and Theories of Persuasion, *The Let's Clear the Air Campaign: A Case Study for Campaign Design*. Skype.

INTERNALLY INVITED SPEAKER

- 2025 Division of Research & Innovation, Research Foundation, Panelist, *TRDRP Workshop & Panel Discussion*
- 2025 San Diego State University Senate, Teaching Excellence Award Recipient Presentation, *Teaching Health & Healthy Teaching*
- 2023 College of Professional Studies & Fine Arts, Panelist, *Spring Grant Writing Workshop*
- 2022 School of Communication Colloquium, Keynote Presenter, *Should Hashtags be Part of Tobacco Marketing Regulations? An Exploration of Hashtag use in ENDS Marketing*
- 2021 School of Communication Colloquium, Keynote Presenter, *Communication Perspectives on DIY eJuice Mixing Behaviors among International ENDS Users*.
- 2020 School of Communication Colloquium, Keynote Presenter, *Changing Thirdhand Smoke Awareness Among California Adults through a Facebook Health Education Campaign*.
- 2019 Welcome Back! Communication Research Spotlight, College of Professional Studies & Fine Arts, Presenter, *Communication Research at the Thirdhand Smoke Resource Center*.
- 2019 SDSU New Faculty Orientation, Panelist, *Grants and Research Enterprise Writing Alumni Panel*.
- 2019 School of Communication Colloquium, Keynote Presenter, *Communication Research at the Thirdhand Smoke Resource Center*.

- 2017 School of Communication Colloquium, Keynote Presenter, *Social Media for Health Management*.
- 2017 Grant and Research Enterprise Writing workshop, Research Foundation, Panelist, *Alumni Panel*.
- 2016 School of Communication Colloquium, Keynote Presenter, *Anonymous Platforms in Health Interventions*.
- 2015 School of Communication Colloquium, Keynote Presenter, *Approaches to Health Communication Research*.

-----Prior to Affiliation with San Diego State University-----

- 2015 University of Kentucky Tobacco-free Task Force Forum, Keynote Presenter, *Lessons from a Campaign aiming to Increase Compliance with UK's Tobacco-free Policy*: Lexington, KY.
- 2012 Kentucky Center for Smoke-free Policy Spring Conference, Keynote Presenter, *Effective No- and Low-cost Media Messaging*: Lexington, KY.

PROGRAM DEVELOPMENT

- 2014 *Professional Program in Health Communication Sciences*, Online MS degree, University of Kentucky; Proposal Assistant to Director Dr. Elisia Cohen.

TEACHING EXPERIENCE

San Diego State University, Instructor of Record

**New Course Development*

- COMM 798-*Independent Study in Community-based Grant Writing*
- COMM 792- *Persuasion*
- *COMM 750- *Health Communication Campaigns*
- *COMM 750- *Health Communication & Culture*
- COMM 721- *Introduction to Health Communication*
- COMM 620- *Quantitative Research Methods*
- COMM 610- *Advanced Communication Theory*
- COMM 508- *Media Literacy*
- *COMM 427- *Health Communication & Culture*
- COMM 424- *Health Communication Campaigns*
- *COMM 421- *Health Communication & Community-based Service Learning*
- COMM 420- *Quantitative Methods in Communication*
- COMM 321- *Introduction to Health Communication*

University of Kentucky

- *CJT 772- Curriculum development, *Integrated Media Strategies in Healthcare*
- COM 572- Instructor of Record, *Health Campaigns & Communities*
- COM 471- Instructor of Record, *Intro. to Health Communication*
- COM 453- Instructor of Record, *Digital and Mass Media Literacy*
- COM 365- Instructor of Record, *Research Methods*
- COM 315- Co-Instructor, *Understanding Workplace Communication*
- COM 252- Instructor of Record, *Interpersonal Communication*
- COM249- Instructor of Record, *Mass Media & Culture*
- COM 101- Assistant to Instructor, *Intro. to Communication*

University of Kentucky Guest Lectures

- Com 525- Organizational Health Communication, *Tobacco-free Policies: An Organizational Responsibility*
- Com 449- A Social Cognitive Approach to Mass Communication, *Violence in the Media*
- Com 351- Communication Theory, *Constructivism & Elaboration Likelihood Model*
- Com 351- Communication Theory, *Cultivation Theory & Agenda Setting*
- Com 351- Communication Theory, *Advancements in Cultivation Theory*
- Com 315- Understanding Workplace Communication, *Tobacco-free Policies: An Organizational Responsibility*
- Com 315- Understanding Workplace Communication, *Organizational Responsibility to Protect Health*
- CIS 111- Composition & Communication II, *Digital Media Projects* (2 lectures)
- CIS 110- Composition & Communication I, *Ignite Speeches* (3 lectures)

Georgetown College, Instructor of Record

- COMM 115- *Professional Communication* (Fall 2011-Spring 2012)

PARTICIPATION IN TEACHER TRAINING/CONFERENCES

- 2020 Conference: *Service Learning Tools & Skills*, San Diego State University
- 2019 Conference: *Service Learning Best Practices Exhibition*, San Diego State University
- 2018 Training: *Accessible Course Materials*, San Diego State University
- 2018 Conference: *Service Learning Best Practices Exhibition*, San Diego State University
- 2017 Training: *iClicker: Classroom Learning Technology*, iClicker Corporate
- 2016 Training: *TopHat: Classroom Learning Technology*, TopHat Corporate

2016 Participation: *Blended and Online Teaching and Learning (BOLT)*, San Diego State University

STUDENT MENTORING SUCCESSES

MENTORED UNDERGRADUATE STUDENT CONFERENCE ACCEPTANCES

Huizar, A., Sandoz, T., Dils, C., Boren, T., & Chanin, C. (2023). Not all classrooms have four walls: The impact of traveling abroad on intercultural communication competence. *Abstract presented at the SDSU Student Research Symposium*. San Diego, CA. **Provost's Award: PSFA.**

Wingfield, A., Vinson, S., Virissimo, M., & Orr, M. (2023). Quality of professor-student interactions. *Abstract presented at the SDSU Student Research Symposium*. San Diego, CA.

Anderson, S. (2022). Chronically online: An analysis of parasocial relationships. *Abstract presented at the SDSU Student Research Symposium*. San Diego, CA. **Dean's Choice Award.**

Anderson, S. (2022). The confluence model: Factors and their effects on sexual aggression in college-age males. *Paper presented at the Undergraduate Scholars Research Conference at the Western States Communication Association (WSCA) conference*. Portland, OR.

Azzam, K. (2022). Understanding 'ghosting': the preferred method of dissolution in millennial dating. *Paper presented at the Undergraduate Scholars Research Conference at the Western States Communication Association (WSCA) conference*. Portland, OR.

Diddee, R. (2021). Evaluating the Trump administration's COVID-related communication using the crisis and emergency risk communication model. *Paper presented at the Undergraduate Honors Conference at the Southern States Communication Association (SSCA) conference*. Virtual.

Gary, E. (2021). Examining the White female savior complex in *Game of Thrones* through imperialism. *Paper presented at the Undergraduate Honors Conference at the Southern States Communication Association (SSCA) conference*. Virtual.

Alvarez-Malo, L. (2020). Proxemics in the classroom setting: Does your seat affect the amount of attention paid in class?. *Paper presented at the Undergraduate Scholars Research Conference at the Western States Communication Association (WSCA) conference*. Virtual.

Owens, J. (2019). Changing attitudes of depression: A campaign plan. *Paper presented at the Undergraduate Scholars Research Conference at the Western States Communication Association (WSCA) conference*. Seattle, WA.

MENTORED GRADUATE STUDENT CONFERENCE ACCEPTANCES

2021 *Mentor, SDSU Student Research Symposium*

Maxwell Groznik (MA), Communicative practices of DIY eJuice mixing among international ENDS users [oral presentation].

2020

Mentor, SDSU Student Research Symposium

Stetler Brown (MA), “Dude, check yourself”: A Quantitative analysis of mental health in masculine same-sex [oral presentation].

Gumaro Sanudo (MA) & Ryan Montez (MA), Sex you want: PrEP campaign messages and safe-sex intention [oral presentation].

Stephany Rojas Hidalgo (MA) & Nicole Chance (MA), Navigating a sea of the unexpected: A quantitative analysis of message manipulation through EVT [oral presentation].

Laura Horton (MA) & Sarah Telleson (MA), “Like” meme or not, sex is important: A quantitative study of sex-positive meme diffusion [oral presentation].

Courtney Meissner (MA) & Pia Delosreyes (MA), Silver linings breakup: A quantitative analysis of social support received from friends pre- and post-romantic relationship dissolution [oral presentation].

Evelyn Puga (MA) & Molly Flores (MA), Hispanic students’ perceived prejudice in the health care setting [oral presentation].

Nathan Rogers (MA) & Chuck Kaminski (MA), Dungeons & dragons player differences [oral presentation].

Kara Sutton (MA) & Brooke Cowan (MA), Praying the hurt away: The impact of evangelical values on seeking mental health support [oral presentation].

2018

Mentor, SDSU Student Research Symposium

Nathan Rogers (UG), Humor response and suicide disclosure [oral presentation].
Selected for Dean’s Choice Award.

2017

Mentor, SDSU Student Research Symposium

Chelsea Chapman (MA) & Nate Woo (MA), Communicating pain: How gender identity influences self-disclosure and pain tolerance during the cold pressor task [oral presentation].

Taewook Ham (MA), Framing electronic toxins: A content analysis of South Korean e-cigarette websites [oral presentation].

Courtney Hoo, (MA), Exploring academic identity and post-graduation anxiety among college students [oral presentation].

Josh Santiago (MA), Viral trends: Understanding media use and perceptions of the Zika virus [oral presentation].

Will Silberman (MA), I sought it, I *Reddit*: An exploratory study of *Reddit* users' health information seeking behaviors [oral presentation].

SERVICE AT SAN DIEGO STATE UNIVERSITY

School of Communication

2024	<i>Committee Member</i> , Retention, Tenure, & Promotion
2024	<i>Interim Committee Chair</i> , Curriculum Committee
2023-Present	<i>Committee Member</i> , Graduate Committee
2023-Present	<i>Faculty Lead</i> , Undergraduate Research Apprentice Program (RAP)
2023	<i>Interim Committee Chair</i> , Curriculum Committee
2021-2024	<i>Committee Member</i> , Curriculum Committee
2022	<i>Search Committee Chair</i> , Conflict & Communication Position
2021	<i>Search Committee Member</i> , Communication, Media, & Technology Position
2020-2024	<i>Committee Member</i> , PhD Proposal Development
2018-Present	<i>Committee Member</i> , Executive Committee
2018-2024	<i>Chair</i> , Assessment Committee
2018-2019	<i>Committee Member</i> , Scholarship Committee
2017	<i>Search Committee Member</i> , Organizational Communication Position
2017	<i>Committee Member</i> , School of Communication Beach Clean-up Event
2016	<i>Search Committee Member</i> , Interpersonal Health Communication Position

2015-2018 *Advisor, Undergraduate Health Communication Student Organization*

College of Professional Studies & Fine Arts

2022-2023 *PSFA Dean's Search, Committee Member*

2020-Present *School of Communication Rep, Academic Policy & Planning Committee*

2015-Present *Co-Director, SONA Research Participant Recruitment System*

University at Large

2025 *PSFA Reviewer, Undergraduate Student Research Program*

2024 *PSFA Reviewer, Undergraduate Student Research Program*

2017-2023 *Faculty Fellow, Service Learning & Community Engagement Committee*

2019-2021 *PSFA Elected Representative, Faculty Senate*
Member, Committee on Committees
Member, University Research Council

2021 *Committee Member, American Heart Association Heart Walk Steering Committee*

2020 *Committee Member, SDSU Tiger Team on Assessment*

2017 *Judge, Student Research Symposium, Oral Presentation: Humanities Division*

Community, San Diego, CA

2018 *Chair & Lead Planner, Run for Dignity 5k*

2017-2018 *Volunteer Hours at Health Organizations, 600 hours documented by COMM 421 (Health Communication & Community-based Service Learning) students*

2017 *Attendee, Public Health Big Data Hackathon workshop, San Diego, CA.*

Professional Service

Journal Reviewer

American Journal of Health Promotion (2019, 2020, 2021, 2022)

American Journal of Public Health (2015, 2016, 2019[x2], 2020[x2])

Communication Research (2018)

Health Communication (2016, 2017[x3], 2018[x2], 2019, 2020, 2021, 2022, 2023[x2], 2024[x4], 2025[x2])

Health Education Research (2016, 2020)

International Journal of Communication (2021)

International Journal of Adolescence and Youth (2024)

Journal of Applied Communication Research (2016, 2017, 2020, 2023, 2024)

Journal of Health Communication (2018, 2019, 2020, 2021, 2023, 2024, 2025)

Tobacco Control (2024)

Tobacco Induced Diseases (2020, 2021)

Tobacco Insights (2019)

Western Journal of Communication (2023)

Conference Reviewer

International Communication Association (2015—2022)

Communication & Technology Division

Health Communication Division

National Communication Association (2015—2022)

Applied Communication Division

Health Communication Division

Human Communication & Technology Division

Kentucky Conference on Health Communication (2015, 2017, 2019, 2021, 2023)

Conference Panel Chair

International Communication Association (2015—2017)

Health Communication Division

National Communication Association (2015—2017)

Health Communication Division

Kentucky Conference on Health Communication (2016, 2018, 2022)

Miscellaneous Service

2017 Conference Division, Vice-Chair Nomination Committee

Health Communication, *International Communication Association*

2016 Conference Planner
Western States Communication Association

SERVICE AT THE UNIVERSITY OF KENTUCKY

College of Communication & Information

2013- 2015 *Undergraduate Advising for Potential Majors*, Department of
Communication

2009- 2015 *Fundraising Committee Chair*, Communication Graduate Student
Association (CGSA), Department of Communication

October 2013 *Judge*, Bluegrass Invitational Forensics Tournament

Professional Service

Journal Reviewer

Communication Yearbook (2014)
Health Communication (2014)

Conference Reviewer

International Communication Association (2013, 2014)
Health Communication Division

National Communication Association (2013, 2014)
Applied Communication Division
Health Communication Division
Mass Communication Division

Kentucky Conference on Health Communication (2011, 2013)

Society for Public Health Education Annual Meeting (2013)

Conference Volunteer

Kentucky Conference on Health Communication (2010, 2012, 2014)

National Communication Association (2009)

Southern States Communication Association (2013)

Miscellaneous Service

2014 Poster Awards Selection Committee
Kentucky Conference on Health Communication

MEMBERSHIPS

2011 - Present	International Communication Association <i>Health Communication Division</i> <i>Communication & Technology Division</i>
2009 - Present	National Communication Association <i>Applied Communication Division</i> <i>Health Communication Division</i> <i>Human Communication & Technologies Division</i>
2015 – 2016	Western States Communication Association
2010 - 2015	Health Communication Research Collaborative, University of Kentucky
2012 - 2013	Southern States Communication Association
2010 - 2013	Kentucky Communication Association