

CURRICULUM VITAE

January 2017

Craig W. Trumbo

Journalism and Media Communication
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EDUCATION

2006	Certificate, GIS-Spatial Analysis, Penn. State World Campus
1997	Ph.D., Mass Communication, University of Wisconsin-Madison
1993	M.S., Journalism & Mass Communication, Iowa State University
1984	B.A., Journalism & Mass Communication, Iowa State University

EMPLOYMENT

CURRENT (2007)

Professor, Journalism & Media Communication, Colorado State University
Affiliate Professor, Community & Behavioral Health, Colorado School of Public Health
Affiliate Professor, School of Global Environmental Sustainability, Colorado State University

PREVIOUS

(2004-2007) Research Associate Professor, College of Medicine, University of Vermont
(2001-2004) Associate Professor, School of Journalism, University of Missouri
(1998-2001) Assistant Professor, Life Sciences Communication, University of Wisconsin
(1997-1998) Assistant Professor, Communication, Cornell University
(1987-1991) Photo and Graphics Editor, *The Providence Journal*, Providence RI
(1984-1987) Photojournalist, *The Florida Times-Union*, Jacksonville, FL

JOURNAL ARTICLES

- Trumbo CW, Harper R (2016). A comparison of students and non-students with respect to orientation toward e-cigarettes. *Journal of Public Health Research*; 5(595).
<http://dx.doi.org/10.4081/jphr.2016.595>
- Demuth JL, Morss RE, Lazo JK, Trumbo CW (2016). The effect of past hurricane experiences on evacuation intentions through risk perception and efficacy beliefs: A mediation analysis. *Weather, Climate & Society*; 8(Oct.): 327-334. <http://dx.doi.org/10.1175/WCAS-D-15-0074.1>
- Trumbo CW, Peek L, Meyer MA, Marlatt HM, Grunfest E, McNoldy BD, Schubert WH (2016). A cognitive-affective scale for hurricane risk perception. *Risk Analysis*;
<http://dx.doi.org/10.1111/risa.12575>.
- Trumbo CW, Harper R (2015). Perceptual influences on self-protective behavior for West Nile virus, A survey in Colorado, USA. *BMC Public Health* 18(15):557
<http://dx.doi.org/10.1186/s12889-015-1918-8>.

- Trumbo CW, Kim SJ (2015). The effect of electronic cigarette advertising on intended use among college students. *Addictive Behaviors* (46): 77-81. <http://dx.doi.org/10.1016/j.addbeh.2015.03.005>
- Trumbo CW, Harper R (2015). Perceived characteristics of e-cigarettes as an innovation by young adults. *Health Behavior and Policy Review* 2(2):154-162. <https://doi.org/10.14485/HBPR.2.2.7>
- Trumbo CW, Harper R (2015). Orientation of US young adults toward e-cigarettes and their use in public. *Health Behavior and Policy Review* 2(2):163-170. <http://dx.doi.org/10.14485/HBPR.2.2.7>
- Trumbo CW, Meyer MA, Marlatt MA, Peek L, and Morrissey B (2014). An assessment of change in hurricane risk perception and optimistic bias among Gulf Coast residents. *Risk Analysis* (34)6:1013-1024. <http://dx.doi.org/10.1111/risa.12149>
- Trumbo CW, Harper R (2013). Use and perception of electronic cigarettes among college students. *Journal of American College Health* 61(3): 149-155. <http://dx.doi.org/10.1080/07448481.2013.776052>
- Besley JC, McComas KA and Trumbo CW (2012). Citizen views about public meetings. *Journal of Risk Research* 15(4): 355-371. <http://dx.doi.org/10.1080/13669877.2011.634516>
- Trumbo CW (2012). The effect of newspaper coverage of influenza on the rate of physician visits for influenza 2002-2008. *Mass Communication and Society* 15(5): 1-21. <http://dx.doi.org/10.1080/15205436.2011.616277>
- Trumbo CW, Lueck L, Marlatt H, Peek L (2011). The effect of proximity to hurricanes Katrina and Rita on subsequent hurricane outlook and optimistic bias. *Risk Analysis* 31(12): 1907-1918. <http://dx.doi.org/10.1111/j.1539-6924.2011.01633.x>
- McComas KA, Lundell HC, Trumbo CW, Besley JC (2010). Public meetings about local cancer clusters: Exploring the relative influence of official versus symbolic risk messages on attendees' post-meeting concern. *Journal of Risk Research* 13(6): 753-770. <http://dx.doi.org/10.1080/13669870903551688>
- Besley JC, McComas KA and Trumbo CW (2008). Local newspaper coverage of health authority fairness during cancer cluster investigations. *Science Communication* 29(4): 498-521. <http://dx.doi.org/10.1177/1075547008316216>
- Trumbo CW and McComas KA (2008). Institutional trust, information processing and perception of environmental cancer risk. *International Journal of Global Environmental Issues* 8(1/2): 61-76. <http://dx.doi.org/10.1504/IJGENVI.2008.01726>
- Trumbo CW, McComas KA and Besley JC (2008). Individual- and community-level effects on risk perception in cancer cluster investigations. *Risk Analysis* 28(1): 161-178. <http://dx.doi.org/10.1111/j.1539-6924.2008.01007.x>
- McComas KA, Trumbo CW and Besley JC (2007). Public meetings about suspected cancer clusters: The impact of voice, interactional justice, and risk perception on attendees' attitudes in six communities. *Journal of Health Communication* 12(6): 527-549. <http://dx.doi.org/10.1080/10810730701508245>
- Trumbo CW, McComas KA and Kannaovakun K (2007). Cancer anxiety and the perception of risk in alarmed communities. *Risk Analysis* 27(2): 335-350. <http://dx.doi.org/10.1111/j.1539-6924.2007.00886.x>

- Riesefeld EP, Marcy TW, Reinier K, Mongeon JA, Trumbo CW, Wemple BE and Kaminsky KA (2007). Radon awareness and mitigation in Vermont: A public health survey. *Health Physics* 92(5): 425-431. <http://dx.doi.org/10.1097/01.HP.0000254862.50407.4a>
- McComas KA, Besley, JC, and Trumbo CW (2006). Why citizens do and don't attend public meetings about local cancer cluster investigations. *The Policy Studies Journal* 34(4): 671-98. [10.1111/j.1541-0072.2006.00197.x](http://dx.doi.org/10.1111/j.1541-0072.2006.00197.x)
- Trumbo CW and O'Keefe GJ (2005). Intention to conserve water: Environmental values, reasoned action, and information effects across time. *Society & Natural Resources* 18: 573-585. <http://dx.doi.org/10.1080/08941920590948002>
- Trumbo CW (2004). Research methods in mass communication research: A census of eight journals 1990-2000. *Journalism and Mass Communication Qtrly* 81(2): 417-36. <http://dx.doi.org/10.1177/107769900408100212>
- Trumbo CW (2004). Mass-mediated information effects on testicular self-examination among college students. *Journal of American College Health* 52(6): 257-261. <http://dx.doi.org/10.3200/JACH.52.6.257-262>
- Trumbo CW (2004). Cancer information on the World Wide Web: Gross characteristics. *Journal of the National Cancer Institute* 96(4): 332-333. <https://jnci.oxfordjournals.org/content/96/4/332.full>
- Trumbo CW and McComas KA (2003). The function of credibility in information processing for risk perception. *Risk Analysis* 23(2): 343-353. <http://dx.doi.org/10.1111/1539-6924.00313>
- Trumbo CW (2002). Information processing and risk perception: An adaptation of the heuristic-systematic model. *Journal of Communication* 52(2): 367-382. <http://dx.doi.org/10.1111/j.1460-2466.2002.tb02550.x>
- McComas KA and Trumbo CW (2001). Application of the Meyer Credibility Index in risk communication. *Risk Analysis* 21(3): 467-480. <http://dx.doi.org/10.1111/0272-4332.213126>
- Trumbo CW, Sprecker K, Yun G, Dumlao R and Duke S (2001). Use of e-mail and the web by science writers. A comparative study, 1994-1999. *Science Communication* 22(4): 347-378. <http://dx.doi.org/10.1177/1075547001022004001>
- Trumbo CW and O'Keefe GJ (2001). Intention to conserve water: Environmental values, planned behavior, and information effects. A comparison of three communities sharing a watershed. *Society & Natural Resources* 14: 891-901. <http://dx.doi.org/10.1080/089419201753242797>
- Trumbo CW and Shanahan J (2000). Social research on climate change: Where we have been, where we are at, and where we might go. *Public Understanding of Science* 9(3): 199-204. <http://dx.doi.org/10.1088/0963-6625/9/3/002>
- Trumbo CW (2000). The nature of public requests for cancer cluster investigations: A survey of state health departments. *American Journal of Public Health* 90(8): 1300-03. <http://dx.doi.org/10.2105/AJPH.90.8.1300>
- Yun GW and Trumbo CW (2000). Response comparison of a survey executed by mail, e-mail, & web site. *Journal of Computer Mediated Communication* 6(1). <http://dx.doi.org/10.1111/j.1083-6101.2000.tb00112.x>

- Trumbo CW (1999). Heuristic-systematic information processing and risk judgment. *Risk Analysis* 19(3): 385-393. <http://dx.doi.org/10.1111/j.1539-6924.1999.tb00415.x>
- Trumbo CW, Markee N, O'Keefe G and Park E (1999). Antecedent precipitation as a methodological concern in attitude surveys on water conservation. *Water Resources Research* 35(4): 1269-1274. <http://dx.doi.org/10.1029/1998WR900123>
- Trumbo CW, Dunwoody SD and Griffin RJ (1998). Journalists, cognition, and the presentation of an epidemiologic study. *Science Communication* 19(3): 238-265. <http://dx.doi.org/10.1177/1075547098019003005>
- Trumbo CW (1998). Communication channels and risk information: A cost-utility model. *Science Communication* 20(2): 190-203. <http://dx.doi.org/10.1177/1075547098020002002>
- Trumbo CW (1996). Examining psychometrics and polarization in a single-risk case study. *Risk Analysis* 16(3): 423-432. <http://dx.doi.org/10.1111/j.1539-6924.1996.tb01477.x>
- Trumbo CW (1996). Constructing climate change. Claims and frames in U.S. news coverage of an environmental issue. *Public Understanding of Science* 5(3): 1-15. <http://dx.doi.org/10.1088/0963-6625/5/3/006>
- Trumbo CW (1995). Longitudinal modeling of public issues. An application of the agenda-setting process to the issue of global warming. *Journalism and Mass Communication Monographs* 152: 1-57. <https://books.google.com/books?id=8QQbAQAIAAJ>

CHAPTERS, REPRINTS, INVITED PRESENTATIONS

- Trumbo CW, Kim SJ (2015). Agenda-setting with environmental issues (Chapter 27, pp. 347-360). In: *Handbook of Environmental Communication* (Hansen A and Cox R, Eds). New York: Routledge.
- Trumbo CW, Kim SJ (2015). The Risk Behavior Diagnosis Scale. In D.K. Kim and J. Dearing (Eds): *Health Communication Research Measures* (Chapter 6). Berne: Peter Lang Publishing.
- Trumbo CW (2012). Communicating the significance of risk. Chapter 5 in *Communication and Engagement with Science and Technology: Issues and Dilemmas* (JK Gilbert and SM Stocklmayer, Eds.). Oxford: Routledge.
- Trumbo CW, Peek L, Laituri M (2012, October). Adaptation, Resilience, Mitigation and Sustainability Strategies (ARMSS) for Cascading Effects of Hydrologic Extremes. Presented to the 7th Annual DFG-NSF Conference - *Reckoning with the Risk of Catastrophe* (Invited). Washington, DC.
- Trumbo CW (April 2012). *Hurricane Evacuation*. Invited participant. Annual workshop on Weather Ready Nation, sponsored by National Oceanic and Atmospheric Administration and National Science Foundation. Birmingham, AL.
- Trumbo CW (2010). Risk Communication, in *Occupational and Environmental Health* (Baron S, Levy B, Wegman D, and Sokas R, Eds). Oxford University Press.
- Trumbo CW and O'Keefe GJ (2004). Communication and reasoned action toward water conservation. *Environmental Communication Yearbook* 1(1): 189-204.
- Trumbo CW (2004). Will the public accept toxicogenomic information? Invited presentation to *Communicating Toxicogenomics Information to Non-Experts*, National Academies of Science, Emerging Issues series; April 22, 2004; Washington, DC.
- Trumbo CW (2003, July 11). Communication and Perception of Clusters. Invited presentation at *Current Practice in the Investigation of Disease Clusters*. Sponsored by the New Jersey Department of Health and Senior Services and the Cancer Institute of New Jersey.
- Trumbo, CW (2001). Risk communication. In the *Encyclopedia of Library and Information Science*, Vol. 69 (A. Kent, Ed.). M. Dekker, Inc., 290-324.
- Trumbo CW (2000). Risk, rhetoric, and the reactor next door. Chapter 10 in *Connections and Directions: Technical Communication, Deliberative Rhetoric, and Environmental Discourse* (N. Coppola and B. Karis, Eds.). Ablex Publishing, 191-224.
- Trumbo CW, O'Keefe, GJ and Christen CT (2000). *Orientations Toward Water Conservation in the Truckee River Watershed*. Interim Report on NSF Project SBR-97-2797. Madison, WI. Department of Life Sciences Communication, University of Wisconsin-Madison.
- Trumbo CW (1996, 2015). Constructing climate change. Claims and frames in U.S. news coverage of an environmental issue. *Public Understanding of Science* 5(3): 1-15. Reprinted in (Cox R, Ed) Reprinted in *SAGE Benchmarks in Communication: Environmental Communication* (pp. 269-283). London: SAGE.

- Trumbo CW, McComas KA (2003, 2010). The function of credibility in information processing for risk perception. *Risk Analysis* 23 343-353. Reprinted in Reprinted in *SAGE Benchmarks in Communication: Health Communication* (G. Kreps, Ed). Thousand Oaks, CA: Sage.
- Trumbo CW (1999, 2010). Heuristic-systematic information processing and risk perception. *Risk Analysis* 19 (3) 385-393. Reprinted in Reprinted in *SAGE Benchmarks in Communication: Health Communication* (G. Kreps, Ed). Thousand Oaks, CA: Sage.
- Trumbo CW (1998, 2010). Communication channels and risk information: A cost-utility model. *Science Communication* 20(2): 190-203. Reprinted in *SAGE Benchmarks in Communication: Health Communication* (G. Kreps, Ed). Thousand Oaks, CA: Sage.
- Nowak P, O’Keefe GJ, Anderson S and Trumbo CW (1997). *Farmers and Water Quality*. Report to the U.S. Department of Agriculture.
- Trumbo CW (1994). *Communicating Information About Environmental Remediation Technologies to the Mass Media Through the Use of Interactive Multimedia*. A Report to the U.S. Department of Energy, Technology Integration Program of the Ames Laboratory at Iowa State University.

EXTRAMURAL GRANTS

- Trumbo CW (PI). Behavioral response toward mosquito-vectored disease risk: A normative-perceptual analysis contrasting West Nile virus and Zika across socioeconomic and ethnic populations. National Science Foundation, Decision Risk and Management Sciences, SES-1657544, \$50,560 (9/01/16-08/31/17).
- Trumbo CW (PI) Research Experiences for Undergraduates, supplement to Shelter-in-Place Compliance During Hazardous Release Emergencies. National Science Foundation, Infrastructure Management and Extreme Events, CMMI-1707290, \$16,000. (9/01/16-08/31/17).
- Trumbo CW (PI) with Peek, L and Henry K (Co-PIs). Shelter-in-Place Compliance During Hazardous Release Emergencies: The Effect of Communications Access in Terrorist/Accidental Chemical/Radiological Events. National Science Foundation, Infrastructure Management and Extreme Events, CMMI-1535894, \$581,025. (9/1/15-8/31/18).
- Trumbo CW (PI). Social Normative Conditions and the Diffusion of Electronic Nicotine Delivery Systems. National Institutes of Health, National Institute on Drug Abuse. \$111,125. 1R03DA033578-01. (9/01/12-08/3/14).
- Trumbo CW (PI) with Peek L, Schubert W, McNoldy B, and Gruntfest E (Co-PIs). Research Experiences for Undergraduates, supplement to Dynamics of hurricane risk perception. National Science Foundation, Infrastructure Management and Extreme Events, CMMI-1050123, \$24,000. (9/01/10-09/01/12).
- Trumbo CW (PI), with Peek L, Schubert W, McNoldy B, and Gruntfest E (Co-PIs). Dynamics of Hurricane Risk Perception. National Science Foundation, Infrastructure Management and Extreme Events, and the National Oceanographic and Atmospheric Administration, CMMI-0856227 \$461,000. (9/01/09-09/01/12).

- Trumbo CW (PI). Proximity to Extreme Events: The Effect of Katrina-Rita on Optimistic Bias in Gulf Coast Counties. National Science Foundation, Decision Risk and Management Sciences, SES-0554921, \$74,120. (10/01/05-09/30/06).
- Trumbo CW (PI). Hazard Proximity and the Perception of Cancer Risk: A Multi-level Spatial Analysis. National Science Foundation, Decision Risk and Management Sciences, SES-0433410 \$100,000. (8/01/04-7/31/06).
- Trumbo CW (PI), with McComas KA (Co-PI). Risk Communication and Public Participation During the Investigation of Cancer Clusters. National Science Foundation, Decision Risk and Management Sciences, SES-0443028, \$331,019.
- Trumbo CW (PI). Cancer Information on the Web: Taxonomic and Content Analyses. National Institutes of Health - National Cancer Institute, 7RO3CA88604-02, \$152,000. (09/01/00–08/31/02).
- Trumbo CW (PI). Information Effects on Testicular Self-Exam Behavior in College-Aged Males. American Cancer Society IRG-58-011-44-01, \$35,000. (10/01/00 – 09/30/01).
- Trumbo CW (PI). Risk Judgment and Community Cancer Clusters. National Science Foundation, Decision Risk and Management Sciences, SES-9996191, \$139,409. (09/01/97-08/31/99).
- Trumbo CW (PI), with O’Keefe, GJ (Co-PI). Planned Behavior, Environmental Values and Domestic Water Conservation. National Science Foundation, U.S. Environmental Protection Agency. SBR-9896386, \$204,098. (09/01/97-08/31/00).
- Trumbo CW (PI), with O’Keefe, GJ (Advisor, Co-PI). Dissertation Improvement Grant: Community Perception and Amplification of Risk: A Case Study. National Science Foundation, Decision Risk and Management Sciences, SES-9509824, \$6,000 (09/01/95-08/31/96).

INTRAMURAL GRANTS

- Trumbo CW (PI). 2016-2017. Behavioral orientation toward risks from multiple mosquito-borne diseases. CSU MPH - Colorado School of Public Health Research Pilot Grant Program. \$20,000.
- Trumbo CW (PI). 2016-2017. Resident Fellow. School of Global Environmental Sustainability. \$6,000.
- Trumbo CW (PI), with Peek, L (Sociology) and Laituri M (Ecosystem Science & Sustainability), 2015-2016. Reducing Vulnerability to Extreme Weather Events. 2015-16 Global Challenges Research Team (GCRT), School of Global Environmental Sustainability. \$10,000
- Trumbo CW (PI). 2014-2015. The effect of electronic cigarette advertising on uptake and smoking norms among young people. CSU MPH - Colorado School of Public Health Research Pilot Grant Program. \$20,000.
- Trumbo CW (PI), with Peek, L and Laituri M. 2012-2013. Reducing Vulnerability and Improving Sustainability to Natural Disasters at the Natural, Built, Social, and Economic Interface. 2012-13 Global Challenges Research Team, School of Global Environmental Sustainability. \$18,000

- Trumbo CW (PI). 2011-2012. Testing alternate strategies for hurricane warning forecast maps. Center for Research on Communication & Technologies. \$2,000.
- Trumbo CW (PI), with Zahran S (Co-PI). 2011-2012. CSU Clean Energy Supercluster Seed Grant: Orientation of Fort Collins homeowners toward adoption of photovoltaics. \$10,000.
- Trumbo CW (PI), with Zielinski-Gutiérrez E (Co-PI, Centers for Disease Control). 2008. CSU Infectious Disease Supercluster Seed Grant: Effect of ecological, proximal, and psychometric risk perception on reported self-protective behavior and potential vaccination uptake for West Nile Virus, \$42,000.
- Trumbo CW (PI), with Zahran S and Lacy M (Co-PI), 2008, Summer-Fall. CSU Clean Energy Supercluster Seed Grant: Demography, economics, and politics of household solar energy use in the U.S., \$20,000.
- Trumbo CW (PI), 2008. CSU College of Liberal Arts Faculty Development Grant: Temporal stability of risk perception and optimistic bias for hurricanes, \$5,000.
- Trumbo CW (PI), 2008, Spring JTC471/500 Research Methods Survey Project. CSU-Institute for Learning and Teaching Innovation Grant for Course Enhancement, \$750.
- Trumbo CW (PI), 2007, Fall. CSU Center for Research on Communication & Technologies. Dynamics of hurricane risk perception across seasons, \$2,000.

PAPERS PRESENTED

- Trumbo CW, Peek L, Laituri M, Schumacher R, Mokry M (2016). “Weather Whiplash” — An analysis of alternating hydrologic events 1960 to 2014 and the associated representation of risk. To be presented at the Annual Convention for the Society for Risk Analysis, San Diego, December 6.
- Trumbo CW, Kim SJ, Harper R. (2015). A Longitudinal Study of Electronic Cigarette Use Among College Students. Presented at the Annual Convention for the Society for Risk Analysis, Arlington VA, December 7.
- Trumbo CW, Kim SJ. (2014). Antecedents to Electronic Cigarette Use: Risk Perception and Information Processing. Presented at the Annual Convention for the Society for Risk Analysis, Denver, December 6.
- Trumbo CW, Marlatt HL (2014). Climate Change, Weather, and Perception of the Risk Time Horizon. Presented at the Annual Convention for the Society for Risk Analysis, Denver, December 7.
- Trumbo CW, Peek L, Meyer M, Marlatt H, McNoldy B, Schubert W, Grunfest E (2013, Dec.). Modeling Hurricane Preparedness and Evacuation Intention. Society for Risk Analysis convention, Baltimore, MD.
- Trumbo CW, Peek L, Laituri M (2012, Dec). Alternating Hydrologic Extremes: Risk Communication and Weather Whiplash. Society for Risk Analysis convention, Baltimore, MD.

- Trumbo CW, Peek L, Marlatt HM, Lueck M, McNoldy B, Grunfest E (2012, July). A Multidimensional Examination of Hurricane Preparedness and Evacuation Intention. Presented to the Annual Natural Hazards Research Workshop, Broomfield, CO.
- Trumbo CW, Peek L, Marlatt HM, Lueck M, McNoldy B, Grunfest E (2012, December). Beyond the cone of uncertainty: Effect of alternate hurricane forecast maps on evacuation intent. Society for Risk Analysis convention, San Francisco, CA.
- Trumbo CW, Peek L, Marlatt HM, Lueck M, McNoldy B, Grunfest E (2012, December). Hurricane Preparedness and Evacuation Intention: Risk Perception, Evacuation Barriers, and Demographics. Presented to the Society for Risk Analysis convention, San Francisco, CA.
- Trumbo CW, Zielinski-Guiterrez E, Kronauge C, and Evans (2011, Dec. 6). The role of risk perception in potential vaccination uptake for West Nile virus. Paper presented to the Society for Risk Analysis convention, Charleston, SC.
- Trumbo CW, Peek L, Marlatt HM, McNoldy B, Grunfest E (2011, Dec. 6). Social and Psychological elements of hurricane risk perception. Paper presented to the Society for Risk Analysis convention, Charleston, SC.
- Trumbo CW, Peek L, Marlatt HM, Lueck M, McNoldy B, Grunfest E (2011, April). Dynamics of Hurricane Risk Perception. Invited presentation to the National Oceanic and Atmospheric Administration (NOAA), Miami, FL.
- Trumbo CW, Peek L, Marlatt HM, Lueck M, McNoldy B, Grunfest E (2011, July). Dynamics of Hurricane Risk Perception: Year II Results. Paper presented to the Annual Natural Hazards Research and Applications Workshop, Broomfield, CO.
- Marlatt H, Trumbo CW (2010, Dec. 6). Risk communication and issue activation: The effect of risk perception and information effects on community members' actions toward a proposed uranium mine. Paper presented to the Society for Risk Analysis convention, Salt Lake City, UT.
- Trumbo CW, Peek L, Marlatt H, Lueck M, Grunfest E, Demuth J, McNoldy B, Schubert W (2010, Dec. 6). Changes in risk perception for hurricane evacuation among Gulf Coast residents, 2006-2008. Paper presented to the Society for Risk Analysis convention, Salt Lake City, UT.
- Trumbo CW, Zielinski-Guiterrez E, Harper R, Kronauge C, and Evans S and McComas KA (2010, Dec. 6). Ethnicity, risk perception, and self-protective behavior for West Nile virus. Paper presented to the Society for Risk Analysis, Salt Lake City, UT.
- Trumbo CW, Zielinski-Guiterrez E, Harper R, Kronauge C, and Evans S (2010, November). Effect of risk perception on self-protective behavior for West Nile virus. Paper presented to the American Public Health Association, Nov. 6-10, Denver, CO.
- Trumbo CW (2010, August). News media and the social amplification of risk for seasonal influenza. Paper presented to the AEJMC, August 4-7, Denver, CO.
- Trumbo CW, Peek L, Marlatt H, Lueck M, Grunfest E, Demuth J, McNoldy B, Schubert W (2010, August). The effect of proximity to Hurricanes Katrina and Rita on subsequent

- optimistic bias and the perception of hurricane risk. Paper presented to the AEJMC, August 4-7, Denver, CO.
- Trumbo CW, Zielinski-Guiterrez E, Harper R, Kronauge C, and Evans S (2010, August). Effect of ecological, proximal, and psychometric risk perception on reported self-protective behavior for West Nile virus. Paper presented to the AEJMC, August 4-7, Denver, CO.
- McComas KA, Brown H, Trumbo CW (2009, August). Getting citizens involved: How controversial science policy debates stimulate issue participation during a political campaign. Top Faculty paper presented to the AEJMC, August 5-8, Boston, MA.
- Trumbo CW, McComas KA and Besley JC. (2008, Dec.). Institutional trust moderates the effect of source credibility and value similarity on perception of risk for in-situ uranium mining. Paper presented to the Society for Risk Analysis annual convention, Boston, MA.
- McComas KA, Trumbo CW and Besley JC (2008, Dec.). When voice matters: Exploring the relative influence of procedural fairness and salient values similarity on trust judgments in the context of risk. Paper presented to the Society for Risk Analysis annual convention, Boston, MA.
- Besley JC, McComas KA and Trumbo CW (2008, Dec.). Public perceptions of public meetings. Paper presented to the Society for Risk Analysis annual convention, Boston, MA.
- Trumbo CW and McComas KA (2008, May). Social trust and the communication of risk. Paper presented to the International Communication Association, Montreal.
- Trumbo CW, McComas KA and Besley JC (2008, May). A multi-level analysis of risk perception. Paper presented to the ICA annual convention, Montreal.
- McComas KA, Foster MW, Trumbo CW and Besley JC (2007, Nov.). Exploring the notion of public meetings as social stations of risk amplification. Paper presented to the Society for Risk Analysis annual convention, Austin, TX.
- Besley JC, McComas KA and Trumbo, CW (2007, Nov.). Citizens' perception of the fairness of local scientists and its relationship to nanotechnology concern. Paper presented to the Society for Risk Analysis annual convention, Austin, TX.
- Trumbo CW (2006, Nov.). GIS methods to spatially merge, analyze and visualize social survey data demonstrated in a study of the effect of hazard proximity on cancer risk perception. Poster presented to the APHA annual convention, Boston.
- McComas KA, Besley JC and Trumbo CW (2006, Nov.). Not-so-great expectations: The use of public meetings for risk communication during cancer cluster investigations. Paper presented to the Society for Risk Analysis annual convention, Baltimore, MD.
- Besley JC, McComas KA and Trumbo CW (2006, August). Media content and procedural justice in the context of local cancer cluster investigations. Paper presented to the Mass Communication Division, annual convention, the Association for Education in Journalism and Mass Communication, San Francisco, CA.

- Trumbo CW and McComas KA (2004, Nov. 9). Risk perception, communication, and suspected cancer clusters. Paper presented to the American Public Health Association Annual Convention, Washington DC.
- Trumbo CW and McComas KA (2004, Dec. 6). A macro-level examination of risk perception & communication in cancer investigations. Paper presented to the Society for Risk Analysis convention, Palm Springs CA.
- Besley JC, McComas KA and Trumbo CW (2004, Dec.) Content Analysis of Newspaper Coverage about Public Meetings on Cancer Clusters. Presented to the Society for Risk Analysis convention, Palm Springs CA.
- Park SY, Yun GW and Trumbo CW (2001, May 25). Magazine Coverage of Eating Disorders, 1980-1999. Paper presented to the International Communication Association annual convention, Washington DC.
- Trumbo CW and McComas KA (2000, Dec. 5). Credibility as a factor in information processing for risk judgment. Paper presented to the Society for Risk Analysis annual convention, Arlington, VA.
- Trumbo CW and O'Keefe GJ (2000, August 9). Understanding environmentalism and information effects in water conservation behavior: A comparison of three communities sharing a watershed. Paper presented to the Science Communication Group at the annual convention of the AEJMC, Phoenix.
- Trumbo CW (2000, August 9). Modeling information seeking, exposure and attention in an expanded theory of reasoned action. Paper presented to the Communication Theory and methodology Division at the annual convention of the AEJMC, Phoenix.
- Yun GW and Trumbo CW (1999, Nov). Response comparison of a survey executed by mail, e-mail, & Web site. Paper presented at the annual convention of the Midwest Association for Public Opinion Research, Chicago.
- McComas KA and Trumbo CW (1999). Application of Meyer's Credibility Index in environmental health-risk controversies. Paper presented at the convention of the National Communication Association, Chicago.
- Trumbo CW and Kannaovakun P (1999). An Index of Generalized Cancer Anxiety for Use in Health Communication Surveys Paper presented to the Science Communication Interest Group, at the Association for Education in Journalism and Mass Communication annual convention, New Orleans, August.
- Trumbo CW, Sprecker K, Yun GW, Dumlao R and Duke S. (1999, Aug.). Use of e-mail and the Web by science writers: A longitudinal comparison, 1994-1999. Paper presented at the AEJMC convention, New Orleans.
- Christen C, Trumbo CW and O'Keefe GJ (1999). Mediated perspectives on water conservation: A rural-urban study. Paper presented to the Conference on Communication and the Environment, Flagstaff, AZ, July.
- Trumbo CW, O'Keefe GJ and Christen C. (1999, May). Attitudinal-communities for water conservation. Paper presented to the Sixth National Watershed Conference, Austin TX.

- Trumbo CW (1999). The heuristic-systematic model and risk perception. Replicated evaluation with observational data. Paper presented to the Information Systems Division of the International Communication Association, San Francisco, May.
- Trumbo CW and Edy J (1998). An epidemic of epidemiology? Cancer clusters reported to state health departments. Society for Risk Analysis annual convention, Phoenix, AZ, Dec. 1998.
- McComas KA and Trumbo CW (1998, Dec.). Who do citizens believe? Applying a previously validated source credibility scale in a risk communication context. Society for Risk Analysis annual convention, Phoenix, AZ.
- Shanahan J and Trumbo CW (1998). Voices and messages in global climate change coverage. Symposium on Society and Resource Mgmt, Columbia MO, May.
- Trumbo CW (1997). Differential information processing across levels of arousal in a risk controversy. Society for Risk Analysis, Washington, DC, Dec. 1997.
- Trumbo CW (1997). Heuristic-systematic information processing and judgment of environmental risk. AEJMC, Science Interest Group, Annual Conference, Chicago, August 1997.
- Trumbo, CW (1997). Reasons why: Describing polarized orientations toward perception of environmental risk. Third bi-annual Conference on Communication and Environment, Cazanovia, NY, August 1997.
- Trumbo CW (1997). Communication channels and risk information. An interactive model using cost, utility, worry, and self-efficacy to predict channel usefulness for risk information. International Communication Association, Montreal, May.
- Trumbo CW (1996). The cost-utility model applied to risk information. Paper presented to the Society for Risk Analysis, New Orleans, December 1996.
- Trumbo CW, Dunwoody S and Griffin R J (1996). Trouble in the tank or trouble in the head? Television news coverage of the reformulated gasoline health study in Milwaukee: A critical analysis. AEJMC, Science Interest Group, Anaheim.
- Trumbo CW, O'Keefe GJ and Nowak P (1996). Adoption of innovations and the Cancian Dip: Implications for communication? AEJMC, Communication Theory and Methods Division, Anaheim, CA.
- Trumbo CW (1995). Risk perception in community context. Evaluating the psychometric paradigm and its relationship to reported communication channel usefulness. AEJMC, Science Interest Group, Annual Conference, Washington DC, August.
- Trumbo CW (1995). The life course of an environmental issue. Claims, frames, and global warming. AEJMC, Science Interest Group, Annual Conference, Washington DC, August.
- Trumbo CW (1995). Newspapers and public opinion: An examination of The Des Moines Register and its Iowa Poll. AEJMC, Newspaper Division, Annual Conference, Washington, August.

Trumbo CW (1994, April). Inter-media agenda-setting and the issue of global warming. A time series analysis. Media and the Environment Conference, AEJMC and Reynolds School of Journalism, Reno, NV.

Trumbo CW (1993). Environmental issues and the agenda-setting function of the mass media. Annual Conference on Communication and Our Environment, Speech Communication Association, Big Sky, MT, July 1993.

Trumbo CW (1993). Media, opinion, and global warming. AEJMC, Science Interest Group, Annual Conference, Kansas City, MO, August 1993.

TEACHING EXPERIENCE

Title	Institution	Term	Enroll	Description
PBHL560 Quantitative Methods in Public Health	Colorado State	2017	6,	Introductory course on biostatistics and applied quantitative analysis in public health.
JTC 270 Statistics in Communication	Colorado State	2015 2016	20, 36 36	Introduction to fundamental statistical operations tailored to journalism majors. Emphasizes use of statistical software and writing skills for descriptive and inferential reports.
JTC 471 Research for Public Comm.	Colorado State	2015 2014 2010 2008	12 11 9 9	Introduction to the philosophies of qualitative and quantitative research. Overview of the history and structure of communication research. Exploration of research articles in the field.
JTC 670 Social Processes of Risk	Colorado State	2016 2014 2012	9 17 15	Examination of risk and risk communication from psychological, social, and cultural perspectives within contexts of health, technology, and disasters.
JTC 701 Colloquium	Colorado State	2011 2010 2009	11 20 16	Program introduction and pro-seminar for new graduate students.
JTC 690 Research Design	Colorado State	2011 2010 2009	13 11 18	Planning and design of research, proposal writing skills, focusing on specific interests of students' areas of research. Course is designed to support the development of a thesis/dissertation proposal.
JTC 500 Research Methods	Colorado State	2008	8 20	Introduction for beginning graduate students to the most common quantitative and qualitative research methods used in social science.
JTC 335 Digital Photography	Colorado State	2004 2010 2008 2007	18 15 17 14, 18	Exploration of the history of photography, major traditions in documentary photojournalism, contemporary practices in digital news photography. Basic camera skills.
J 309 History of American Journalism	Missouri	2003	165	Examination of the complex interactions of the media, political, and social systems in American history.
J 303 Solving Practical Problems in Journalism	Missouri	2002 2003	22 18	Introduction for upper-level undergraduates to the most common research methods of that are used in journalism. Conduct and reporting of social surveys emphasized.
J 416 Doctoral ProSeminar	Missouri	2002	8	Advanced treatment of theory and methods, focusing on specific interests of students' research. Supports development of dissertation proposal.
J 421 Doctoral Seminar	Missouri	2002	8	Program orientation, students write a theory-based research proposal.

J 408 Research Methods	Missouri	2002	12	Introduction to the most common quantitative research methods of research used in communication research. SPSS introduced.
J 401 Mass Media Seminar	Missouri	2001	25	Introduction of concepts fundamental to conduct of social scientific research, overview of history and structure of field of mass communication, survey of major theoretical perspectives.
J 474 Thesis Seminar	Missouri	2001	12	Guidance of master's candidates toward the successful establishment of a thesis committee and the completion of the thesis proposal.
LSC 660 Applied Statistical Analysis	Wisconsin	2001	9	Introduction for MS students to fundamental quantitative analysis techniques and strategies, use of software packages, interpretation and presentation of output.
LSC 980 Research on Science and Technology Communication	Wisconsin	2000	8	take a research project that has been initiated in the previous class and carry it through to data collection, analysis, completion, and submission to a conference or journal.
LSC 875 Communication of Science & Technology	Wisconsin	1999	15	Conceptual and theoretical foundations of science communication, emphasizing communication among scientists, between scientists and journalists, and public understanding of science.
LSC 505 Publications Editing	Wisconsin	1999	19, 18	Required upper-level undergraduate class in planning, writing, editing and producing publications. Course includes analysis of effective writing and grammar.
LSC 740 Introduction to Theory and Research	Wisconsin	1998 1999	10 20	Introduction of concepts fundamental to conduct of social scientific research, overview of history and structure of field of communication, survey of major theoretical perspectives
COMM 116 Introduction to Interpersonal Communication Theory	Cornell	1998	250	Required theory course looks at a range of settings in which human communication occurs. Focus is on communication between individuals, in small groups, in families, or in organizations.
COMM 484/686 Risk Communication	Cornell	1998	25	Overview of risk communication with emphasis on senders, receivers, and messages. Emphasizes role of government, communities, and the news media.
JLMC 310/311 Photojournalism	Iowa State	1993	30	Overview of the history of documentary photography. Basic camera and darkroom skills. Taught as instructor.

GRADUATE COMMITTEES

Melissa Mokry, PhD Public Communication and Technology (chair) Colorado State University
Holly Marlatt, PhD Public Communication and Technology (chair) Colorado State University
Danielle Stomberg, PhD Public Communication and Technology (member) Colorado State University
Sara Gill, MS Sociology (member) Colorado State University
Lucy Carter, MS Sociology (member) Colorado State University
Joe Samuel, MS Atmospheric Science (member) Colorado State University
Guangyang Hou, PhD Civil Engineering (member) Colorado State University

Completed

2015 PhD Public Communication and Technology (chair) Colorado State University
Julie Demuth, "Developing a Valid Scale of Past Tornado Experiences."

2016 MS Sociology (member) Colorado State University
Jason Pohl, "Social Aspects of the 2013 Glenn Haven Flood."

2015 MS Public Communication and Technology (member) Colorado State University
Jena Thompson, "Helping Behaviors During Disaster Reporting Stages: A Measure of Innate and Conditioned Differences in Empathy and Compassion Generation."

2015 PhD Public Communication and Technology (member) Colorado State University
Ed Peyronnin, "Developing Communication Strategies to Improve Researcher Digital Self-Archiving Behaviors in Higher Education."

2013 PhD Atmospheric Science (member) Colorado State University
Gabriella Mora-Rojas, "Deep and shallow overturning circulations in the tropical atmosphere."

2011 MS Food Science and Human Nutrition (member) Colorado State University
Katharine Kissane, "Assessing the outcomes and acceptability of healthy lifestyles for Youth Corps members : phase 2 of a multi-phase project ."

2013 PhD Sociology (member) Colorado State University
Michelle Meyer, "Social Capital and Collective Efficacy for Disaster Resilience: Connecting Individuals with Communities and Vulnerability with Resilience in Hurricane-prone Communities in Florida."

2013 PhD Public Communication and Technology (chair) Colorado State University
Raquel Harper, "Comprehensive health literacy assessment for young adults."

2011 MS Journalism and Technical Communication (chair) Colorado State University
Karen Wheeler, "Use of the Health Belief Model to explain perceptions of zoonotic disease risk by animal owners."

2010 MS Journalism and Technical Communication (chair) Colorado State University
Gayleen Rossiter, "Media representation of climate change: Frames and claims-makers in the New York Times and the Washington Post."

- 2010 MS Journalism and Technical Communication (chair) Colorado State University
Caitlin Shenk, "Claims and frames: Newspaper coverage of the human papillomavirus vaccine."
- 2010 MS Journalism and Technical Communication (chair) Colorado State University
Bridget Morrissey, "Optimistic bias in relation to hurricane risk."
- 2010 MS Journalism and Technical Communication (co-chair) Colorado State University
Catherine Lundy, "Framing an NFL legend: A comparative analysis framing and structural pluralism in regional vs. national newspaper coverage of Brett Favre's retirement(s)."
- 2010 MS Journalism and Technical Communication (co-chair) Colorado State University
Lindsey Smith, "The antecedents of changing Facebook content for employment: An application of the theory of reasoned action."
- 2007 EdD Educational Leadership (member) University of Vermont
Andrea Grayson, "Alcohol-related media consumption habits of college students."
- 2003 MA Journalism (member) University of Missouri
I-Huei Cheng, "Framing smoking messages toward the youth: a think aloud protocol study."
- 2003 MA Journalism (member) University of Missouri
Oxana Prokopovich, "Rhetorical appeals of advertising on alcohol-related product websites."
- 2002 MA Journalism (chair) University of Missouri
Bayasgalan Bayarsaikhan, "Trends in coverage of the Internet in 1995, 1998 and 2001 in four American newspapers."
- 2001 PhD Mass Communication (member) University of Wisconsin
Kim Sprecker, "Reader perceptions of the credibility of university scientists as sources of environmental news."
- 2001 MS Life Sciences Communication (chair) University of Wisconsin
Katherine Canada, "Tater tox: Claims and frames in British representation of a modern biotechnology controversy."
- 2000 MS Life Sciences Communication (chair) University of Wisconsin
Gretchen Fryling, "An analysis of interactivity in biotechnology web sites."
- 2000 MS Life Sciences Communication (chair) University of Wisconsin
Larissa Washburn, "Risk amplifying frames in the media coverage of BSE in Britain."
- 2000 MS Life Sciences Communication (chair) University of Wisconsin
April Eichmeier, "The theory of reasoned action and intention to drink red wine."
- 2000 MS Life Sciences Communication (member) University of Wisconsin
Mary Jae Paul, "Disaster communication on the Internet: a case study of selected disaster relief web sites."
- 2000 PhD Mass Communication (member) University of Wisconsin
Sue-Jen Lin, "Readers' preferences for interactivity of online newspapers."
- 2000 PhD Mass Communication (member) University of Wisconsin
Yun Gi-Woong, "The effects of interactivity on the credibility of static web sites and web site forums."

SERVICE, AFFILIATIONS, ETC.

Recent University Committee Service Includes:

CSU Representative Colorado School of Public Health Faculty Senate
Colorado School of Public Health, Departmental Appointments Committee (CSU Rep)
Colorado School of Public Health, Health Communication Area Executive Board
CSU Committee on Scholarship, Research & Graduate Education

Recent Department Committee Service Includes:

Scholarship Committee
Graduate Committee
Graduate Program Coordinator
Curriculum Committee
Diversity Committee
Library Committee

Professional Society Service Includes:

Chair, Risk Communication Specialty Group, Society for Risk Analysis.
Executive committee member, Communication Theory and Methods Division AEJMC
Chair Burrows Minority Fellowship, Communication Theory and Methods Division AEJMC
Program Organizer: Pre-conference workshop on grant writing for AEJMC 1998-2001
Newsletter Editor, SciPhers, AEJMC Science Interest Group
Teaching Standards Chair, Comm. Theory & Methodology Division of AEJMC

Memberships Include:

Society for Risk Analysis (current)
Association for Education in Journalism and Mass Communication
International Communication Association
American Public Health Association

Editorial Board Member:

Risk Analysis (2010 - current)
Science Communication (2009 - current)
Environmental Communication (2004 - 2011)
Public Understanding of Science (9)3, Special Issue on Climate Change, 2000.

Grant Referee (ad hoc):

National Science Foundation:

Decision Risk and Management Sciences
Critical Resilient Interdependent Infrastructure Systems and Processes
Infrastructure Management and Extreme Events

Manuscript Referee:

American Journal of Public Health
Australasian Journal of Disaster and Trauma Studies
Bulletin of the American Meteorological Society
Disasters
Environmental Communication
Global Environmental Change
Health Education and Behavior
Health Education Research
Human Communication Research
Human Organization
Journal of Health Care for the Poor and Underserved
Journalism and Mass Communication Quarterly
Mass Communication and Society
Media Psychology
Nature: Climate Change
Nicotine and Tobacco Research
Preventive Medicine
Public Opinion Quarterly
Public Understanding of Science
Regional Environmental Change
Risk Analysis
Science Communication
Society & Natural Resources
Substance Use and Misuse
Weather, Climate & Society

Honors:

1998. Nafziger-White Dissertation Award, Association for Education in Journalism and Mass Communication. Columbia, SC

Phi Kappa Phi (1997), Kappa Tau Alpha (1993), Gamma Sigma Delta (1993)

Recognized by the Editorial Board of *Journalism & Communication Monographs* as author of one of the ten most impactful publications of the past 20 years (Longitudinal modeling of public issues. An application of the agenda-setting process to the issue of global warming).

Recognized by the Editorial Board of *Risk Analysis* as a Best Reviewer in 2012.

Avocation:

Fly fishing
Jazz bass