

Marilee Long

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EDUCATION

1991 Ph.D., Mass Communications, University of Wisconsin-Madison
1986 M.S., Agricultural Journalism, University of Wisconsin-Madison
1981 B.A., Technical Journalism, Colorado State University

ACADEMIC POSITIONS

(July 2022-present) Chair, Dept. of Journalism & Media Communication, Colorado State University
(Spring 2019) Acting Chair, Dept. of Journalism & Media Communication, Colorado State University
(2017-present) Associate Chair, Dept. of Journalism & Media Communication, Colorado State University
(2007-present) Professor, Dept. of Journalism & Media Communication, Colorado State University
(2008-present) Professor, Dept. of Community & Behavioral Health, Colorado School of Public Health
(1997- 2007) Associate Professor, Dept. of Journalism & Technical Communication, Colorado State University
(1991-1997) Assistant Professor, Dept. of Journalism & Technical Communication, Colorado State University
(1986-1988) Lecturer, Dept. of Communication, Cornell University, Ithaca, NY
(1986) Part-Time Lecturer, Dept. of Agricultural Journalism, University of Wisconsin-Madison
(1985) Teaching Assistant, Dept. of Agricultural Journalism, University of Wisconsin-Madison

OTHER POSITIONS

(1990-1991) Associate Editor, School of Nursing, University of Wisconsin-Madison
(1989-1991) Project Assistant, School of Journalism and Mass Communication, University of Wisconsin-Madison
(1989-1990) Part-Time Writer, Public Affairs Office, Center for Health Sciences, University of Wisconsin-Madison
(1981-1984) Writer/Editor and Senior Writer/Editor, Martin Marietta Denver Aerospace, Denver, CO

HONORS AND AWARDS

- 2013 Delta Omega Honorary Society in Public Health, Alpha Upsilon Chapter, Colorado School of Public Health
- 2008 Top three faculty paper, Science Communication Interest Group, Association for Education in Journalism and Mass Communication annual conference, Chicago, IL
- 2006 Fellow, American Association for the Advancement of Science, General Interest in Science and Engineering Section
- 1999 Top paper in Debut Category in the Gender Issues Division of the Broadcast Educators Association annual conference, Las Vegas, NV
- 1992 Mortar Board Rose Certificate for outstanding contributions to students at Colorado State University
- 1988-89 Reader's Digest Excellence in Journalism Fellowship

PUBLISHED WORKS

Refereed Journal Articles

- Wendt, E. A., Quinn, C., L'Orange, C., Miller-Lionberg, D. D., Ford, B., Pierce, J. R., Mehaffy, J., Cheeseman, M., Jathar, S. H., Hagan, D. H., Rosen, Z., **Long, M.**, & Volckens, J. (2021). A low-cost monitor for simultaneous measurement of fine particulate matter and aerosol optical depth – Part 3: Automation and design improvements. *Atmospheric Measurement Techniques*, *14*, 6023-6038, <https://doi.org/10.5194/amt-14-6023-2021>.
- Anderson, A. A., Williams, E. A., **Long, M.**, Carter, E., & Volckens, J. (2020). Organizationally based citizen science: Considerations for implementation. *Journal of Science Communication*, *19*(3), A01, <https://doi.org/10.22323/2.19030201>
- Moore, A. C., Anderson, A. A., **Long, M.**, McKernan, L. T., & Volckens, J. (2019). The power of the crowd: Prospects and pitfalls for citizen science in occupational health. *Journal of Occupational & Environmental Hygiene*, *16*(3), 191-198.
- Ford, B., Pierce, J. R., Wendt, E., **Long, M.**, Jathar, S., Mehaffy, J., Tryner, J., Quinn, C., van Zyl, L., L'Orange, C., Miller-Lionberg, D., & Volckens, J. (2019). A low-cost monitor for measurement of fine particulate matter and aerosol optical depth – Part 2: Citizen-science pilot campaign in northern Colorado. *Atmospheric Measurement Techniques*, *12*, 6385–6399, <https://doi.org/10.5194/amt-12-6385-2019>
- Rouner, D., **Long, M.**, Bubar, R., Vernon, I., & Aungie, B. (2015). Communication about sexually transmitted infections among rural and urban Native American youth. *The Howard Journal of Communications*, *26*(2), 172-192.
- Bubar, R., Rouner, D., Vernon, I. S., **Long, M.**, & Aungie, B. (2015). Rap about clap: A qualitative study of American Indian youth and STDs/STIs. *American Indian Culture and Research*, *39*(2), 53-67.
- Lee, C-J., **Long, M.**, Slater, M. D., & Song, W. (2014). Comparing local TV news with national TV news in cancer coverage: An exploratory content analysis. *Journal of Health Communication*, *19*(12), 1330-1342.

Boiarsky, G., Rouner, D., & **Long, M.** (2013). Effects of responsibility attribution and message source on young adults' health attitudes and behaviors. *Journal of Health Communication, 18*(7):881-894.

Walters, A., & **Long, M.** (2012). The effect of food label cues on perceptions of quality and purchase intentions among high-involvement consumers with varying levels of nutrition knowledge. *Journal of Nutrition Education and Behavior, 44*(4):350-354. This article is based on the first author's thesis.

Steinke, J., Applegate, B., Lapinski, M., Ryan, L., & **Long, M.** (2012). Gender differences in adolescents' wishful identification with scientist characters on television. *Science Communication, 34*(2):163-199.

Long, M., Steinke, J., Applegate, B., Knight Lapinski, M., Johnson, M. J., & Ghosh, S. (2010). Portrayals of male and female scientists in television programs popular among middle school-age children. *Science Communication, 32*:356-382.

Larson, S., **Long, M.**, Slater, M. D., Bettinghaus, E. P., & Read, A. (2009). A content analysis of cancer survivorship coverage in a representative sample of U.S. news outlets. *Journal of Cancer Education, 24*(4), 291-296. This article is based on the first author's thesis.

Rouner, D., Slater, M., **Long, M.**, & Stapel, L. (2009). The relationship between editorial and advertising content about tobacco and alcohol in United States newspapers: An exploratory study. *Journalism and Mass Communication Quarterly, 86*(1)103-118.

Slater, M. D., Hayes, A. F., Reineke, J. B., **Long, M.**, & Bettinghaus, E. P. (2009). Newspaper coverage of cancer prevention: Multilevel evidence for knowledge gap effects. *Journal of Communication, 59*(3), 514-533.

Steinke, J., Knight Lapinski, M., **Long, M.**, VanDerMaas, C., Ryan, L., & Applegate, B. (2009). Seeing oneself as a scientist: Media influences and adolescent girls' science career-possible selves. *Journal of Women and Minorities in Science and Engineering, 15*, 279-302.

Slater, M. D., **Long, M.**, Bettinghaus, E. P., & Reineke, J. B. (2008). News coverage of cancer in the U.S.: A national sample of newspapers, television and magazines. *Journal of Health Communication, 13*:523-537.

Long, M., Slater, M. D., & Lysengen, L. (2006). U.S. media coverage of tobacco-control issues. *Tobacco Control, 15*:367-372.

Slater, M. D., **Long, M.**, & Ford, V. (2006). Alcohol and illegal drugs, violent crime, and accidents in U.S. local and national news. *Journal of Studies on Alcohol, 67*:904-910.

Slater, M. D., Rouner, D., & **Long, M.** (2006). Television dramas and support for controversial public policies: Effects and mechanisms. *Journal of Communication, 56*(2):235-252.

Long, M., Slater, M. D., Boiarsky, G., Stapel, L., & Keefe, T. (2005). Obtaining a nationally representative sample of local news media outlets. *Mass Communication and Society, 8*:299-322.

Haard, J., Slater, M. D., & **Long, M.** (2004). Scientese and ambiguous citations in the selling of unproven medical treatments. *Health Communication, 16*(4):411-426. This article is based on the first author's thesis.

Long, M., Boiarsky, G., & Thayer, G. (2001). Gender and racial counter-stereotypes in science education television: A content analysis. *Public Understanding of Science, 10*:255-269.

Boiarsky, G., **Long, M.,** & Thayer, G. (1999). Formal features in children's science television: Sound effects, visual pace, and topic shifts. *Communication Research Reports, 16*(2), 185-192.

Boiarsky, G., **Long, M.,** & Zimmerman, D. E. (1999). Pollution-prevention information campaigns for small businesses: An audience analysis. *Journal of Environmental Education, 30*(3), 29-36.

Steinke, J. & **Long, M.** (1996). A lab of her own? Portrayals of female characters on children's educational science programs. *Science Communication, 18*(2), 91-115.

Long, M., & Steinke, J. (1996). The thrill of everyday science: Images of science and scientists on children's educational science programs in the United States. *Public Understanding of Science, 5*(2), 101-119.

Vest, D., **Long, M.,** & Anderson, T. (1996). Electrical engineers' perceptions of communication training and their recommendations for curricular change: Results of a national survey. *IEEE Transactions on Professional Communication, 39*(1), 38-42.

Long, M. (1995). Scientific explanation in U.S. newspaper science stories. *Public Understanding of Science, 4*(2), 119-130.

Vest, D., **Long, M.,** Thomas, L., & Palmquist, M. (1995). Relating communication training to workplace requirements: The perspective of new engineers. *IEEE Transactions on Professional Communication, 38*(1), 11-17.

Zimmerman, D. E., & **Long, M.** (1993). Exploring the technical communicator's roles: Implications for program design. *Technical Communication Quarterly, 2*(3), 301-318.

Dunwoody, S., Neuwirth, K., Griffin, R. J., & **Long, M.** (1992). The impact of risk message content and construction on comments about risks embedded in "letters to friends." *Journal of Language and Social Psychology, 11*(1&2), 9-33.

Refereed Proceedings/Transactions

Grove, L. K., Zimmerman, D. E., & **Long, M.** (1996). Bridging communication science to technical communication—The importance of research methods. *Proceedings of the International Professional Communication Conference 96*, 223-230.

Zimmerman, D. E., Palmquist, M., Vest, D., Boiarsky, G. A., **Long, M.,** Tajchman, R., Anderson, T., Criswell, K., & Crim, C. (1995). Developing online writing aids for electrical engineering majors—A progress report. *Proceedings of the International Professional Communication Conference 95*, 230-233.

Manuscripts in Review

Cheeseman, M., Ford, B., Rosen, Z., Wendt, E., DesRosiers, A., Hill, A. J., L'Orange, C., Quinn, C., **Long, M.,** Jathar, S. H., Volckens, J., & Pierce, J. R. Technical note: Investigating sub-city gradients of air quality: lessons learned with low-cost PM_{2.5} and AOD monitors and machine learning. Submitted to *Atmospheric Chemistry and Physics*.

CONTRACTS AND GRANTS

Externally Funded Projects as PI

(2018-2021). **Long, M.** (PI), Magzamen S. (co-PI), Fischer, E. (co-PI), Pierce, & J. (co-PI). Upping utility: Engaging decision-makers en route to a smoke health warning system. A.J. Kauvar Foundation, \$100,000 (total costs).

(2015-2016). **Long, M.** (PI). Investigating health care provider understanding of patient perceptions of and concerns about vaccinations. Colorado School of Public Health Faculty Seed Grant, \$19,433 (total costs).

(1996-1998). **Long, M.** (PI), & Boiarsky, G. (co-PI). A study of the presentation of science and scientists in children's science education programming. National Science Foundation's Division of Research, Evaluation, and Communication, \$49,181 (total costs).

Externally Funded Projects as Co-PI

(2020-2021). Volckens, J. V. (PI), Carter, E. (co-PI), & **Long, M.** (co-PI). Citizen-science technology for healthy living at home. National Institutes of Health, \$74,000 (total costs).

(2019-2023). Volckens, J. V. (PI), Anderson, A. A. (co-PI), Carter, E. (co-PI), **Long, M.** (co-PI), & Williams, E. A. (co-PI). A citizen-science approach to occupational hazard assessment. National Institute for Occupational Safety and Health, \$2,164,527 (total costs).

(2017-2021). Volckens, J. (PI), Pierce, J. (co-PI), Jathar, S. (co-PI), **Long, M.** (co-PI), & Doesken, N. (co-PI). Citizen-enabled aerosol measurements for satellites: A network for high-resolution measurements of PM_{2.5} and aerosol optical depth. NASA, \$1,591,894 (total costs).

(2016-2019). Ravishankara, A. R., Kreidenweis, S., Peel, J., Volckens, J. & **Long, M.** A. J. Kauvar Foundation donation to CSU's Partnership for Air Quality, Climate, and Health, \$50,000 (total costs).

(2006-2009). Steinke, J. (PI), Lapinski, M. (co-PI), **Long, M.** (co-PI), & Ryan, L. (co-PI). Middle school students' identification with televised portrayals of scientists. National Science Foundation's Research on Gender in Science and Engineering Program, \$499,924 (total costs). I was a co-PI on this project for its duration, and the PI on a subcontract between Western Michigan University and CSU for \$63,974 (total costs).

(2004-2008). Bettinghaus, E. (PI), Slater, M. (co-PI), **Long, M.** (co-PI), and others. Media influences on cancer risk perceptions. National Cancer Institute, \$500,000. I was a co-PI on this project for its duration, and the PI on a subcontract between Klein Buendel and CSU for approximately \$174,000 (total costs), during the last years of the grant.

(2004-2005). Slater, M. (PI), **Long, M.** (co-PI), and others. Analyzing news media coverage of tobacco-related issues. Colorado Tobacco Research Program, \$141,309 (total costs).

(2001-2006). Slater, M. (PI), **Long, M.** (co-PI), and others. Alcohol risk perceptions and the media. National Institute on Alcohol Abuse and Alcoholism, \$1,761,000 (total costs). I was a co-PI on this project for its duration. I was also PI on a subcontract between Ohio State University and CSU for approximately \$88,299 (total costs) in the last years of the grant.

(1993-1994). Zimmerman, D. E. (PI), & **Long, M.** (co-PI). A telephone survey for a pollution prevention needs assessment of small- and medium-sized Colorado businesses. Pollution Prevention Partnership of Colorado, \$19,870 (total costs).

Internally Funded Projects as PI, co-PI, and Senior Personnel

(2021-2023). Anderson, A. A. (PI), Abrams., K. (co-PI), **Long, M.** (co-PI), Magzamen, S. (co-PI), Fischer, E. V. (co-PI), Pierce, J. R. (co-PI), Duncan, C. (co-PI), & Jathar, S. (co-PI). Smoke-ready communities: Creating and sustaining air quality information using targeted communication interventions to improve human and animal health. One Health Institute, Colorado State University, \$75,000.

(2021-2023). Anderson, A. A. (PI), Duncan, C. (co-PI), Kelp, N. (co-PI), **Long, M.** (sr. personnel), Sivakumar, G. (sr. personnel), Mathiason, C. (sr. personnel), & VandeWoude, S. (sr. personnel). Stop the spread: Community-engaged education to address misinformation around pandemic disease. Office of the Vice President for Research, Colorado State University, \$179,960.

(2015-2019). Ravishankara, A. R. (PI), Kreidenweis, S. (co-PI), Peel, J. (co-PI), Volckens, J. (co-PI), & **Long, M.** (co-PI). Partnership for Air Quality, Climate, and Health. Office of the Vice President for Research, Colorado State University, \$200,000.

(2016-2017). Fischer, E. V. (PI), Bloodhart, B. P. (co-PI), Balgopal, M. M. (co-PI), Sample McMeeking, L. B. (co-PI), & **Long, M.** (co-PI). Dare to know and commit to change: Addressing gender equity in the classroom. Office of the Vice President for Research, Colorado State University, \$5,000.

(2015-2016). **Long, M.** (PI), Kreidenweis, S. (co-PI), Peel, J. (co-PI), Ravishankara, A. R. (co-PI), & Volckens, J. (co-PI). Enhancing social science contributions to interdisciplinary partnerships in air quality, climate, and health. School of Global Environmental Sustainability, Colorado State University, \$7,000.

(2007-2008). Rouner, D. (PI), **Long, M.** (co-PI), Bubar, R. (co-PI), & Vernon, I. (co-PI). Media messages about HIV/AIDS and STIs/STDs available to Native Americans in an urban and a rural context. Infectious Disease SuperCluster, Colorado State University, \$44,087.

(2007-2008). Bubar, R. (PI), Rouner, D. (co-PI), **Long, M.** (co-PI), & Vernon, I. (co-PI). An examination of Native youth and media messages about sexually transmitted diseases. Infectious Disease SuperCluster, Colorado State University, \$19,965.

(1994-1996). **Long, M.** (PI), Kumler, M. (co-PI), Luft, G. (co-PI), & Wescoat, J. (co-PI). People and water: An information challenge. Colorado Water Resources Research Institute, \$12,000.

PAPERS PRESENTED, SYMPOSIA, INVITED LECTURES, PROFESSIONAL MEETINGS, WORKSHOPS

Refereed Convention Papers and Posters

Rosen, Z., **Long, M.**, L'Orange, C., Wendt, E., Cheeseman, M., Quinn, C., Volckens, J., Pierce, J. R., & Ford, B. (2022). Motivation, error, and instrument development: A case study of a long-term citizen science project. Paper presented at American Meteorological Society annual meeting. Virtual.

Ojeda-Hecht, E., Williams, E., Anderson, A., & **Long M.** (2021). Using best practices from the health communication literature to inform results communication to citizen scientists. Presentation at Society for Risk Analysis annual meeting. Virtual.

Long, M., & Clotfelter, S. (2021). Where there's smoke: Communicating about air quality and health in the wildfire-prone West. Presentation at Public Health in the Rockies, Colorado Public Health Association annual meeting, Keystone, CO.

Rosen, Z., **Long, M.**, Wendt, E., Cheeseman, M., Volckens, J., Pierce, J. R., Quinn, C., L'Orange, C., & Jathar, S. (2021). Socially-distant citizen science: Shifting modalities from in-person to virtual training sessions. Poster presented at the Citizen Science Association CitSciVirtual 2021 conference.

Cheeseman, M., Ford, B., Volckens, J., Pierce, J. R., Wendt, E., Quinn, C., L'Orange, C., Mehaffy, J., Jathar, S., **Long, M.**, & Rosen, Z. (2020). Examining neighborhood scale variability of co-incident PM_{2.5} and AOD measurements: Results from citizen enabled aerosol measurements for satellites (CEAMS). Poster presented at the American Association for Aerosol Research (AAAR) 38th annual conference. Virtual.

Ford, B., Wendt, E., Quinn, C., L'Orange, C., Rosen, Z., Cheeseman, M., Mehaffy, J., Tryner, J., Good, N., Miller-Lionberg, D., **Long, M.**, Jathar, S., Pierce, J. R., & Volckens, J. (2019). Improvements and expansion of the citizen-enabled aerosol measurements for satellites (CEAMS) network for high-resolution measurements of PM_{2.5} and aerosol optical depth. Paper presented at the American Geophysical Union fall meeting, San Francisco, CA.

Volckens, J., Cheeseman, M., Ford, B., Jathar, S., Tryner, J., **Long, M.**, Mehaffy, J., Pierce, J. R., Good, N., Wendt, E., & L'Orange, C. (2018). Citizen-Enabled Aerosol Measurements for Satellites (CEAMS): A Network for High-Resolution Measurements of PM_{2.5} and Aerosol Optical Depth. Paper presented at the American Geophysical Union fall meeting, Washington, DC.

Volckens, J., Cheeseman, M., Ford, B., Good, N., Jathar, S., **Long, M.**, L'Orange, C., Mehaffy, J., Pierce, J. R., Tryner, J., & Wendt, E. (2018). Lessons Learned from the CEAMS Pilot: A Citizen-Science Investigation to Improve Satellite Remote Sensing of Particulate Air Pollution. Paper presented at the American Geophysical Union fall meeting, Washington, DC.

Ford, B., Pierce, J. R., Wendt, E., **Long, M.**, Jathar, S., Tryner, J., van Zyl, L., Mehaffy, J., L'Orange, C., Miller-Lionberg, D., & Volckens, J. (2018). Results from the citizen-enabled aerosol measurements for satellites (CEAMS) pilot campaign in northern Colorado. Paper presented at the 10th International Aerosol Conference, St. Louis, MO.

Pierce, J. R., Volckens, J., Wendt, E., Ford, B., **Long, M.**, L'Orange, C., Jathar, S., van Zyl, L., Quinn, C., Tryner, J., Mehaffy, J., & Miller-Lionberg, D. (2017). CEAMS: Citizen-enabled aerosol measurements for satellites. Paper presented at the American Geophysical Union fall meeting, New Orleans, LA.

Wendt, E., Kelleher, S., van Zyl, L., Quinn, C., Miller-Lionberg, D., Mehaffy, J., Tryner, J., L'Orange, C., Ford, B., Yalin, A., **Long, M.**, Jathar, S., Pierce, J. R., & Volckens, J. (2017). A low-cost monitor for simultaneous measurement of PM_{2.5} and aerosol optical depth. Paper presented at the American Association for Aerosol Research annual conference, Raleigh, NC.

Long, M., Boiarsky, G., & Stomberg, D. (2016). Health care providers' understanding of patients' and parents' of patients perceptions of vaccinations. Paper presented at the American Public Health Association annual meeting, Denver, CO.

Lee, C-J., Song, W., **Long, M.**, & Slater, M. D., (2012). Comparing local TV news with national TV news in cancer coverage. Paper presented at the National Communication Association annual meeting, Orlando, FL.

Long, M., Rouner, D., Bubar, R., Vernon, I., Boiarsky, G., & Walton, J. (2012). Brochures as potential initiators of change: A case study of STD brochures available to Native American youth. Paper presented to the Communicating about Science, Health, Environment, and Risk Division of the Association for Education in Journalism and Mass Communication, annual convention, Chicago, IL.

Steinke, J., Applegate, B., Lapinski, M., **Long, M.,** & Ryan, L. (2009). Adolescents' wishful identification with scientist characters on television. Paper presented to the Science Communication Interest Group of the Association for Education in Journalism and Mass Communication, annual convention, Boston, MA.

Steinke, J., **Long, M.,** Johnson, M. J., & Ghosh, S. (2008). Gender stereotypes of scientist characters in television programs popular among middle school-aged children. Paper presented to the Science Communication Interest Group of the Association for Education in Journalism and Mass Communication, annual convention, Chicago, IL.

Slater, M. D., Hayes, A. F., Reineke, J. B., **Long, M.,** Bettinghaus, E. P. (2008). Newspaper coverage of cancer prevention: Multilevel evidence for knowledge gap effects. Paper presented at National Communication Association, annual convention, San Diego, CA.

Larson, S. J., **Long, M.,** Slater M. D., Bettinghaus, E. P., & Read, A. (2007). A content analysis of cancer survivorship coverage in the media. Paper presented at the American Association for Cancer Education annual meeting, Birmingham, AL. (Paper is based on the first author's thesis.)

Reineke, J. B., Slater, M. D., Bettinghaus, E. P., & **Long, M.** (2007). Cancer research funding and the press: Identifying a relationship and raising the question of causality. Paper presented to the Mass Communication and Society Division of the Association for Education in Journalism and Mass Communication, annual convention, Washington, DC.

Slater, M. D., **Long, M.,** Bettinghaus, E. P., & Reineke, J. B. (2007). News coverage of cancer in the U.S.: A representative national sample of newspapers, television and magazines. Paper presented to the Health Communication Division of the International Communication Association, annual convention, San Francisco, CA.

Long, M., Slater, M. D., & Lysengen, L. (2006). No news is bad news: U.S. media coverage of tobacco. Paper presented to the Health Communication Division of the International Communication Association annual convention, Dresden, Germany.

Rouner, D., **Long, M.,** & Slater, M. D. (2006). Narrative persuasion: Effects of subsequent discussion. Paper presented to the Mass Communication Division of the International Communication Association annual convention, Dresden, Germany.

Slater, M. D., **Long, M.,** & Ford, V. (2006). Alcohol and illegal drugs, violent crime, and accidents in U.S. local and national news. Poster presented at the Society for Prevention Research annual meeting, San Antonio, TX.

Robinson-Russ, A., & **Long, M.** (2005). Effects of endorsement type and expertise indicators on Web credibility. Poster presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication annual convention, San Antonio, TX. (Paper is based on the first author's thesis.)

Slater, M. D., Rouner, D., & **Long, M.** (2005). Television dramas and support for controversial public policies: Effects and mechanisms. Paper presented at the annual meeting of the International Communication Association, New York, NY.

Rouner, D., **Long, M.**, Saldarriaga, L., & Browder Gragg, C. (2004). Adolescent and young adult processing of science information from a news and an entertainment source. Paper presented to the Science Communication Interest Group of the Association for Education in Journalism and Mass Communication annual convention, Toronto, Canada.

Long, M., Slater, M. D., & Stapel, L. (2003). A multistage approach to obtaining a nationally representative sample of local news coverage. Poster presented to the Newspaper Division of the Association for Education in Journalism and Mass Communication annual convention, Kansas City, MO.

Boiarsky, G., & **Long, M.** (2003). Media use, gender, and attitudes toward guns and violence. Paper presented to the Mass Communication Division at the annual convention of the International Communication Association, San Diego, CA.

Haard, J., Slater, M., & **Long, M.** (2002). Scientese and ambiguous citations in the selling of unproven medical treatments. Paper presented at the annual convention of the International Communication Association, Seoul, Korea. This paper is based on Haard's thesis.

Long, M., Boiarsky, G., & Thayer, G. (1999). Gender and racial counter-stereotypes in science education television: A content analysis. Paper presented to the Gender Issues Division at the annual convention of the Broadcast Educators Association, Las Vegas, NV.

Long, M. (1997). Theoretical approaches to message design in informal science learning. Poster presented at the annual convention of the American Association for the Advancement of Science, Seattle, WA.

Long, M., Kumler, M., Gabel, S., Wescoat Jr., J. L., & Luft, G. (1997). Assessing public water information activities in Colorado. Paper presented at the Symposium on Water Resources Education, Training, and Practice: Opportunities for the Next Century, Keystone, CO.

Boiarsky, G., **Long, M.**, & Zimmerman, D. E. (1995). A study of the pollution prevention attitudes and behaviors of small- and medium-sized businesses. Paper presented to the Science Communication Interest Group at the annual convention of the Association for Education in Journalism and Mass Communication, Washington, DC.

Steinke, J., & **Long, M.** (1995). A lab of her own?: Portrayals of female characters on children's educational science programs. Paper presented at the annual convention of the International Communication Association, Albuquerque, NM.

Long, M., & Steinke, J. (1994). Images of science and scientists in children's educational science programs. Paper presented to the Science Communication Interest Group at the annual convention of the Association for Education in Journalism and Mass Communication, Atlanta, GA.

Long, M., & Boiarsky, G. (1993). The effect of varying levels of scientific explanation on readers' responses to newspaper science stories. Paper presented to the Science Communication Interest Group at the annual convention of the Association for Education in Journalism and Mass Communication, Kansas City, MO.

Long, M. (1992). Explanation in media science stories and the influence of production-based variables and journalistic conventions on its inclusion. Paper presented to the Science Communication Interest Group at the annual convention of the Association for Education in Journalism and Mass Communication, Montreal, Canada.

Long, M., Steinke J., Kalter, J., Schwaab, A., Savagian, A., Jaffer, N., Shim, J., & Wenzel, W. (1991). Explanation in newspaper science section news articles. Paper presented to the Science Communication Interest Group at the annual convention of the Association for Education in Journalism and Mass Communication, Boston, MA.

Steinke, J., & **Long, M.** (1991). Communicating health risks to the public: A content analysis of press coverage associated with video display terminal (VDT) use. Paper presented at the annual convention of the International Communication Association, Chicago, IL.

Dunwoody, S., Neuwirth, K., Griffin, R. J., & **Long, M.** (1990). The impact of risk message content and construction on comments about risks embedded in "letters to friends." Paper presented at the annual convention of the Association for Education in Journalism and Mass Communication, Minneapolis, MN.

Refereed Conference Panels

Steinke, J., & **Long, M.** (2006). Overcoming gender stereotypes: Girls in science, engineering, and technology. Panel presented at the annual convention of the American Association for the Advancement of Science, St. Louis, MO.

Long, M., & Steinke J. (1996). Assessing progress: Lessons learned from some informal science education programs. Panel presented at the annual convention of the American Association for the Advancement of Science, Baltimore, MD.

Steinke, J., & **Long, M.** (1995). Mirror, mirror: Reflections on media images of science and scientists. Panel presented at the annual convention of the American Association for the Advancement of Science, Atlanta, GA.

Workshop Presentations

Long, M., Gan, R., Clotfelter, S., Brey, S., Boehm, N., Martenies, S., Magzamen, S., Fischer, E., & Pierce, J. (Nov. 7 – 9, 2018). Social science perspectives on communicating wildfire smoke impacts: The early stages of a Colorado pilot study. 9th International Workshop on Air Quality Forecasting Research (IWAQFR), Boulder, CO.

Invited Presentations/Panelist

(2018). "Emerging Issue Project: Wildfires and Proper Respirator Use." High Plains Intermountain Center for Agricultural Health and Safety (HICAHS) Research Day, Fort Collins, CO.

(2017). "I Think I Know What You Think: Providers' Perceptions of Attitudes Toward HPV and Other Immunizations." Larimer County Department of Health's Hot Topics in Adolescent Health: Effective Communication with Clients and Families workshop, Loveland, CO. Co-authors: Boiarsky, G., & Stomberg, D.

(2016). "Health Care Providers' Metacognitions about Patients' Perceptions of Immunizations." Colorado School of Public Health at CSU Public Health Speaker Series, Fort Collins, CO.

(2016). "Health Risk Decision Making." Wildfire Smoke and Health Risk Communication Workshop, sponsored by the Environmental Protection Agency, Raleigh, NC.

(2016). "Communicating About Wildfire Smoke." National Smoke Warning System Workshop, sponsored by Colorado State University's Partnership for Air Quality, Climate, and Health, Denver, CO.

(2010). "Health Promotion, Minority Populations and Health Reporting: Challenges for 2010 and Beyond." Invited panelist. Association for Education in Journalism and Mass Communication annual convention, Denver, CO.

(2007). "Media Portrayals of Public Health Issues." Invited lecture. Department of Preventive Medicine and Biometrics Grand Rounds, University of Colorado Health Sciences Center, Denver, CO.

(2000). "Growth in western deserts: What happens when a town becomes a city?" Invited panelist. Association for Education in Journalism and Mass Communication annual convention, Phoenix, AZ.

(1998). "Using media to attract women and minorities to science." Invited panelist. Association for Education in Journalism and Mass Communication annual convention, Baltimore, MD.

(1998). "People and water: An information challenge." Invited lecture. Colorado Water Workshop. Gunnison, CO.

(1998). "Measuring effectiveness of pollution prevention projects." Invited lecture. Poudre River Charette, sponsored by The City of Fort Collins, Larimer County Pollution Prevention, and The Brendle Company. Fort Collins, CO.

(1996). "Techniques for communicating science to different audiences" and "Implications of media images of science and scientists." Invited lectures. Department of Biology, College of Wooster, Wooster, OH.

COMMITTEES

Colorado School of Public Health

- Admissions Committee for MPH at CSU: 2013 – present
- Member, Health Communication concentration at CSU: 2008 – present
- Reviewer, Graduate Research Assistant applications: 2018
- Seed Grant Application reviewer: 2017
- Head of faculty for Health Communication concentration at CSU: 2012 – 2014
- Executive Committee for MPH at CSU: 2011 – 2014
- Faculty Council: 2009 – 2011

Colorado State University

- Partnership for Air Quality, Climate, and Health, 2016 – present
 - Leadership Team 2016 – present
- Public Health Task Force member, Office of the Vice President for Research, 2018 – 2019
- University Review Committee for Dept. of Art and Art History, 2018 – 2019
- Search committee for energy economist position, Dept. of Agricultural and Resource Economics, 2015 – 2016
- University Review Committee for Dept. of Marketing, 2012
- Search for environmental communication position, Dept. of Natural Resource Recreation & Tourism: 2001 – 2002
- Joint Appointment with Dept. of Natural Resource Recreation & Tourism: 2001—2002
- Member of multi-department committee (only non-College of Natural Resources member)

developing minor in Environmental Communication: 2001

- Member of committee to revise environmental education/interpretation curriculum, Dept. of Natural Resource Recreation & Tourism: 2001
- University Review Committee: 1999
- Search committee for human dimensions position, Dept. of Fishery & Wildlife Biology: 1999
- Search committee for public relations position, Dept. of Fishery & Wildlife Biology: 1997
- Advisory Board for *ALUMNI* magazine: 1994 – 1996

College of Liberal Arts, CSU

- Open Door Pedagogy Network: 2020 – present
- Tenure and Promotion Review Committee: 2017 – 2020
- Sabbatical Review Committee: 2004, 2017 – 2020
- Search committee for environmental policy position, Dept. of Political Science, 2016
- Graduate Council: 2001 – 2003, 2012 – 2013
- Curriculum Committee: 2006 (spring)
- Discovery Task Force: 2005
- Search for computer lab technician: 1996
- Instructional Development Program: 1993 – 1995

Department of Journalism and Media Communication, CSU

- Undergraduate Program Committee: 2019 – present (chair, spring 2021)
- Ad Hoc Committee on Center for Science Communication: 2017 – present
- Tenure and Promotion: 1997 – present
- Non-Tenure-Track Faculty Committee: 2017 – present
- Executive Committee: 2020 – present
- Merit Evaluation Committee: 1999 (chair), 2004 – 2006, 2010, 2011 (chair), 2017 (chair), 2018 (chair), 2021 (chair), 2022 (chair)
- Graduate Program Committee: 1993, fall 1996 – spring 1997, fall 2000 – fall 2018
 - Committee Chair: fall 2000 – summer 2003, fall 2007 – spring 2012, spring & fall 2014
- Graduate Program Coordinator: fall 2000 – summer 2003, spring 2012 – fall 2013
- Ad Hoc Committee on Denver Master's Program Restart: 2010 – 2017
- Ad Hoc Committee on the Ph.D. Program: 2006 (chair), 2007 (chair)
- Ad Hoc Committee on Graduate Advising Equity: 2008
- Curriculum Committee: 1993, 1995 (chair, spring), 1996, 1999 – 2006 (chair, spring 2006)
- Library Committee: 2015 (fall)
- Diversity Committee: 2000, 2010, 2011
- Academic Appeals Committee: 1995, 1999 (chair), 2003
- Scholarship Committee: 1995, 1999, 2001
- Six-Year Review: 1997 (chair), 2017 – 2018
- Coordinator for Willard Simms Writing Competition: 1991– 2007
- Search Committees
 - Science communication, 2018, (chair)
 - Digital media and emerging journalistic practices, 2017 – 2018 (chair)
 - Health communication and/or multiculturalism and the media, 2013
 - Science and technology communication, 2012
 - Public communication and social influence, 2005 (chair)
 - Administrative assistant for department's graduate programs, 2007
 - Department chair: 2000, 2001

- News/editorial instructor: 2001
- Public relations tenure-track position: 1995

PROFESSIONAL AFFILIATIONS AND ACTIVITIES

Memberships in Professional Societies

Association for Education in Journalism and Mass Communication

- Communication Theory and Methodology Division
- Communicating about Science, Health, Environment, and Risk Division

National Association of Science Writers

Colorado Public Health Association

American Association for the Advancement of Science

- General Interest in Science and Engineering Section
- Societal Impacts of Science and Engineering Section

Offices in Professional Societies

American Association for the Advancement of Science

- General Interest in Science and Engineering Section
 - Member at Large, 2020 – 2024
 - Member, Electorate Nominating Committee, 2017 – 2020
 - Retiring Chair, 2014 – 2015
 - Chair, 2013 – 2014
 - Chair-Elect, 2012 – 2013

Association for Education in Journalism and Mass Communication

- Science Communication Interest Group
 - Head, 2001 – 2002
 - Vice Head, 2000 – 2001
 - Research Chair, 1998 – 1999

Manuscript Referee

Associate Editor

- *Science Communication*

Ad Hoc Journal Reviewing

- *Atmospheric Environment*
- *Mass Communication and Society*
- *Journal of Broadcasting & Electronic Media*
- *Public Understanding of Science*
- *Science Communication*
- *Journal of Health Communication*
- *Critical Public Health*
- *Preventive Medicine*
- *Health Education Research*
- *Risk Analysis*
- *Communication Yearbook 34*
- *Journalism and Mass Communication Monographs*

- *Human Communication Research*
- *Human Dimensions in Wildlife*
- *Technical Communication*
- *IEEE Transactions on Professional Communication*

Refereed Conferences

- Association for Education in Journalism and Mass Communication
 - Communicating about Science, Health, Environment, Risk Division

OTHER ACTIVITIES/ACCOMPLISHMENTS

- Member of Regional Air Quality Monitoring and Messaging (RAMM) Network, Colorado, 2021.
- Assisted the Water Quality Services Division, City of Fort Collins, in identifying effective approaches to communicating with residents about lead in water, 2021.
- Presentation to CSU One Health Club's Write Club, "Science Communication 101: The Importance of Audience Targeting," February 12, 2020.
- Helped create flyer about protecting yourself from wildland fire smoke. Worked with John Volckens (Mechanical Engineering, CSU) and Kristin Pintauro (SoGES, CSU). Work funded by High Plains Intermountain Center for Agricultural Health and Safety, 2018.
- Helped create sign for new ozone garden at the Gardens on Spring Creek, Fort Collins, CO. Worked with Emily Fischer (Atmospheric Science, CSU) and Sheryl Magzamen (Environmental & Radiological Health Sciences, CSU), 2018.
- Panelist for College of Liberal Arts panel discussion on how to present your research or creative activities to different audiences (April 12, 2017).
- Speaker at one science communication workshop for CSU graduate students (March 30 & September 26, 2016)
- Speaker at one science communication workshop for CSU faculty (September 6, 2016)
- Speaker at two science communication workshops for CSU faculty (August 18 & October 15, 2015)
- Instructor, Communication Institute, Department of Journalism and Technical Communication, June 15, 2012
- Outside referee for tenure and promotion of professor at Portland State University, 2006
- Review Board, "Points of View" section of the Arapaho and Roosevelt National Forest and Pawnee National Grassland's newsletter, "Forests to Grassland." 2002-2004
- Education Advisory Committee, Discovery Center Science, Fort Collins, CO, 2001 – 2002
- Workshop Faculty Member, three-day environmental journalism workshop at Western State College, Gunnison, CO, 1999

- Judge for Technical Writing Competition, Colorado Science Fair, 1993, 1995 – 1997
- Advisory Board, *ALUMNI*, Colorado State University alumni magazine, 1994 – 1996
- Workshop Leader, editing workshop for technical writers and editors in northern Colorado. Colorado State University, Department of Technical Journalism, 1995
- Workshop Co-Leader, Exploring writing across the curriculum at Colorado State University. Colorado State University Professional Development Institute, 1992