

-Curriculum Vitae

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Born: October 28, 1930
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Education:

B.A. University of Illinois, 1952, with Honors in Speech
M.A. Bradley University, 1953
Ph.D. University of Illinois, 1959

Work Experience:

1952-53 Graduate Assistant, Bradley University
1953-56 United States Army, Officer Candidate School, Public Information Officer,
Brooke Army Medical Center, San Antonio, Texas
1956-58 Graduate Assistant, University of Illinois
1958-60 Instructor, Department of Speech and Communication Research Center,
Michigan State University (MSU)
1960-64 Assistant Professor, Department of General Communication Arts, MSU
1962-64 Director, AID Seminars on Communication, MSU
1964-67 Director of Graduate Studies, Department of Communication, MSU
1964-68 Associate Professor, Department of Communication, MSU
1967-72 Assistant Dean, College of Communication Arts and Sciences, MSU
1969-97 Professor, Department of Communication, MSU
1970-71 Visiting Professor, University of Oklahoma
1972-76 Chairperson, Department of Communication, MSU
1976-96 Dean, College of Communication Arts and Sciences, MSU
1997- Professor and Dean Emeritus, Department of Communication, MSU
1997-2002 Deputy Director, AMC Cancer Research Center, Senior Scientist
2000-2001 Interim Director, Colorado Tobacco Research Program, University of
Colorado
2002-2005 Senior Scientist and Associate Vice President, The Cooper Institute-Denver
2005-present Senior Scientist, Klein Buendel, Inc.

Professional Associations:

American Association for the Advancement of Science
Association for Communication Administration
Association for Education in Journalism and Mass Communications
International Communication Association
National Communication Association

Positions Held in Professional Associations:

1964-65 Chairperson, Behavioral Sciences Interest Group, Speech Communication Association
1965-68, 94-97 Member, Legislative Assembly, Speech Communication Association
1978-81 Chairperson, Finance Committee, International Communication Association
1981-82 President-Elect, International Communication Association
1981-84 Member, Executive Board, International Communication Association
1982-83 President, International Communication Association
1984-85 Immediate Past President, International Communication Association
1989-91 Member, Executive Board, Association for Communication Administration
1990 President-Elect, Association for Communication Administration Association
1991-92 President, Association for Communication Administration Association
Other: Member, Editorial Board at various times for Central States Speech Journal, Quarterly Journal of Speech, Speech Monographs, Human Communication Research, Ablex, Sage, Preventive Medicine, ACA Bulletin, World Communication, Southern States Speech Association Journal and Tobacco Control

Honors:

1951 Elected to Delta Sigma Rho, Forensics Honorary, University of Illinois
1951-52 Elected as President, Illini Forensics Association
1952 Graduated with Honors, University of Illinois
1987 Elected as Fellow, American Association for the Advancement of Science
1993 Received Elizabeth G. Andersch Award, Ohio University
1993 Received Distinguished Service Award, Association for Communication Administration
1994 Elected as Faculty Member, Phi Kappa Pi

Selected Committee Assignments: (Michigan State University)

College Level:

Dean's Advisory Council, 1963-64
College Educational Policies Committee
College Building Committee (Chairperson)
Computer Allocation Committee (Chairperson)

University Level:

Provost's Committee on Educational Development Project
Latin American Studies Center Advisory Committee
Computer Advisory Committee, 1967-70
University Faculty Affairs Committee (Chairperson), 1969-70
Academic Council
Assistant Dean's Group (Chairperson, Agenda Committee)
University Educational Policies Committee
Ad Hoc Committee on Role of Students in Academic Government (Massey Committee)
Revised Ad Hoc Committee on Role of Students in Academic Government (McKee Committee)
Ad Hoc Committee on Role of Minority Students in Academic Government (Kumata Committee)
Committee on Graduate Student's Rights and Responsibilities
Search Committee: Vice President for Research and Graduate Studies, 1974
Steering Committee of Academic Council (Chairperson), 1973-74
Council of Deans, 1976-1996
Board of Directors, Michigan State University Press (Chairperson), 1981-82
Core Bargaining Team, 1985-96
Administrative-Professional Association Bargaining Team, 1985-96
Advisory Committee, Cancer Center of Michigan State University (Chairperson), 1989-94
Search Committee, Vice-President for Development, 1990
Advisory Committee, Healthy U Program (Chairperson), 1991-96
Clerical-Technical Association Bargaining Team, 1992-96
Administrative-Professional Supervisors Association Bargaining Team, 1993-96

Industry and Government Associations

The following selected organizations are among those served as consultant, lecturer, or major speaker:

American Dental Association, Basic Hospital Institute
American Hospital Association
Ohio Hospital Association
Michigan Dental Association
Michigan Tuberculosis and Health Association
American Nurses Association
Michigan Farm Bureau Insurance Company
Michigan Department of Education
U.S. Internal Revenue Service
U.S. Agency for International Development
U.S. Civil Service Agency
Florida State Dental Society
U.S. Department of Commerce
Ling-Tempco Vought Corporation
Ford Motor Corporation
Cooperative Accountability Project, Colorado Department of Education

Tri-County Regional Planning Commission
International Association of Chiefs of Police
American Industrial Arts Association
Defense Civil Preparedness Agency
National Project in Agricultural Communications
Michigan Youth Activities Council
Marshall Space Center
University of Tennessee Management Training Program
University of Nevada-Reno
Stout State University
American Metals Products Company
Rhode Island Department of Education
University of Alabama Comprehensive Cancer Center
Addiction Research Foundation, Toronto, Ontario, Canada
The Cleveland Clinic
National Cancer Institute
Michigan Lung Association
Canadian Cancer Society
Traverse City Area Public School System
Public Relations Society of America
Toledo Community Hospital Oncology Program
Ingham Intermediate School District
Ohio State Cancer Information Service
American Cancer Society
LaPeer County Intermediate School District
United Arab Emirates University, Al Ain, Abu Dhabi
AMC Cancer Research Center
Michigan Public Health Institute
University of West Virginia
National Surgical Adjuvant Breast and Bowel Project
Ohio State University Comprehensive Cancer Center
Colorado State University

Community Service Activities – State and National:

Public Relations Committee, Michigan Dental Association
Public Information Committee, Michigan Health Council
Public Information Committee, Michigan Lung Association
National Academy of Sciences, National Research Council, National Commission on Blood and
Blood Resources
National Academy of Sciences, National Research Council, Committee on Information in the
Prevention of Occupational Cancer
National Cancer Institute, Cancer Control Merit Peer Review Committee
Advisory Committee, Annenberg Foundation/Corporation for Public Broadcasting
Project, University of South Florida, 1984-86
National Cancer Institute, Division of Cancer Prevention and Control, Board of Scientific
Counselors, 1984-87; Chairperson, 1985-87

Governor's Advisory Committee on AIDS, 1985-86
Panel of Visitors, College of Communication Arts, Ohio University, 1985-87
Michigan Cancer Consortium Advisory Committee, Co-Chairperson, 1986-92
National Association of Public Television Stations, Delegate to National Assembly, 1987-90
State of Michigan Chronic Disease Advisory Committee, 1987-1996; Chairperson, 1993-95
National Cancer Advisory Board, National Cancer Institute, Presidential Appointment, 1988-94
Chairperson of the Steering Committee for COMMIT, a National Clinical Trial aimed at reduction of smoking among heavy smokers in eleven communities, National Cancer Institute, 1988-95
Michigan Tobacco Reduction Task Force, Chairperson (Appointed by State Director of Public Health), 1989
Member, State of Michigan AIDS and Risk Reduction Commission, 1989-94
Chairperson, Scientific Advisory Committee, Member Board of Trustees, AMC Cancer Research Center, Denver, Colorado, 1989-97
Board of Directors, American Lung Association of Michigan, 1990-96
Chairperson, National Cancer Advisory Board Subcommittee on Information and Cancer Control for Year 2000, 1991-92
Chairperson, Task Force on Communications, American Cancer Society, Michigan Division, 1991-96
Chairperson, Scientific Advisory Committee and Senior Advisor, ASSIST, National Cancer Institute Tobacco Reduction Demonstration Project, 1991-1998
Chairperson, NCAB Subcommittee on Budget and Planning, 1992-94
NCAB Subcommittee to Evaluate the National Cancer Program, 1993-94
Secretary, American Lung Association, Michigan Division, 1994-96
Member, Task Force on Tobacco Reduction, American Cancer Society, 1995-97
Member, Social Sciences and Humanities Research Council of Canada, Canadian Tobacco Research Initiative, 2000-2001

Community Service Activities – Local

President, Glen Cairn School Association, East Lansing, Michigan
East Lansing School Association, Executive Committee
Chairperson, Subcommittee on Public Information, East Lansing Millage Campaign Committee
Vice President, East Lansing Golden Serpents Swim Club
Line Up Program Committee, Parkwood YMCA

Publications

Books:

Message Preparation: The Nature of Proof, Bobbs-Merrill, 1966
Persuasive Communication, Holt, Rinehart and Winston, 1967
The Nature of Proof, revised edition, Bobbs-Merrill, 1971
Persuasive Communication, second edition, Holt, Rinehart and Winston, 1972
Persuasive Communication, third edition, Holt, Rinehart and Winston, 1980
Persuasive Communication, with M. Cody, fourth edition, Holt, Rinehart and Winston, 1987
Persuasive Communication, with M. Cody, fifth edition, Harcourt-Brace, 1994

Selected Articles:

- The Operation of Congruity in an Oral Communication Situation, *Speech Monographs*, XXVIII, August, 1961
- Cognitive Balance and the Development of Meaning, *Journal of Communication*, No. 2, June, 1963
- Communication: An Integral Part of the Management Process, *Proceedings of a Home Management Conference*, East Lansing, Michigan, June 1964
- Dogmatism and Communicator Performance Under Cognitive Stress, with I. Preston, *Journalism Quarterly*, Summer, 1964
- Communication and Effective Dental Leadership, *Proceedings of the Annual Conference on Dental Journalism*, American Dental Association, March, 1966
- Operation Signal Lights, *Journal of the Florida State Dental Society*, 03:1967, 38(1) 11-17
- Education for Effective Communication, *Michigan Challenge*, December 1967
- Communication Theory and the Use of the New Media, *Proceedings of the Conference on Theory and the New Media*, Michigan State University, 1968
- Some Specific Factors Affecting Attitude Change, with J.R. Baseheart, *Journal of Communication*, Vol. 19, September, 1969
- Source Evaluation, Syllogistic Content and Judgments of Logical Validity by High and Low-Dogmatic Persons, with G.R. Miller and T. Steinfatt, *Journal of Personality and Social Psychology*, Vol. 16, No. 2, 1970
- The Concept of Logical Ambiguity and Judgments of Syllogistic Validity, with T. Steinfatt and G.R. Miller, *Speech Monographs*, XXXXI, 1974, pp. 317-38
- Donors and Non Donors: Information and Communication, with M. Milkovich, *Transfusion*, 1975
- Television Exposure and Language Development, with G.W. Selnow, *Journal of Broadcasting*, Winter, 1982, pp. 469-79
- Communication Linkages in Interorganizational Systems: Review and Synthesis, with E. Eisenberg, R. Farace, P. Monge, R. Kurchner-Hawkins, K. Miller and L. White, *Progress in Communication Science*, Vol. 6, 1983
- Defining the Field of Communication, *ACA Bulletin*, No. 48, April, 1984, pp. 8-10
- Future Problems for the Communication Arts and Sciences Administrator, *ACA Bulletin*, No. 52, April, 1985, pp. 35-37
- Health Promotion and the Knowledge, Attitude, Behavior Continuum, *Preventive Medicine*, Fall, 1986, pp. 475-91
- A Prognosis for the Field of Communication, *ACA Bulletin*, No. 59, January, 1987, pp. 19-21
- Bringing Communication Scholars Together: Wise or Foolish? *ACA Bulletin*, No. 61, August, 1987
- Using the Mass Media in Smoking Prevention and Cessation Programs: An Introduction to Five Studies, *Preventive Medicine*, Fall, 1988, pp. 503-9
- Defining and Targeting an Audience for Cancer-Prevention Messages, *Monograph No. 12*, *Journal for the National Cancer Institute*, 1992, pp. 159-61
- Introduction and What has been Learned about the Cancer Information Service and the Implications for the Future with A.C. Marcus, K.D. Mazan, M.E. Morra, E.D. Nealon and J.P. VanNevel, *Monograph No. 14*, *Journal of the National Cancer Institute*, 1993, pp. 1-5, 177-85

- The Cancer Information Research Consortium: An Emerging Laboratory for Cancer Control Research with A.C Marcus, M.E. Morra, L.A. Crane, S. Davis, B.K. Rimer, C. Thomsen, R. B. Warneke, *Preventive Medicine*, 1988;27(5); s3-215
- Gerald R. Miller: A Colleague's View, *Communication Studies*, Fall, 1999, pp. 247-51
- Predictors of support for Environmental Tobacco Smoke Bans in State Government, with Peter Anderson, David Buller, Jenifer Voeks, Ron Borland and Donald Helme, *American Journal of Preventive Medicine*, 2006;30(4), 292-299
- Inferring Strategies for Disseminating Physical Activity Policies, Programs, and Practices from the Successes of Tobacco Control, with LW Green, CT Orleans, JM Ottoson, R Cameron, and JP Pierce, *American Journal of Preventive Medicine* 2006 (4S) 86-91
- Afterword: Diffusion and Dissemination for Increasing Physical Activity in World Populations, with Andrea L. Dunn, *American Journal of Preventive Medicine*, Oct. 2006; 31 (4 Supp) 94-6.
- Predictors of Government Officials Support for Youth Tobacco Control Policies, with Peter A. Anderson, David Buller, Jenifer H Voeks, Ron Borland and Donald Helme, *Journal of Public Health Management Practice*, 2007, 13(6)631-639
- News Coverage of Cancer in the United States: A National Sample of Newspapers, Television, and Magazines, with Michael D. Slater, Marilee Long and Jason B. Reinke, *Journal of Health Communication*, 2008, 13:523-537.
- Newspaper Coverage of Cancer Prevention: Multilevel Evidence for Knowledge-Gap Effects, With Michael D. Slater, Andrew F. Hayes, Jason B. Reinke and Marilee Long, *Journal of Communication*, 2009, 59: 514-533.
- A Content Analysis of Cancer Survivorship Coverage in a Representative Sample of US News Outlets, with Sandra Larson, Marilee Long, Michael D. Slater and Andrew Read, *Journal of Cancer Education*, 24:291-296, 2009
- Continued Benefits of a Technical Assistance Website to Local Tobacco Control Coalitions During a State Budget Shortfall, with David Buller, Walter Young, Ron Borland, Joseph Walther, Don Helme, Peter Anderson. , Gary Cutter, and Julia Maloy. *Journal of Public Health Management and Practice*, 17, 2011” E10-E19.
- Supporting Tobacco Control: Stimulating Local Newspaper Coverage With a Technical Assistance Website for Local Coalitions, with David Buller, Donald Helme, Walter Young, Ron Borland, Julia Maloy, Gary Cutter, Peter Andersen, and Joseph Walther. *Health Promotion Practice*, 2011, Vol 12 Suppl. 2, 186S-194S
- Factors that Predict Adoption and Implementation of an Evidence-Based Physical Activity Program, *Medicine and Science in Sports and Exercise Supplement*, with A.L Dunn, D.B. Buller, J.W. Dearing, G.R. Cutter, M. Guerra, S. Wilcox and X. Lia 2011, 43(5);E31 (Abstract 2539)
- Adopting an Evidence-based Lifestyle Physical Activity Program: Dissemination Study Design and Methods, with Andrea Dunn, David Buller, James Dearing, Gary Cutter, Michelle Guerra, and Sara Wilcox, *Translational Behavioral Medicine*, Vol 2, Issue 2(2012)pp. 199-208.
- Effect of Nicotine Replacement Therapy on Quitting by Young Adults in a Trial Comparing Cessation Services, with David Buller, Abigail Halperin, Herbert Severson, Ron Borland, Michael Slater, David Tinkelman, Gary Cutter, and Gill Woodall, *Journal of Public Health Management and Practice*, 2014 Mar-April;20(2) E7-E16

- Randomized Trial of a Smart Phone Mobile Application Compared to Text Messaging to support Smoking Cessation, with David Buller, Ron Borland, James Shane, and Don Zimmerman, *Telemedicine and e-Health*, 2014; Mar; 20(3); 203-12.
- Perceived Availability of Diverse Photographs for Health Education Materials, with Mary Buller, David Buller, Liu Xia, and Lyndsay Fluharty, *Prevention of Chronic Disease*, 2015; 26(12); E24.
- Randomized Trial of a Smartphone Mobile Application Compared to Text Messaging to Support Smoking Cessation, with David Buller, Ron Borland, James Shane and Donald Zimmerman, *Telemedicine and e-Health*, Vol. 20, Issue 3 (2014) pp. 206-214.
- Improving Health Communication with Photographic Images that Increase Identification in Three Minority Populations, with Mary Buller, Lindsay Fluharty, Peter Andersen, Michael Slater, Kim Henry, X Liu, Steve Fullmer, and David Buller, *Health Education And Research*, 1 April 2019; 34(2):145-158
- Randomized Trial Evaluating Targeted Photographic Health Communication Messages in Three Stigmatized Populations, with Mary Buller, Peter Andersen, X Liu, Michael Slater, Kim Henry, Lindsay Fluharty, Steve Fullmer, and David Buller. *Journal of Health Communication*, 2018; 23(10-11), 886-898.

Book Chapters:

- The Communication Process in Administration, in *Administration in Extension*, Robert C. Clark and Roland H. Abraham (Eds.), University of Wisconsin Press, Madison, 1960
- Communication Models, The S-M-C-R Model, and The Interpreter Model, in *Research, Principles, and Practices in Visual Communication*, John Ball and Francis C. Byrnes, (Eds.), Division of Audio Visual Instruction, National Education Association, 1963
- Structure and Argument, in *Perspectives on Argumentation*, G.R. Miller and T.R. Nilsen (Eds.), Scott Foresman and Company, Chicago, Illinois, 1966
- Message Construction (with J. Taylor), in *Human Communication: Concepts, Principles and Skills*, Jan Shubert (Ed.), Michigan State University Press, 1974
- Communication Considerations in the Health Care of the Aging, with C.O. Bettinghaus, in *Aging and Communication*, Herbert J. Oyer and E. Jane Oyer (Eds.), University Park Press, 1976
- Persuasive Message Strategies, with M. Burgoon, in *Persuasion: New Directions in Theory and Research*, Michael F. Roloff and Gerald R. Miller (Eds.), Sage Publications, 1980
- Codes and Code Systems: Verbal and Nonverbal, with M. Milkovich, in *Human Communication: Principles, Contexts and Skills*, Cassandra L. Book (Ed.), St. Martin's Press, New York, New York, 1980
- Message Construction, with Ted J. Smith, III, in *Human Communication: Principles, Contexts and Skills*, Cassandra L. Book (Ed.), St. Martin's Press, New York, New York, 1980
- Reading the Tea Leaves of Public Opinion, in *Energy Essays: A Focus on Utility Communication*, Gary W. Selnow (Ed.), United States Department of Energy, Office of Utility Systems, 1981
- Persuasive Message Strategies, with M. Burgoon, in *Attitude Change*, Philip Zimbardo (Ed.), Ginn Books, Lexington, Massachusetts, 1983
- Communication Linkages in Interorganizational Systems: Review and Synthesis, with Eric Eisenberg, Richard Farace, Peter Monge, Ronnie Kurchner-Hawkins, Katherine Miller,

and Lynda Rothman , in Progress in Communication Sciences, Volume VI, Melvin Voight and Brenda Dervin (Eds.) Ablex Publishing Corporation, Norwood, New Jersey, 1985

Assessing the Mind of the Public, in Targeted Communication Programs, Gary W. Selnow and W.D. Crano (Eds.), Quorum Books, New York, New York, 1987

Tobacco Control Partners: A Website Providing Online Technical Assistance to Local Tobacco Control Coalitions, with David B. Buller, Walter F. (Snip) Young, Julie A. Maloy, Peter A. Anderson, Ron Borland, and Joseph B. Walther, in Talking Tobacco, Stuart L Esrock, Kandi L Walker and Joy L Hart (Eds). Peter Lang, New York, New York, 2014

Research Reports and Monographs:

Technical Reports I and II: Evaluation of the A.I.D. Seminars on Communication (with W.T. Stellwagen), 1962 and 1963

A Review of Readability Research, with R. Sencer, Michigan State University, 1962

Readability Analysis of Ford Promotional Materials, Michigan State University, 1963

Argumentative Themes in Civil Defense: (I) A Content Analysis of the New York Times, OCD Report, June, 1963

On an Empiricist View of Rhetoric, with Gerald R. Miller, Michigan State University, October 1963

The FALLOUT Protection Booklet: (I) A Report of Public Attitudes Toward and Information about Civil Defense, , with D. Berlo, D. Costley, R. Van Dam, OCD Report, 1963

Argumentative Themes in Civil Defense: (II) An Analysis of OCD Respondents to a Selected Series of Argumentative Themes, OCD Report, September, 1965

Michigan Survey of Pre-Teen Age Smoking Behavior, Michigan Youth Council, 1970

An Evaluation of the Utilization of Human Blood Resources in the United States as a member of the ad hoc Committee on Component Therapy and the Committee on Plasma and Plasma Substitutes, The National Academy of Sciences-National Research Council, October 1970.

A Dissemination System for State Accountability Programs, Part I: Reaction to State Accountability Programs, with G.R. Miller, Cooperative Accountability Project, Denver, Colorado, June, 1973

A Dissemination System for State Accountability Programs, Part II: Developing Dissemination Procedures for State Educational Accountability Project, Denver, Colorado, June, 1973

Keeping the Public Informed: Accent on Accountability, with G.R. Miller, Cooperative Accountability Project, Denver, Colorado, 1973

Preliminary Field Study: Dissemination of Educational Accountability, Cooperative Accountability Project, Denver, Colorado, August, 1973

Preparation of Communication Objectives: An Aid to Successful Communication, with Thomas H. Fisher, Michigan Department of Education, 1974

Intra-Organizational Information Flow and Utilization at Michigan State University, with G.R. Miller, G.L. Thomas, M.B. Milkovich and H.E. Nicholson, Department of Communication, June, 1974

Research Report: Communication and the Role of the Local Defense Civil Preparedness Director/Coordinator, for Defense Civil Preparedness Agency, Michigan State University, January, 1975

- Research Report: Development of Media and Instructional Strategy to Support the Communication Training Program for Local Defense Civil Preparedness Director/Coordinator, for Defense Civil Preparedness Agency, Michigan State University, January, 1975
- Development of a Videotape Training Program on Communication for the Local Civil Defense Preparedness Director/Coordinator, Department of Communication, 1976
- A State Plan for School Staff Development in Michigan, with R.V. Farace and P.R. Monge, Michigan Department of Education, 1978
- Final Report of the Task Force on Adult Education Funding in Michigan, Michigan Department of Education, 1982
- Communication and Coordination Among Health Care Organizations: Experiences from the Metropolitan Detroit Cancer Control Program, with R.V. Farace and P.R. Monge, et.al, Michigan Cancer Foundation, 1982
- Use of COMMIT Data in ASSIST with K.M. Cummings, M. Manley and W. Lynn, National Cancer Institute, Bethesda, Maryland, 1994

Book Reviews:

- Thought and Language, L.S. Vygotsky, In Journalism Quarterly, Summer, 1962, p. 378
- Nebraska Symposium on Motivation, 1962, Marshall R. Jones (Ed.), in Quarterly Journal of Speech, October, 1963
- Nebraska Symposium on Motivation, 1963, Marshall R. Jones (Ed.), in Quarterly Journal of Speech, October, 1964
- The Science of Human Communication, Wilber Schramm (Ed.), in Quarterly Journal of Speech, February, 1964
- Rhetoric and Public Address, A Bibliography, James M. Cleary and Frederick W. Haberman (Eds.), in Journalism Quarterly, Winter, 1965
- Quantitative Research in Public Address and Communication, W.M. Thompson, in Speech Teacher, October, 1968

Selected Papers Presented:

- The Rhetoric of Lucian of Samosata, Central States Speech Association, April, 1959
- Communication and Social Structure, Association of Agricultural College Editors, July, 1959
- Congruity in Oral Communication, Speech Association of America, December, 1960
- A Critique of Theoretic Rationale and Implications, Speech Association of America Annual Convention, August, 1963
- Communication Theory and the Use of the New Media, Conference on Theory and the New Media, National Education Association Annual Meeting, December, 1965
- Communication for Safety, Michigan Safety Conference, April, 1965
- Comparison of Generalizations from Diffusion Research on Agricultural and Family Planning Innovations, with E.M. Rogers, American Sociological Association, August, 1965
- Communication and Effective Dental Leadership, Annual Conference on Dental Journalism, November, 1966
- Smoking and Communication, Michigan Institute on Smoking and Health, January, 1967
- Street Corner Catalysts: Sacred and Profane, WMSB, March, 1968
- Effective Communication for Safety, Michigan Safety Conference, April, 1968

- Communication in a Troubled World: The Individual, Triennial Conference Associated Country Women of the World, Michigan State University, September, 1968
- Effects of One- and Two-Sided Messages, Public Versus No Commitment, and Message Sidedness-Type on Recipient Attitude Change, Speech Association of America, December, 1968
- The Role of the Student in Academic Government, Third Annual Regional Midwestern Conference of Academic Affairs Administrators, October, 1969
- The Effect of Message "Piggy Backing" on Persuasion, Mini-Conference on Family Planning, Agency for International Development, December, 1970
- A Dissemination System for State Accountability Programs, with T.H. Fisher, American Educational Research Association Annual Meeting, Chicago, Illinois, April, 1974
- The Use of Human Subjects in Communication Research, Speech Communication Annual Meeting, Chicago, Illinois, December, 1974 (with B.S. Greenberg, J.E. Hocking, B. Schreiman, M. Steinberg and B. Walker)
- Communication in an Educational Organization, Michigan Department of Education, September, 1975
- Communication and Science: Roots, Lyman Briggs College, Freshman Colloquium, September, 1978
- Organizing the Communication Information Service: Communication Considerations, National Cancer Institute, Atlanta, 1981
- ICA in the 80s: A Presidential Address, International Communication Association, May, 1983
- Thoughts about the Future, International Communication Association, May 29, 1983
- Telecommunication Technology in the Year 2000, Lansing School Board Future Issues Conference, May, 1984
- Communication Strategies, Symposium on Opportunities to Reduce the Risk of Cancer, Toledo Community Hospital Oncology Program, April, 1985
- National Cancer Institute Objectives and Activities in Cancer Control, Missouri Department of Health, Cancer Control Advisory Committee, Columbia, Missouri, July, 1987
- Advancing Nursing Education through Technology, Conference on Advances in Nursing Education, Detroit, Michigan, June 26, 1987
- Information, Persuasion and the Doctor-Patient Relationship, Presentation to staff members of the Radiation-Oncology Unit, Harper-Grace Hospital, Detroit, Michigan, November 25, 1987
- Communication Barriers to Cancer Prevention and Control, American Society of Preventive Oncology National Meeting, Washington, DC, March 16, 1988
- Innovations in the Management of Change, A Reply, Association of Community Cancer Centers 14th Annual Meeting, Plenary Session, Washington, DC, March 16, 1988
- Communication and the Prevention of Cancer, Thirty-third Semi-Annual Meeting of the National Surgical Adjuvant Breast and Bowel Project, Vancouver, Canada, June 14, 1989
- Defining and Targeting an Audience for Cancer Prevention Messages, International Council for Coordinating Cancer Research, First International Conference, Bethesda, Maryland, February 13, 1991
- Recruitment to the Tamoxifen Trial, National Surgical Adjuvant Breast and Bowel Project, Pittsburgh, Pennsylvania, January 4, 1992
- COMMIT: A Model for Future Intervention, Community Representatives Meeting, Santa Fe, New Mexico, February 27, 1992

- Funding from the NIH: Speech Communication Association, Colloquium on Health, Washington DC, November 20, 1992
- The Future for Communication Research, Ohio University, Elizabeth G. Andersch Award presentation, April 30, 1993
- The Third Millennium: Why Not Now?, Office of Cancer Communications Planning Board, National Cancer Institute, Bethesda, Maryland, March 17, 1995
- Communication and Health Campaigns: Our Contribution to Health Care Reform, Speech Communication Association, Summer Conference on Communication and Health, Washington DC, July 20-25, 1995
- Lessons Learned: Implications for Theory and the Practice of Research on Communication Networks, with J. David Johnson, Marsha Woodworth, International Communication Association, Montreal, Canada, May 24, 1997
- Tomorrow's Communications Technology for Cancer Organizations, 2nd World Conference for Cancer Organizations, American Cancer Society, Atlanta, Georgia, May 21, 1999
- Recruitment and Retention in the STAR Trial, National Surgical Adjuvant Breast and Bowel Project, Atlanta, Georgia, November 4, 2001
- News coverage of cancer in the U.S.: A national sample of Newspapers, Television and magazines. w/ M.D. Slater, M.A. Long and J.B. Reinke, International Communication Association, San Francisco. CA, May, 2007
- Cancer research funding and the press: Identifying a relationship and raising the question of causality. w/ J. Reinke, M. D. Slater, and M.A. Long. Association for Journalism and Mass Communication, Washington, D.C., Aug, 2007.
- Adoption of an Evidence-based Physical Activity Program. w/M. Guerra, A. Dunn, D. Bukker, J, Dearing, Xia Liu, and S. Wilcox, SOPHE_PRC Joint 2010 Conference, Atlanta. GA, April 7-9, 2010.
- History of Communication Research at the National Cancer Institute, Cancer Research Network CCRC Annual Meeting, May 5, 2010.
- Ping My Health: An Internet-based College Student Health Risk Appraisal with Tailored Feedback. With A Floyd, D.B. Buller, E. Edwards, R. Martin, T. Trigg, T Spencer, and J. Maloy. 138st ASPHA Annual Convention and Exposition, Nov 2010.
- Availability of Effective Photographs for Public Health Education Materials: Public Health Practitioners Need for Diversity, with M.K. Buller, and Xia Liu. APHA annual Meeting, June, 2011.
- Factors that predict adoption and implementation of an evidence-based physical activity program. w/ A.L. Dunn, D.B. Buller, J.W. Dearing, G.R. Cutter, M. Guerra, M. Wilcox, S. Liu,. American College of Sports Medicine, June 2, 2011.
- Effect of Nicotine Replacement Therapy on Quitting by Young Adults and Predictors of Use from a Trial Comparing Smoking Cessation Services, with D.B. Buller, A. Halperin,H. Severson, R. Borland, M. Slater, D. Tinkelman, G. Cutter, and W. G. Woodall. Society for Research on Nicotine and Tobacco, Houston, TX March, 2012.
- Results of a Randomized trial Comparing and Online Smoking Cessation Program to a Self-help Booklet and Telephone Quit Line among Young Adults. With D.B. Buller, R. Borland, H. Severson, A. Halperin, D. Tinkelman, G. Cutter, D. Zimmerman, R. Meenan, W.G. Woodall, M. Slater, and B. Magnusson, Society for Research on Nicotine and Tobacco, Houston, TX, March, 2012.

Using Smart Phone Mobile Applications for Health: The Potential for Intervention. With D.B. Buller, H. Severson. A. Bader, and J. Shane. Society of Behavioral Medicine, New Orleans, LA, April, 2012.

Innovative Health Media to Increase Visual Diversity. With Mary Buller and Lyndsay Fluharty. Poster presentation at the 2014 Minority Health and Health Disparities Grantees' Conference in Washington DC, November 2014.

Increasing Identification with Photographic Images to Improve Health Communication across Diverse Audiences. With Mary Buller. Presentation at the 65th ICA Annual Conference in San Juan, Puerto Rico, May 2015.