

**Curriculum Vitae
Michael T. Stephenson**

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Office Contact Information:



Degrees Received

Ph.D. 1999 University of Kentucky (Communication)
M.A. 1993 Texas A&M University (Speech Communication)
B.S. 1991 Eastern New Mexico University (Communication, *summa cum laude*)

Academic Employment and Position History

Sam Houston State University: 2021-present

Provost and Senior Vice President, July 1, 2021-present

Professor of Communication Studies, July 1, 2021-present

Texas A&M University: 2002-2021

Vice Provost for Academic Affairs and Strategic Initiatives, May 1, 2018-June 30, 2021

Associate Provost for Academic Affairs, May 1, 2015-April 30, 2018.

Associate Vice Provost for Institutional Effectiveness, December 5, 2013-April 30, 2015

Associate Dean, College of Liberal Arts, April 1, 2010-December 5, 2013 (Acting Associate Dean 2009-2010)

Professor, Department of Communication, 2010-2021 (Associate Professor, 2005-2010; Assistant Professor, 2002-2005).

Director of Communication and Training Cores, Center for Community Health Development, School of Rural Public Health, Texas A&M University Health Science Center, 2007-2010.

University of Missouri – Columbia: 1999-2002

Assistant Professor, Department of Communication, University of Missouri, 1999-2002.

Administration

Provost and Senior Vice President for Academic Affairs, 2021-present

As the Chief Academic Officer, I have responsibility for eight colleges (including a medical school) with over 80 baccalaureate degree programs and over 70 graduate programs. With 21,000+ students, the university is classified by Carnegie as a Doctoral Research Institution with High Research Activity (R2) and a Community Engaged designation. Additionally, SHSU was designated a Hispanic Serving Institution in 2022. Known for its work with first generation students, *US News & World Report* ranked SHSU in the top tier for social mobility in the state of Texas and #21 overall in the United States. In 2024, *US News* also ranked SHSU as 8th (of 38) best public institution in the state of Texas.

Direct Reports:

Dean of Arts & Media
Dean of Business Administration
Dean of Criminal Justice
Dean of Education
Dean of Health Sciences
Dean of Humanities and Social Sciences
Dean of Osteopathic Medicine
Dean of Science and Engineering Technology
Dean of the Graduate School and Associate Provost for Community Engagement
Vice President for Research and Strategic Partnerships & Chief Research Officer
 Associate Vice President for Research
Vice Provost
 Associate Vice Provost for Student Success
 Dean of the Honors College
 Executive Director of Newton Gresham Library
 Chair of Military Science
 Director of Smith-Hutson Scholars
 Director of Strategic Initiatives
 Director of Transfer Partnerships and Early College Credit
 Director of the Professional and Academic Center for Excellence
Associate Vice President for Academic Affairs
Associate Vice President & Chief Online Education Officer
Academic Budget Officer
Chief Experience Officer
Director of Academic Communications
Director of Faculty Records and Reporting

Key Accomplishments as Provost and Senior Vice President for Academic Affairs:

- Established First-Gen Center to provide mentoring & just-in-time services to first-gen students
- Established interdivisional student success operations committee
- Increased freshman retention 3% over three years

- Increased first-year seminar participation by 79% over two-year period
- Developed and pilot tested summer bridge for those who did not pass English TSI test;
- Held campus conversations on learning loss and established learning loss seminar series for faculty and staff;
- Championed course redesign which increased pass rates by 14% in chemistry majors' course (CHEM 1411) and 12.2% for math majors' (MATH 1420) course;
- Achieved R2 (High Research Activity) classification from Carnegie
- Increased external research funding by 24.8% (from \$21M in FY21 to \$26M in FY23);
- Identified the university's interdisciplinary research initiatives through the Provost's BRIDGE program (Building Research, Innovation, Discovery, and Growing Engagement), an internal seed program investing over \$500,000/year in interdisciplinary research;
- Established Provost Innovation Fund to provide strategic investment in areas of programmatic strength;
- Created Academic Affairs Staff Appreciation Awards;
- Created and awarded university's first non-tenure track teaching award;
- Implemented new policy for non-tenure track promotions;
- Established Scholarly Innovation Summit to connect community partners to university scholars for partnerships and economic development;
- Appointed first associate provost for community engagement to enhance relationship between community and university;
- Increased enrollment in community engagement courses by 35% over a two-year period
- Completed strategic planning in academic units;
- Increased enrollment in online distance courses;
- Worked with faculty senate to develop a policy on policies to increase transparency;
- Collaborated with System officials to meet with lawmakers and obtain state formula funding for the SHSU medical school;
- Engaged in campus master planning;
- Serve as a goal champion for student success and student access in the strategic plan.

Vice Provost for Academic Affairs and Strategic Initiatives, 2018-present

Serving on the provost's leadership team and the president's cabinet, I had oversight for the provost's strategic initiatives which included the university-wide student success initiative, building academic innovation in order to increase technology for online and distance learning, and implementing the new learning management system. I co-chaired the strategic planning initiative for the Office of the President, served on the university's capital campaign planning committee, and represented the academic community on the university's crowdfunding initiative. I had oversight of the institution's curricular process related to substantive changes and academic accreditation policies. I also provided leadership for institutional survey research functions. I participated in Council of Deans, budget discussions for academic affairs, university-wide space allocation, and promotion and tenure reviews. I engaged regularly with Faculty Senate and the academic affairs subcommittee.

Reporting units:

Office for Academic Innovation; Office of Institutional Effectiveness & Evaluation;

Undergraduate Studies; Office for Student Success; Provost's Communications; Aggie Honor System Office

Direct reports:

Associate Provost for Undergraduate Studies, Associate Provost for Academic Affairs & Student Success, Assistant Provost for Academic Innovation, Assistant Provost for Institutional Effectiveness and Evaluation, Senior Data Scientist, Director of the Aggie Honor System Office, Director of Provost Communications, and Executive Assistant to the Vice Provost

Budget:

\$17M annually

Key accomplishments:

Student Success Initiatives

- Established Office for Student Success
- Established Routh First-Generation Center (with endowment funding).
- Implemented the first-year experience for 10,000 students (Hullabaloo U)
- Initiated early alerts, early interventions, and advising analytics through EAB
- Increased first-year retention (from 91.9% to 94.3%) and four-year graduation (54.9% to 59.1%) with largest gains among underrepresented groups and first gen students
- Funded first gen programs including Aggie Vets, BioFirst, and Ignite
- Chair of the eight-member executive committee, convened university-wide forums and planning groups, and submitted two task force reports

Strategic Planning

- Co-chair of university-wide strategic planning committee for 2020-2025 strategic plan named *Decade of Excellence*
- Organized and hosted campus-wide forums with stakeholders to gather feedback
- Identified benchmarks and established tracking mechanism for each priority

National Leadership on High Impact Practices

- Co-founder of the annual High Impact Practices in the States conference (with Ken O'Donnell and Jerry Daday)
- Hosted a national conference for over 300 at Texas A&M; assisted in planning and execution in three other locations
- Promoted Texas A&M's initiatives on national stage at the National Association for System Heads
- Established, planned, and hosted three annual SEC leadership meetings on high impact practices, student success, first generation students, and underrepresented minorities

Academic Innovation

- Established Office for Academic Innovation, a centralized university office to

oversee LMS transition and plan services for growth in online and distance education programs including LMS Implementation Committee and LMS executive committee

- Implemented ZOOM, HonorLock, and Canvas (in progress)
- Established the Aggie Proctoring Center to provide centralized proctoring service for online exams; implemented recommendations from Exam Experience Committee and Exam Administration Task Force

Infrastructure and Program Administration

- SACSCOC Accreditation Liaison
- Oversee compliance and policy implementation on the main campus, two branch campuses, and 19 off-site locations across the nation
- Coordinate substantive changes and submit prospectus for new off-site locations and degree programs; oversight of decennial accreditation document
- SACSCOC Board of Trustees member since 2018
- Oversight and approval of multiple new off-campus locations and educational programs

Associate Provost for Academic Affairs, 2015-2018

As Associate Provost, I led the institution's implementation and operations for the QEP as committee chair, was responsible for institutional accreditation reporting, and had oversight for the implementation of academic program reviews (graduate and undergraduate). Additionally, I monitored key strategic planning metrics and tracked the implementation and assessment of high-impact learning experiences. I served as the institution's accreditation liaison to SACSCOC.

Direct reports:

Assistant Provost for Institutional Effectiveness, Director of Aggie Honor System Office, Program Coordinator for Academic Program Reviews, Executive Assistant

Reporting offices:

Academic Program Review; Institutional Effectiveness and Evaluation; Aggie Honor System Office.

Key accomplishments:

Academic Program Reviews

- Facilitated 10-15 academic program reviews annually for undergraduate, graduate, and professional degrees
- Engaged with department heads and faculty leadership in producing a self-study
- Reviewed one-year and four-year follow up reports and integrated into institutional assessment plan
- Selected external review team; conducted entry and exit meetings

Aggie Honor System Office

- Significantly revised academic integrity violation process to improve faculty and student roles and due process
- Established online and streamlined remediation process
- Grew the office to allow proactive messaging campaigns about academic integrity
- Lead university oversight committee

SACSCOC Accreditation

- Completed successful fifth year interim review
- Successfully completed QEP “Aggies Commit” report
- Reviewed curricular changes submitted through Faculty Senate, reported substantive changes

Associate Vice Provost for Institutional Effectiveness, 2013-2015

As Associate Vice Provost, I oversaw institutional effectiveness efforts at Texas A&M University. I chaired the university’s Institutional Assessment and Accountability Advisory Committee which is charged with reviewing and advising on the data and research needs associated with comprehensive assessment and accountability reporting. Additionally, I had oversight of the Office of Institutional Assessment (now called Institutional Effectiveness & Evaluation) to ensure quality program-level assessment for all degree and certificate programs. The office also facilitated assessment of the institution’s learning outcomes and general education as required by the Texas Higher Education Coordinating Board (THECB). I led the institution’s assessment of the QEP plan at the university level and facilitated QEP assessment at the college level. I liaised with the university’s core curriculum committee to create an efficient but rigorous evaluation for the institution’s new core. I worked with a provost-level subcommittee to create an instrument to assess our former students on academic quality.

Associate Dean, College of Liberal Arts, 2009 (Acting); 2010-2013

As Associate Dean from 2009-2013, I had oversight of the college’s undergraduate operations, interdisciplinary programs and directors, and international programs.

Undergraduate Programs. I was responsible for the academic operations for 6,600 undergraduate majors and 26 baccalaureate degrees. As the second largest college at Texas A&M, Liberal Arts graduated more students than any other college. Responsibilities included oversight of all undergraduate academic operations including curriculum and program development, academic advising and retention, freshman year initiatives (including critical thinking seminars and the first-year reading program), first-generation student initiatives, high-impact practices, the college’s contribution to the QEP, the assessment of 42 degree programs, enrollment management, and college honors. Major accomplishments included improving the four-year graduation rate, significantly increasing the number of first-year students in high-impact first-year experiences, setting record study abroad enrollment, and developing new and innovative academic programming for first-generation college students.

Interdisciplinary Programs. I had oversight of interdisciplinary programs, budgets, program directors, and faculty. At the time, the five programs included Africana Studies, Women’s &

Gender Studies, Religious Studies, Film Studies, and Journalism Studies. My primary focus was to help programs establish a thriving intellectual community, provide strategic guidance to the program directors, and assist jointly-appointed faculty in navigating responsibilities in multiple units as they prepared for promotion and tenure.

International Programs. With study abroad a strategic programmatic priority, under my tenure, study abroad participation increased by 42%. With oversight of the college's International Programs Manager, I facilitated faculty-led study abroad programs, awarded scholarships, and executed MOA's with international partners. I worked with departments to develop a curriculum integration element into their degree plans.

Honors and Awards

Board of Trustees, Southern Association of Colleges and Schools Commission on Colleges (SACSCOC), elected December 2017 and re-elected December 2020

Student Led Award for Teaching Excellence (SLATE), Texas A&M University System, 2009

Association of Former Students Distinguished Achievement Award for Teaching, College of Liberal Arts, Texas A&M University, 2008

Fellow, Mexican American and U.S. Latino Research Center, Texas A&M University.

Fishcamp Namesake, Texas A&M University, 2008.

Top Four Most Published Assistant Professors for journals published by the International Communication Association and the National Communication Association. In Bunz, U. (2005). Publish or perish: A limited author analysis of ICA and NCA journals. *Journal of Communication*, 55, 703-720.

Top Three Paper (Quick & Stephenson), Health Communication Division. National Communication Association, Chicago, IL. 2006.

Top Four Paper (Quick & Stephenson), Health Communication Division. National Communication Association, Chicago, IL. 2004.

Top Four Paper (Afifi et al.), Health Communication Division. National Communication Association. Chicago, IL. 2004.

Top Three Paper (Stephenson). Health Communication Division. National Communication Association. Atlanta, GA. 2001.

Top Four Paper (Palmgreen et al.). Health Communication Division. International Communication Association. Acapulco, Mexico. 2000.

Top Four Paper (Stephenson & Palmgreen). Information Systems Division. International Communication Association. San Francisco, CA. 1999.

Top Three Paper (Stephenson & Witte). Health Communication Division. International Communication Association. Montreal, Quebec, Canada. 1997.

Top Three Paper (Witte et al.). Health Communication Division. Speech Communication Association. Chicago, IL. 1993.

National Communication Association scholarship, University of Kentucky Graduate Student Association, 1997.

Bruce H. Westley Graduate Scholarship, University of Kentucky, 1997.

Support of Excellence, Interfraternity Council, University of Missouri-Columbia, 2000.

Award for Outstanding Commitment to Students, Homecoming Steering Committee, University of Missouri-Columbia, 1999.

Distinguished Achievement Award for Outstanding Graduate Student Scholarship, Kentucky Communication Association, 1996.

Award for Creative Contribution for the Health Service Marketing Campaign, University of Kentucky Student Health Service, 1996.

PROFESSIONAL SERVICE AND ENGAGEMENT

Service to Discipline

Board of Trustees

Southern Association of Colleges and Schools Commission on Colleges, Jan 2018 - current. (elected to 2nd three-year term starting Jan 2021)

Senior Editor

Health Communication, 2006-2010

Editorial Board

Communication Research, 2005 to present

Journal of Communication, 2003 to 2014

Health Communication, 2003 to present

Journal of Broadcasting & Electronic Media, 2005 to 2008

Human Communication Research, 2005 to 2010

Western Journal of Communication, 2004 to 2006

Communication Studies, 2003 to 2006

Reviewer

Health Education Research, 2018

Drug & Alcohol Dependence, 2004, 2017, 2018
Journal of Applied Communication Research, 2001, 2003, 2005, 2017
Prevention Science, 2014
Communication Quarterly 2014
Media Psychology, 2011
American Journal of Public Health, 2009
Prevention Science, 2006, 2007
Journal of the National Medical Association, 2007, 2008
Journal of the American Osteopathic Association, 2007, 2008
Science Communication, 2006
Human Communication Research, 2003, 2004
Communication Research, 2001-2004
Journal of Broadcasting & Electronic Media, 2000 – 2004
Journal of Health Communication, 2000, 2001, 2004 - 2007
Health Education Research, 2004
Communication Reports, 2003
Health Communication, 2002
Communication Research, 2001
Communication Theory, 2001, 2007
Communication Reports, 2001, 2004

Conferences and Conventions

Outstanding Book and Article Award Committee, Health Communication Division,
National Communication Association, 2005
Bylaws Committee Member, Health Communication Division, National Communication
Association, 2004

Nominations Committee Chair, Health Communication Division, International
Communication Association, 2001

Panel Chair, Health Communication Division, National Communication Association,
2004

Panel Chair, Social Cognition Division, National Communication Association, 1999

Panel Chair, Health Communication Division, International Communication Association,
2001

Paper Reader, Health Communication Division, International Communication
Association, 1999, 2000

Paper Reader, Health Communication Interest Group, Central States Communication
Association, 1997, 1998

Service to the University and System

Texas A&M University

Academic lead, Spirit of Giving crowdfunding initiative, 2020 - current
 Chair, Student Success Executive Committee, 2018 - current
 Chair, Search Committee - Dean of Faculties and Associate Provost, 2015, 2018
 Member, Search Committee – Vice President for Marketing and Communications, 2015
 QEP Committee Chair – 2015 - 2018
 Capital Campaign Executive Committee – 2015
 Capital Campaign Print/Graphic Subcommittee Chair – 2015-present
 Faculty Mentor, Posse Foundation – Atlanta cohort II, 2014-2018
 Center for Teaching Excellence review panel, high-impact learning faculty fellow 2014
 Dean of Faculties Tier One Program review committee, 2014
 QEP Implementation Committee, 2012-2013(Liberal Arts), 2014-2018 (Provost's Office)
 Academic Operations Council (AOC) Liberal Arts Dean, 2012-2013
 QEP Development Committee, 2011-2012
 Undergraduate Curriculum Committee, 2009-2013
 Santa Chiara/San Miguel Development Committee, 2009-2010
 Provost's Enrollment Management Task Force, 2009-2010
 College of Liberal Arts Graduate Instruction Committee, 2009
 Preparing Future Faculty Steering Committee, Liberal Arts representative, 2008.
 College of Liberal Arts University Instruction Committee, 2006-2009
 College of Liberal Arts Quality Enhancement Plan Committee, 2006-2009
 Center for Teaching Excellence, Graduate Teaching Academy Mentor, 2007, 2008, 2009
 Office of Graduate Studies, Pathways Recruiter, West Texas A&M, 2007
 Summer Undergraduate Research Program, 2006

Texas A&M Health Science Center

Planning Committee for Center Renewal, Center for Community Health Development,
 School of Rural Public Health, 2008
 Executive Committee Member, Center for Community Health Development, School of
 Rural Public Health, 2007-present
 Training Committee Chair, Center for Community Health Development, School of Rural
 Public Health, 2009-present
 Communication Committee Chair, Center for Community Health Development, School
 of Rural Public Health, 2007-present

University of Missouri-Columbia

Undergraduate research mentor faculty sponsor (Vicki Rogers), Fall, 2001.
 Interdisciplinary Studies capstone project faculty sponsor (Erin Brussell), Winter, 2001.
 Interdisciplinary Studies capstone project faculty sponsor (Mandy Ploger), Winter, 2001.
 Homecoming royalty committee judge, Fall, 2000.
 Interdisciplinary Studies capstone faculty sponsor (Stephanie Clark), Winter, 2000.
 Civic leader's internship program, undergraduate mentor (Cydney Rabourn), Winter
 2000.

University of Kentucky

University of Kentucky Health Service representative, Lexington Community College
Freshman orientation seminars, July, 1996.

Service to the Department

Texas A&M University

Director of Graduate Studies, 2009
Advisory Committee, 2009
Strategic Plan Roadmap Committee, 2008-2009
Faculty Coordinator, Alumni Advisory Board, 2007-2010
Coordinator, Department of Communication Initiative to Enhance Undergraduate Education (QEP related), 2006-2009
Undergraduate Curriculum Committee Chair, 2006-2009
Diversity Committee, 2005-2007
Graduate Affairs Committee, 2002-2007, 2008-2009
Adopt-a-School Program, 2003-2005
Telecommunication Media Studies planning committee, 2002-2003
Search Committee, Telecommunications Media Studies, 2003 (one position)
Search Committee, Telecommunications Media Studies, 2004 (two positions)
Search Committee, Telecommunications Media Studies, 2005 (one position)
Search Committee, Organizational Communication, 2006 (one position)
Search Committee, Health Communication, 2007 (one position)
Search Committee, Health Communication, 2008 (two positions)

University of Missouri-Columbia

Graduate recruiting committee, 2001, 2002.
Ad-hoc research committee, 2001.
Budget and planning, 2000, 2001.
Recorder of faculty meeting minutes, 2000.
Faculty, staff, and undergraduate admissions and awards committee, 1999.

SCHOLARSHIP AND RESEARCH

Grants and Research Support

Co-Investigator, Society for the Study of School Psychology, “Developing a Media Based Bullying Prevention Program to Alter Bystander Behavior.” \$15,000 Total. 9/1/11-8/31/13.

Project Principal Investigator, Center for Disease Control and Prevention (CDC), Office of Smoking and Health. “Implementing and Evaluating *Sabemos* in Two Texas *Colonias*: Examining Interpersonal and Media Influences on Parenting Tobacco-free Hispanic/Latino Youth.” \$220,000 Total awarded to TAMU (\$100,000 awarded on 8/30/08; \$20,000 awarded on 12/03/08; \$100,000 awarded on 5/25/09). 9/30/08-9/29/09.

Principal Investigator, Mexican American and U.S. Latino Research Center (MALRC) Proof of Concept Grant. “Developing Effective Anti-Drug Ads for Hispanic / Latino Parents of Adolescents.” \$10,000 Total awarded to TAMU.

Principal Investigator, Texas A&M University College of Liberal Arts Faculty Research Enhancement Grant. “Advancing Substance Use Prevention for Parents of Adolescents: Targeting Parent Styles.” \$4,950 Total.

Co-Investigator, Texas A&M University College of Liberal Arts Curricular Grant, “Exploring *Common Ground* with Graduate Students and Freshman Communication Students.” \$500 Total. Fall 2008.

Co-Investigator, Texas A&M University College of Liberal Arts Curricular Grant, “Exploring *Common Ground* with Graduate Students and Freshman Communication Students.” \$500 Total. Fall 2007.

Co-Investigator, Division of Transplantation, U.S. Department of Health and Human Services, “University Worksite Organ Donation Promotion Campaign: Targeting Administrators, Faculty, Staff, and Students Using the Organ Donation Model,” (with Susan E. Morgan, Rutgers University, Principal Investigator), 9/1/02 - 8/31/05, \$1,467,771 Total.

Co-Investigator/Consultant, National Institute on Drug Abuse (DA98006), “Effective Media Strategies for Drug Abuse Prevention,” (with Philip Palmgreen, University of Kentucky, Principal Investigator), 9/1/98 - 8/31/04, \$2,938,028 Total.

Alumni Association Faculty Incentive Grant, University of Missouri-Columbia, 2001, \$1,315.

Faculty Development Grant, University of Missouri-Columbia, 2001, \$560.

Office of the Graduate School, Dissertation Award, “Message Sensation Value and Sensation Seeking as Determinants of Message Processing,” University of Kentucky. 8/97 – 5/98. \$1,200.

Grant Consultant

Consultant, Health Resources and Services Administration, “A Comparison of Campaigns Designed to Increase Organ Donation to African American, Caucasian, and Hispanic 18-year-olds.” (Brian L. Quick, University of Illinois-Urbana Champaign, Principal Investigator), 9/1/09-8/31/10.

Consultant, Center for Disease Control, “Preventing Tobacco Use in Young Latino Workers in Texas,” (with Amelie Ramirez, Baylor College of Medicine, Principal Investigator), 9/30/04 – 9/29/07.

Consultant, State of Colorado Tobacco Research Program, “The Colorado Anti-Tobacco PSA Message Sensation Value Project,” (Don Helme, Principal Investigator), 7/1/01 - 6/30/05.

Consultant, National Institute for Occupational Safety and Health, “Promoting Hearing Conservation Behaviors Among Coal Miners,” (Kim Witte, Johns Hopkins University, Principal Investigator), 5/1/01 - 12/31/02.

Publications

Journal Articles (*denotes graduate student at time research was conducted)

- Lueck, J., *Brannon, G., *Silva, T., & Stephenson, M. T. (2019). Depression's response to threatening health messages: An examination of emotions and attention patterns. *Patient Education and Counseling*, 102, 1178-1186.
- Beaudoin, C. E., Stephenson, M. T., & Agha, S. (2016). Testing the validity of campaign ad exposure measures: A family planning media campaign in Pakistan. *Journal of Health Communication*, 27, 773-781.
- Long, S. D., Morgan, S. E., Harrison, T., Afifi, W. A., Stephenson, M. T., Reichert, T., & Morse, C. (2012). When families talk: Applying interpretative phenomenological analysis to African American families discussing their awareness, commitment, and knowledge of organ donation. *Journal of the National Medical Association*, 104, 555-563.
- Braddock, K. H., Dillard, J. P., Voigt, D. C., Stephenson, M. T., Sopory, P., & Anderson, J. W. (2011). Impulsivity partially mediates the relationship between BIS/BAS and risky health behaviors. *Journal of Personality*, 79, 793-810.
- Morgan, S. E., Stephenson, M. T., Afifi, W., Harrison, T. R., Long, S. D., & Chewning, L. V. (2011). The university worksite organ donation project: A comparison of two types of worksite campaigns on the willingness to donate. *Clinical Transplantation*, 25, 600-605.
- Thompson, T. L., Stephenson, M. T., Southwell, B. G., & Dutta, M. J. (2010). The nuts and bolts of publication in Health Communication. *Health Communication*, 25, 512-516.
- Stephenson, M. T., Quick, B. L., & *Hirsch, H. A. (2010). Evidence in support of a strategy to target authoritarian and permissive parents in anti-drug media campaigns. *Communication Research*, 37, 73-104.
- Stephenson, M. T., Quick, B. L., Witte, K., Vaught, C., Booth-Butterfield, S., & Patel, D. (2009). Conversations among coal miners in a campaign that promotes hearing protection. *Journal of Applied Communication Research*, 37, 317-337.
- *Voight, D. C., Dillard, J. P., *Braddock, K. H., Anderson, J. W., Sopory, P., & Stephenson, M. T. (2009). Carver and White's BIS/BAS scales and their relationship to risky health behaviors. *Personality and Individual Differences*, 47, 89-93,
- Morse, C. Afifi, W. A., Morgan, S. E., Stephenson, M. T., Reichert, T., Harrison, T., & Long, S. D. (2009). Religiosity, anxiety, and discussions about organ donation: Understanding a complex system of associations. *Health Communication*, 24, 156-164.
- Stephenson, M. T., Morgan, S. E., *Roberts-Perez, S., Harrison, T., Afifi, W., & Long, S. (2008). The role of religiosity, religious norms, subjective norms, and bodily integrity on signing an organ donor card. *Health Communication*, 23, 436-447.

- Quick, B. L., & Stephenson, M. T. (2008). Examining the role of trait reactance and sensation seeking on perceived threat, state reactance, and reactance restoration. *Human Communication Research, 34*, 448-476.
- Quick, B. L., Stephenson, M. T., Witte, K., Vaught, C., Booth-Butterfield, S., & Patel, D. (2008). An examination of antecedents to coal miners' hearing protection behaviors: A test of the theory of planned behavior. *Journal of Safety Research, 39*, 329-338.
- Morgan, S.E., Harrison, T.R., Afifi, W., Long, S., & Stephenson, M. T. (2008). In their own words: The reasons why people will (not) sign an organ donor card. *Health Communication, 23*, 23-33.
- Morgan, S. E., Stephenson, M. T., Harrison, T. R., Afifi, W., Long, S. D. (2008). Facts versus feelings: How rational is the decision to become an organ donor? *Journal of Health Psychology, 13*, 644-658.
- Stephenson, M. T., Velez, L. F., Chalela, P., Ramirez, A., & Hoyle, R. H. (2007). The reliability and validity of the Brief Sensation Seeking Scale (BSSS-8) with young adult Latino workers: Implications for tobacco and alcohol disparity research. *Addiction, 102* (S2), 79-91.
- *Quick, B. L., & Stephenson, M. T. (2007). Authoritative parenting and issue involvement as indicators of ad recall: An empirical investigation of anti-drug ads for parents. *Health Communication, 22*, 25-35.
- *Quick, B. L., & Stephenson, M. T. (2007). Further evidence that psychological reactance can be modeled as a combination of anger and negative cognitions. *Communication Research, 34*, 255-276.
- *Quick, B. L., & Stephenson, M. T. (2007). The reactance restoration scale (RRS): A measure of direct and indirect restoration. *Communication Research Reports, 24*, 131-138.
- Palmgreen, P., Lorch, E. P., Stephenson, M. T., Hoyle, R. H. & Donohew, L. (2007). Effects of the Office of National Drug Control Policy's marijuana initiative campaign on high sensation-seeking adolescents. *American Journal of Public Health, 97*, 1644-1649.
- Stephenson, M. T., & Helme, D. W. (2006). Authoritative parenting and sensation seeking as predictors of adolescent cigarette and marijuana use. *Journal of Drug Education, 36*, 247-270.
- Stephenson, M. T., Holbert, R. L., & Zimmerman, R. S. (2006). Thinking about communication as a process: Advances in health communication with structural equation modeling. *Health Communication, 20*, 159-167.
- Stephenson, M. T., & Southwell, B. G. (2006). Sensation seeking, the Activation Model, and mass media health campaigns: Current findings and future directions for cancer communication. *Journal of Communication, 56*, S38-S56.

- Afifi, W. A., Morgan, S. E., Stephenson, M. T., *Morse, C., Harrison, T., Reichert, T., & Long, S. D. (2006). Examining the decision to talk with family about organ donation: Applying the theory of motivated information management. *Communication Monographs*, 73, 188-215.
- Stephenson, M. T., & *Quick, B. L. (2005). Parent ads in the National Youth Anti-Drug Media Campaign. *Journal of Health Communication*, 10, 701-710.
- Stephenson, M. T., *Quick, B. L., *Atkinson, J., & *Tschida, D. A. (2005). Authoritative parenting and drug-prevention practices: Implications for anti-drug ads for parents. *Health Communication*, 17, 301-321.
- Stephenson, M. T., Witte, K., Vaught, C., *Quick, B. L., Booth-Butterfield, S., Patel, D., & Zuckerman, C. (2005). Using persuasive messages to encourage voluntary hearing protection among coal miners. *Journal of Safety Research*, 36, 9-17.
- Morgan, S.E., Harrison, T.R., Long, S., Afifi, W., Stephenson, M., and Reichert, T. (2005). Family discussions about organ donation: How the media is used to justify opinions and influence others about donation decisions. *Clinical Transplantation*, 19, 674-682.
- Benoit, W. L., & Stephenson, M. T. (2004). Effects of watching a presidential primary debate. *Contemporary Argumentation and Debate*, 25, 1-25.
- Holbert, R. L., & Stephenson, M. T. (2003). The importance of analyzing indirect effects in media effects research: Testing for mediation in structural equation modeling. *Journal of Broadcasting & Electronic Media*, 47, 556-572.
- Stephenson, M. T. (2003). Mass media strategies targeting high sensation seekers: What works and why. *American Journal of Health Behavior*, 27(S3), 233-238.
- Stephenson, M. T., Hoyle, R. H., Slater, M. D., & Palmgreen, P. (2003). Brief measures of sensation seeking for screening and large-scale surveys. *Drug and Alcohol Dependence*, 72, 279-286.
- Morgan, S. E., Palmgreen, P., Stephenson, M. T., Lorch, E. P., & Hoyle, R. H. (2003). The relationship between message sensation value and perceived message sensation value: The effect of formal message features on subjective evaluations of anti-drug public service announcements. *Journal of Communication*, 53, 512-526.
- Stephenson, M. T. (2003). Examining adolescents' responses to antimarijuana PSAs. *Human Communication Research*, 29, 343-369.
- Stephenson, M. T., & Holbert, R. L. (2003). A Monte Carlo simulation of observable- versus latent-variable structural equation modeling techniques. *Communication Research*, 30, 332-354.
- Stephenson, M. T. (2002). Sensation seeking as a moderator of the processing of anti-heroin PSAs. *Communication Studies*, 53, 358-380.

- Holbert, R. L., & Stephenson, M. T. (2002). Structural equation modeling in the communication sciences, 1995-2000. *Human Communication Research*, 28, 531-551.
- Palmgreen, P., Stephenson, M. T., Everett, M. W., Basehart, J. R., & *Francies, R. (2002). Perceived message sensation value (PMSV) and the dimensions and validation of a PMSV scale. *Health Communication*, 14, 403-428.
- Stephenson, M. T. (2002). Anti-drug public service announcements targeting parents: An analysis and evaluation. *Southern Communication Journal*, 67, 335-350.
- Stephenson, M. T., Morgan, S. E., Lorch, E. P., Palmgreen, P., Donohew, L., & Hoyle, R. H. (2002). Predictors of exposure from an anti-marijuana media campaign: Outcome research assessing sensation seeking targeting. *Health Communication*, 14, 23-43.
- Hoyle, R. H., Stephenson, M. T., Palmgreen, P., Lorch, E. P., & Donohew, L. (2002). Reliability and validity of scores on a brief measure of sensation seeking. *Personality and Individual Differences*, 32, 401-414.
- Benoit, W. L., McKinney, M., & Stephenson, M. T. (2002). Effects of watching campaign 2000 presidential primary debates. *Journal of Communication*, 52, 316-331.
- Stephenson, M. T., Benoit, W. L., & *Tschida, D. A. (2001). Testing the mediating role of cognitive responses in the elaboration likelihood model. *Communication Studies*, 52, 324-337.
- Stephenson, M. T., & Palmgreen, P. (2001). Sensation seeking, message sensation value, personal involvement, and processing of anti-drug PSAs. *Communication Monographs*, 68, 49-71.
- Palmgreen, P., Donohew, L., Lorch, E. P., Hoyle, R. H., & Stephenson, M. T. (2001). Television campaigns and adolescent marijuana use: Tests of a sensation seeking targeting. *American Journal of Public Health*, 91, 292-296.
- Stephenson, M. T., Palmgreen, P., Hoyle, R. H., Donohew, L., Lorch, E. P., & Colon, S. (1999). Short-term effects of an anti-marijuana media campaign targeting high sensation seeking adolescents. *Journal of Applied Communication Research*, 27, 175-195.
- Stephenson, M. T. (1999). Using formative research to conceptualize and develop a marketing plan for student health services. *Journal of American College Health*, 47, 237-239.
- Stephenson, M. T. & Witte, K. (1998). Fear, threat, and perceptions of efficacy in frightening skin cancer messages. *Public Health Reviews*, 26, 147-174.
- Witte, K., Peterson, T. R., Vallaban, S., Stephenson, M. T., Plugge, C., Givens, V. K., Todd, J. D., Beckett, M., G., Hyde, M. K., & Jarrett, R. (1993). Preventing tractor-related injuries and deaths in rural populations: Using a persuasive health message framework in formative evaluation research. *International Quarterly of Community Health Education*, 13, 219-251.

Book Chapters

- Fridman, I., Southwell, B. G., Yzer, M., & Stephenson, M. T. (2021). Advancing health communication research: Issues and controversies in research design and data analysis. In T. L. Thompson & N. G. Harrington (Eds.), *The Routledge Handbook of Health Communication, Third Edition* (pp. 558-571). Taylor and Francis.
<http://doi.org/10.4324/9781003095828-45>
- Beaudoin, C. E., & Stephenson, M. T. (2016). Communication campaign evaluations. In D. K. Kim & J. W. Dearing (Eds.), *Health communication research measures* (pp. 33-44). New York, NY: Peter Lang Publishing Group.
- Stephenson, M. T. (2014). Model development and testing. In T. L. Thompson (Ed.), *Encyclopedia of Health Communication* (pp. 889-891).
- Yzer, M.C., Southwell, B.G., & Stephenson, M.T. (2012). Inducing fear as a public communication campaign strategy. In R.E. Rice & C.K. Atkin (Eds.), *Public Communication Campaigns - 4th edition* (pp. 163-176). Thousand Oaks, CA: Sage.
- Clark, H., St. John, J. A., Stephenson, M. T., Johns, M., & Berkowitz, J. (2011). Implementing a second-hand smoke intervention in two Texas colonias: Sabemos – Por respeto, aqui no se fuma. In M. Brann (Ed.) *Contemporary case studies in health communication: Theoretical and applied approaches* (pp. 166-175). Dubuque, IA: Kendal Hunt.
- Stephenson, M. T., Southwell, B., & Yzer, M. C. (2011). Advancing health communication research to the next level: Issues and controversies in experimental design and data analysis. In T. L. Thompson, R. Parrott, & J. F. Nussbaum (Eds.), *Handbook of Health Communication 2nd ed* (pp. 560-577). New York: Routledge.
- Holbert, R. L., & Stephenson, M. T. (2008). Commentary on the uses and misuses of structural equation modeling in communication research. In A. F. Hayes, M. D. Slater, & L. B. Snyder (Eds.), *The SAGE sourcebook of advanced data analysis methods for communication research* (pp. 185-218). Thousand Oaks, CA: Sage Publications.
- Stephenson, M. T., & Southwell, B. G. (2007). Drug use, media and prevention. In J. J. Arnett (Ed.), *Encyclopedia of children, adolescents, and the media* (pp. 98-100). Thousand Oaks, CA: Sage Publications
- Palmgreen, P., Donohew, L., Lorch, E. P., Hoyle, R. H., & Stephenson, M. T. (2002). Television campaigns and sensation seeking targeting of adolescent marijuana use: A controlled time-series approach. In R. Hornik (Ed.) *Public health communication: Evidence for behavior change* (pp. 35-56). Hillsdale, NJ: Lawrence Erlbaum.
- Stephenson, M. T., & Witte, K. (2001). Generating fear in a risky world: Creating effective risk messages. In R. Rice & C. K. Atkin (Eds.) *Public communication campaigns* (pp. 88-102). Thousand Oaks: Sage.

Other Publications

Review of Michael Burgoon and William Crano, *Mass media and drug prevention: Classic and contemporary theories and research*. *Journal of Health Communication*, 7, 473-476.

Conference Presentations

Spicer-Runnels, A., Hayek, J., Brown, D., & Stephenson, M. T. (2024, July). Bridging student success and lifelong learning: The critical role of strategic systemwide partnerships. Presented to the AASCU Summer Meeting for Academic and Student Affairs Leaders, Denver, CO.

Miller, D., Miller, L. M., Morrison, T., & Stephenson, M. T. (2024, July). “ACEing” student success: Campus-community bridges to support career readiness. Presented to the AASCU Summer Meeting for Academic and Student Affairs Leaders, Denver, CO.

Leuck, J. A., Silva, T., Brannon, G., & Stephenson, M. T. (2018, May). Psychological processes and fear appeals: Integrating eye-tracking, clinical tools and theoretical models. Presented at the International Communication Association Annual Convention, Prague.

Leuck, J. A., Knobloch, M., & Stephenson, M. T. (2018, April). The making of an addiction: Examining determinants of prescription stimulant abuse among college students. Presented at the Kentucky Conference on Health Communication, Lexington, KY.

Stephenson, M. T., Dorsey, A. M., & Smith, C. (2018, February). Building capacity to address engagement and retention of URM and first gen students: A collaboration among 14 institutions in the Southeast Conference (SEC). Presented to the High Impact Practices in the States national conference, California State University-Dominguez Hills, CA.

Joslin, A.K., Franklin, K., Blake, J.J., Hughes, J., & Stephenson, M. (2013, February). The influence of gender on bystander response to bullying. Presented at the National Association of School Psychologists Annual Convention, Seattle, WA.

Joslin, A.K., Casanova, M., Blake, J.J., Hughes, J., & Stephenson, M. (2013, February). Using adult ratings to measure bystander roles in bullying. Presented at the National Association of School Psychologists Annual Convention, Seattle, WA.

Quick, B. L., LaVoie, N. R., Morgan, S. E., Bosch, D., & Stephenson, M. T. (2012, November). Grey’s Anatomy viewing and organ donation registration: Examining mediators bridging this relationship among African Americans, Caucasians, and Latinos. Presented at the annual meeting of the National Communication Association, Orlando, FL.

Quick, B. L., Morgan, S. E., Bosch, D. & Stephenson, M. T. (2011, November). Organ donation status, racial, and gender differences in bodily integrity, medical mistrust, disgust, and superstition beliefs: A cause for concern. To be presented at the annual meeting of the National Communication Association, New Orleans, LA.

- Clark, H.R., St. John, J.A., Stephenson, M.T. Implementing and evaluating Sabemos in two Texas colonias: Examining interpersonal and media influences on parenting tobacco-free Hispanic/Latino youth. (2010, April). Poster Presentation at the 5th Annual Texas A&M Health Science Center School of Rural Public Health Public Health Research Week, College Station, TX.
- Martinez, A. R., Quick, B. L., & Stephenson, M. T. (2009, November). TV ads advocating condom use among sexually active college students: A quantitative analysis of psychological reactance on message effectiveness, quality, and ad attitudes. Presented at the annual meeting of the National Communication Association, Chicago, IL.
- St. John, J. A., Clark, H. C., Stephenson, M., Johns, M., Berkowitz, J., Wendel, M., & Burdine, J., & Wilson, A. (2009, November). Implementing and evaluating SABEMOS in two Texas colonias: Examining interpersonal and media influences on parenting tobacco-free Hispanic/Latino youth. Presented at the annual meeting of the American Public Health Association, Philadelphia, PA.
- Stephenson, M. T., Ahmed, I., Roberts-Perez, S., & Head, K. J. (2008, November). Language intensity theory in equivocally-persuasive newspaper stories about tissue donation. Presented at the annual meeting of the National Communication Association, San Diego, CA.
- Stephenson, M. T., Quick, B. L., & Hirsch, H. A. (2008, November). Evidence in support of a strategy to target authoritarian and permissive parents in anti-drug media campaigns. Presented at the annual meeting of the National Communication Association, San Diego.
- Long, S. D., Morgan, S. E., Harrison, T. R., Afifi, W. A., Stephenson, M. T., Reichert, T., & Morse, C. R. (2008, November). Talking man to man: Applying interpretative phenomenological analysis to African-American men discussing their attitudes, religious beliefs, and anxiety about organ donation. Presented at the annual meeting of the National Communication Association, San Diego, CA.
- Stephenson, M. T. (2007, November). Sensation seeking and tobacco and alcohol use by Latino young adults: Implications for prevention campaigns. Presented at the annual meeting of the National Communication Association, Chicago, IL.
- Long, S. D., Morgan, S. E., Afifi, W., Harrison, T. R., Stephenson, M. T., Reichert, T., & Morse, C. R. (2007, November). When families talk: Applying interpretive phenomenological analysis (IPA) to African-American families discussing their awareness, commitment, and knowledge of organ donation. Presented at the annual meeting of the National Communication Association, Chicago, IL.
- Quick, B. L., & Stephenson, M. T. (2006, November). *An explication of the reactance processing model. Top Three Paper.* Presented at the annual meeting of the National Communication Association, San Antonio, TX.

- Quick, B. L., & Stephenson, M. T. (2006, November) *The reactance restoration scale (RRS): A measure of direct and indirect restoration*. Presented at the annual meeting of the National Communication Association, San Antonio, TX.
- Roberts-Perez, S., Stephenson, M. T., Morgan, S. E., Harrison, T., Afifi, W., & Long, S. (2006, November). *The role of religiosity, religious norms, subjective norms, and bodily integrity in signing an organ donor card*. Presented at the annual meeting of the National Communication Association, San Antonio, TX.
- Morse, C., Afifi, W. A., Morgan, S. E., Stephenson, M. T., Reichert, T., Harrison, T., & Long, S. D. (2006, November). *Religiosity, anxiety, and discussions about organ donation: Understanding a complex system of associations*. Presented at the annual meeting of the National Communication Association, San Antonio, TX.
- Palmgreen, P., Lorch, E. P., Stephenson, M. T., Donohew, L., Hoyle, R. H., & Sweatt, S. (2005, December). *Effects of the Office of National Drug Control Policy's marijuana initiative campaign on at-risk youth*. Presented at the annual meeting of the American Public Health Association, Philadelphia, PA.
- Stephenson, M. T., & Helme, D. W. (2005, November). *Parenting your sensation-seeking adolescent: Implications of parenting styles for buffering cigarette and marijuana use*. Presented at the annual meeting of the National Communication Association, Boston.
- Ksobiech, K., & Stephenson, M. T. (2005, November). *Sensation seeking and injection drug users: Perceptions of impact and recall of anti-drug messages*. Presented at the annual meeting of the National Communication Association, Boston, MA.
- Yanovitzsky, I., & Stephenson, M. T. (2005, November). *Clarifying mechanisms and processes of normative influence on behavior*. Presented at the annual meeting of the National Communication Association, Boston, MA.
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- Quick, B. L., & Stephenson, M. T. (2005, November). *Selective exposure to anti-drug ads, parent style, and issue involvement: Predictors of parental monitoring practices for preventing adolescent substance use*. Presented at the annual meeting of the National Communication Association, Boston, MA.
- Morgan, S.E., Stephenson, M. T., Afifi, W., Harrison, T.R., Long, S., Reichert, T. (2005, November). *Cognitive and non-cognitive variables: Influences on the decision to become an organ donor*. Presented at the annual meeting of the National Communication Association, Boston, MA.
- Morgan, S.E., Harrison, T.R., Long, S., Afifi, W., Reichert, T., Stephenson, M., & Morse, C. (2005, May). *In their own words: A multicultural qualitative study of the reasons why people will (not) sign an organ donor card*. Presented at the annual meeting of the International Communication Association, New York, NY

- Choi, Y., Cameron, G. T., Leshner, G., & Stephenson, M. T. (2005, May). *Sensation seeking, fear appeals, and anti-smoking PSAs for young adults*. Presented at the annual meeting of the International Communication Association, New York, NY.
- Afifi, W., Morse, C., Morgan, S., Long, S., Reichert, T., Stephenson, M. T., & Harrison, T. (2004, November). *Examining the decision to talk with family about organ donation: A test of the theory of motivated management*. **Top Four Paper**. Presented at the annual meeting of the National Communication Association, Chicago, IL.
- Quick, B. L., & Stephenson, M. T. (2004, November). *Examining cognitive and affective responses to condom ads: A test of psychological reactance*. **Top Four Paper**. Presented at the annual meeting of the National Communication Association, Chicago IL.
- Choi, Y., Cameron, G. T., Leshner, G., & Stephenson, M. T. (2004, August). *Sensation seeking targeting and fear appeal of anti-smoking public service announcement messages for young adults*. Presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Toronto, Ontario, Canada.
- Stephenson, M. T., Witte, K., Vaught, C., Quick, B. L., Booth-Butterfield, S., Patel, D., & Zuckerman, C. (2004, May). *The influence of positive, negative, and neutral messages on voluntary hearing-protection behaviors among miners*. Presented at the annual meeting of the International Communication Association, New Orleans, LA.
- Stephenson, M. T., Hoyle, R. H., Palmgreen, P. C., & Slater, M. D. (2003, November). *Brief measures of sensation seeking for research on communication and risky health behaviors*. Presented at the annual meeting of the National Communication Association, Miami, FL.
- Holbert, R. L., & Stephenson, M. T. (2003, November). *The importance of analyzing indirect effects in media effects research: Testing for mediation in structural equation modeling*. Presented at the annual meeting of the National Communication Association, Miami, FL.
- Morgan, S. E., Stephenson, M. T., Reichert, T., Alvaro, E., Afifi, W., & Long, S. (2003, November). *The willingness to donate organs: Current statistics based on a diverse sample from six states*. Presented at the annual meeting of the National Communication Association, Miami, FL.
- Stephenson, M. T., Atkinson, J., & Tschida, D. A., & Quick, B. L. (2003, May). *Authoritative parenting and drug-prevention practices: Implications for anti-drug ads for parents*. Presented at the annual meeting of the International Communication Association, San Diego, CA.
- Quick, B. L., Brooks, C., Stephenson, M. T., & Mina, W. (2003, May). *Physicians and patients speak out on a communication intervention? A qualitative assessment analyzing the effectiveness of the PALS brochure in medical interactions*. Presented at the annual meeting of the International Communication Association, San Diego, CA.

- Pierce, T.A., Stephenson, M. T., Tschida, D. (2003, April). *Sensation seeking, viewing motives, and viewing of professional wrestling*. Presented at the annual meeting of the Broadcast Education Association, Las Vegas, NV.
- Stephenson, M. T., Atkinson, J., Tschida, D. A., & Quick, B. L. (2002, November). *First- and third-person effects of anti-drug PSAs for parents*. Paper presented at the annual meeting of the National Communication Association, New Orleans, LA.
- Holbert, R. L., & Stephenson, M. T. (2002, November). *Structural equation modeling in the communication sciences, 1995-2000*. Presented at the annual meeting of the National Communication Association, New Orleans, LA.
- Morgan, S. E., Palmgreen, P. C., & Stephenson, M. T. (2002, November). *Associations between formal message features and subjective evaluations of the sensation value of anti-drug public service announcements*. Presented at the annual meeting of the National Communication Association, New Orleans, LA.
- Stephenson, M. T., & Holbert, R. L. (2002, November). *Analyzing three approaches to structural equation modeling*. Presented at the annual meeting of the National Communication Association, New Orleans, LA.
- Stephenson, M. T., Vaught, C., & Witte, K. (2002, October). *A project to evaluate the role positive and negative emotion plays in promoting hearing conservation behaviors among coal miners*. Presented to the Best Practices in Occupational Safety and Health, Education, Training, and Communication symposium, John Hopkins School of Public Health, Baltimore, MD.
- Stephenson, M. T. (2001, November). *Individual differences in processing anti-heroin messages: How cognitions, narratives, formal features, and affect drive message acceptance*. **Top Three Paper**. Presented at the annual meeting of the National Communication Association, Atlanta, GA.
- Morgan, S. E., Palmgreen, P., & Stephenson, M. T. (2001, November). *Preferences of sensation seekers for high message sensation value messages: Reaching at-risk adolescents with effective anti-drug public service announcements*. Presented at the annual meeting of the National Communication Association, Atlanta, GA.
- Slater, M., Hoyle, R. H., Palmgreen, P., & Stephenson, M. T. (2001, June). *A reliable two-item sensation-seeking index and prediction of substance use*. Presented to the Ninth Annual Meeting of the Society for Prevention Research, Washington, DC.
- Palmgreen, P., Stephenson, M. T., Everett, M. W., Basehart, J. R., & Francies, R. (2001, May). *Perceived message sensation value and the dimensions and validation of a PMSV scale*. Presented to the International Communication Association, Washington, DC.

- Morgan, S. E., Palmgreen, P., & Stephenson, M. T., Lorch, E. P., & Hoyle, R. H. (2001, May). *Associations between formal message features and subjective evaluations of the sensation value of anti-drug public service announcements*. Presented at the annual meeting of the International Communication Association, Washington, DC.
- Stephenson, M. T., Lorch, E. P., Morgan, S. E., Palmgreen, P., Donohew, L., & Hoyle, R. H. (2000, May). *Predictors of message recall from an anti-marijuana media campaign: Outcome research assessing the impact of targeting high sensation seekers*. Presented to the annual meeting of the International Communication Association, Acapulco, Mexico.
- Palmgreen, P., Donohew, L., Lorch, E. P., Hoyle, R. H., & Stephenson, M. T. (2000, May). *Television campaigns and adolescent marijuana use: Tests of a sensation seeking strategy*. **Top Four Paper** presented to the annual meeting of the International Communication Association, Acapulco, Mexico.
- Benoit, W. E., & Stephenson, M. T. (2000, May). *Testing the causal mechanism of the ELM*. Presented to the annual meeting of the International Communication Association, Acapulco, Mexico.
- Stephenson, M. T., & Palmgreen, P. (1999, November). *What Makes Anti-Marijuana PSAs Persuasive? Message Sensation Value and Involvement as Determinants of Multi-Modal Message Processing*. Presented to the annual meeting of the National Communication Association, Chicago, IL.
- Stephenson, M. T., & Palmgreen, P. (1999, May). *Central, Narrative, and Sensory Processing of Anti-Marijuana PSAs: Using Message Sensation Value to Reach At-Risk Adolescents*. **Top Four Paper** presented to the annual meeting of the International Communication Association, San Francisco, CA.
- Stephenson, M. T. (1999, March). *I Think, I Feel, Therefore I Won't: Persuading At-Risk Adolescents Not to Use Marijuana*. University of Kentucky Graduate Student Symposium, Lexington, KY.
- Stephenson, M. T., Hoyle, R. H., Lorch, E. P., Donohew, L., Palmgreen, P., & Colon, S. (1998, November). *Assessing the attitude salience hypothesis: Results from a drug prevention media campaign targeting adolescent marijuana use*. Presented to the annual meeting of the National Communication Association, New York City, NY.
- Stephenson, M. T., Hoyle, R. H., Palmgreen, P., Donohew, L., Lorch, E. P., & Colon, S. (1998, November). *Preliminary results of an anti-marijuana media campaign targeting high sensation seeking adolescents*. Presented to the annual meeting of the National Communication Association, New York City, NY.
- Stephenson, M. T. (1998, March). *Using structural equation modeling to show the effects of a drug prevention campaign*. Presented to the University of Kentucky Graduate Student Symposium, University of Kentucky, Lexington, KY.

- Stephenson, M. T. (1998, February). *Reaching at-risk adolescents through a mass media drug prevention campaign: The role of sensation seeking and sensation value in persuasive message processing*. Presented to the 20th Annual Communication Research Symposium, University of Tennessee, Knoxville, TN.
- Stephenson, M. T. (1997, November). *Addressing salient barriers in health promotion: A communication framework motivating mammography utilization*. Presented to the annual meeting of the National Communication Association, Chicago, IL.
- Stephenson, M. T. & Witte, K. (1997, May). *Fear, threat, and perceptions of efficacy in frightening skin cancer messages*. **Top Three Paper** presented to the annual meeting of the International Communication Association, Montreal, Quebec, Canada.
- Stephenson, M. T. (1997, April). *Reaching the college student: Design and promotion for student health services*. Presented to the annual meeting of the Central States Communication Association, St. Louis, MO.
- Stephenson, M. T. (1997, March). *Icky, gooey, scary?... phooey! you CAN'T scare me into wearing sunscreen: The persuasiveness of fear appeals*. Presented to the University of Kentucky Graduate Student Symposium, University of Kentucky, Lexington, KY.
- Stephenson, M. T. & Witte, K. (1996, November). *Processing fear appeals beyond conscious awareness*. Presented to the annual meeting of the Speech Communication Association, San Diego, CA.
- Stephenson, M. T. & Brinkman, M. (1996, November). *Designing a marketing strategy for the University of Kentucky's University Health Service*. Presented to the annual meeting of the Mid-American College Health Association, Muncie, IN.
- Stephenson, M. T. (1996, September). *A model of mammogram motivation*. Presented to the annual meeting of the Kentucky Communication Association, Cumberland, KY.
- Hoyle, R. & Stephenson, M. T. (1996, May). *Brief measure of sensation seeking for research on adolescents*. Presented to the annual meeting of the Midwestern Psychological Association, Chicago, IL.
- Stephenson, M. T. (1996, March). *Toward the development of an interpersonal risk message framework*. Presented to the Communication Research Symposium, University of Tennessee, Knoxville, TN.
- LePoire, B. A. & Stephenson, M. T. (1993, November). *Nonverbal stigmatization expression toward gays and persons with AIDS*. Presented to the annual meeting of the Speech Communication Association, Miami, FL.
- Rosen, E., Terpstra, T. D., Stephenson, M. T., Austin, D. A., & Rose, A. L. (1993, November). *Publication opportunities for students*. Panel for the annual meeting of the Speech Communication Association, Miami, FL.

Witte, K., Peterson, T. R., Vallaban, S., Stephenson, M. T., Plugge, C., Givens, V. K., Todd, J. D., Bechtold, M., G., Hyde, M. K., & Jarrett, R. (1993, November). *Preventing tractor-related injuries and deaths in rural populations*. **Top Three Paper** presented to the Speech Communication Association, Miami, FL.

Stephenson, M. T. (1992, October). *Bleachman revisited: A persuasive health message campaign*. Presented to the health communication preconference at the annual meeting of the Speech Communication Association, Chicago, IL.

Invited Presentations and Lectures

High Impact Practices panel (with K. O'Donnell, D. Keyek-Franssen, & J. Kinzie). National Association of System Heads Taking Students Success to Scale conference. Denver, CO. April, 2017.

Anti-drug campaigns targeting adolescents and their parents. Visiting Scholar Series, Western Kentucky University. March, 2008.

Health communication campaigns targeting high sensation seeking adolescents and their parents. Pathways Day, West Texas A&M University. April, 2007.

Creating connection and action. Panelist for Publishing and Reviewing in Academic Journals/Books. National Communication Association Health Communication Doctoral Preconference, San Antonio, TX. November, 2006.

Health risk behavior change for abstinence-based education. The Sixth National Meeting of the Medical Institute. Chicago, IL. July, 2006.

Structural equation modeling in health communication. Kentucky Conference on Health Communication. Lexington, KY. April, 2006.

Opportunities and challenges for health communication. Panelist. National Communication Association Health Communication Doctoral and Early-Career Pre-conference, Chicago, IL. November, 2004.

Sensation seeking, information exposure, and message sensation value. Message effects workshop sponsored by the National Cancer Institute, Philadelphia. PA. November, 2003.

Media strategies that reduce drug use by high sensation seeking adolescents: What works and why. American Academy of Health Behavior conference, St. Augustine, FL. March, 2003.

Doing health communication: A view from the trenches. Panelist. National Communication Association Health Communication Preconference, New Orleans, LA. November, 2002.

Drug abuse prevention campaigns and sensation seeking. Second National Conference on Drug Abuse Prevention Research, National Institute on Drug Abuse. Washington, DC. July, 2001.

Anti-Drug Messages: The role of sensation seeking traits and high sensation messages. Health Communication Division Pre-conferences, International Communication Association (with

Palmgreen and Donohew). May, 1999.

TEACHING, ADVISING, MENTORING

Sam Houston State University

Fall 2023: UNIV 1101: First Year Seminar (20 students)

Fall 2024: UNIV 1101: First Year Seminar (25 students)

Texas A&M University

Fall 2018: UGST 181 First Year Seminar (25 students)

Fall 2017: UGST 181 First Year Seminar (57 students)

Fall 2014-2018: Posse Foundation Mentor (11 students)

Fall 2013: LBAR 181 First Year Seminar in Liberal Arts (92 students)

Spring 2013: LBAR 181 First Year Seminar in Liberal Arts (101 students)

Fall 2012: LBAR 181 First Year Seminar in Liberal Arts (109 students)

Spring 2012: LBAR 289 Special Topics: First Year Seminar (21 students)

Fall 2011: LBAR 289 Special Topics: First Year Seminar (23 students)

Spring 2011: COMM 671 Interdisciplinary Seminar in Prevention Sci (cross listed; 8 students)

Spring 2010: COMM 671 Interdisciplinary Seminar in Prevention Sci (cross listed; 9 students)

Fall 2009: COMM 610 Social Science Research Methods (12 students)

Spring 2009: COMM 308 Research Methods (249 students)

Fall 2008: COMM 308 Research Methods (184 students); COMM 450 (25 students); COMM 681 (17 students)

Spring 2008: COMM 670 Health Communication Campaigns (6 students); COMM 689 Special Topics in Advanced Quantitative Methodology (8 students)

Fall 2007: COMM 610 Social Science Research Methods (16 students); COMM 681 Professional Seminar (16 students)

Spring 2007: COMM 470 Health Communication (25 students)

Fall 2006: COMM 308 Research Methods (221 students); COMM 450 (25 students)

Summer 2006: COMM 689 Media Effects (10 students)

Spring 2006: COMM 450 Media Campaigns (25 students); COMM 670 Health Communication Campaigns (10 students)

Fall 2005: COMM 308 Research Methods (150 students); COMM 610 Social Science Research Methods (10 students)

Spring 2005: COMM 450 Media Campaigns (35 students)

Fall 2004: COMM 450 Media Campaigns (35 students); COMM 308 (122 students)

Spring 2004: COMM 670 Health Communication Campaigns (16 students)

Fall 2003: COMM 470 Health Communication (25 students); COMM 610 Social Science Research Methods (10 students)

Spring 2003: SCOM 470 Health Communication (35 students)

Fall 2002: SCOM 325 Persuasion (33 students) and SCOM 210 Group Communication (30 students)

University of Missouri-Columbia

Summer 2002: COMM 336 Contemporary Issues in Telecommunications (25 students)

Winter 2002: COMM 302 Communication Research Methods (25 students) and COMM 402 Quantitative Research Methods (13 students)

Fall 2001: COMM 307 Broadcast Regulation and Responsibility (25 students) and COMM 302 Communication Research Methods (25 students)

Dissertations Directed

Tamyra Pierce, “Warning – the news program you are about to watch may not be appropriate for all viewers: The moderating role of violence in the news.” University of Missouri-Columbia, 2002.

Brian L. Quick, “An Explication of the Reactance Processing Model.” Texas A&M University, 2005.

Ph.D. Committees Chaired

Texas A&M: Amanda Martinez (2007-2010); Iftekhar Ahmed (Ph.D., 2009); Brian L. Quick (Ph.D., 2005); Parul Jain-Shukla (2006-2007);

University of Missouri-Columbia: Tamyra Pierce (Ph.D., May, 2002)

Ph.D. Committee Member

Texas A&M: Adrienne Crowell (2016), Megan Patterson (2016), Amanda Joslin Williams (2011-2014), Cara Jacocks (2007-2012); Kylene Baker (2009); Angie Yoo (Recreation, Parks, & Tourism, 2010); Daphne Fulton (TAMHSC School of Rural Public Health, 2014); Amanda Martinez (2011); Rachel Jumper (2009); Monica Wendel, (TAMHSC School of Rural Public Health, Ph.D., 2009); Renee Cowan (2008); Steve Stogsdill (2009).

University of Missouri-Columbia: Youjin Choi (2003), Kelly Berg-Nellis (2002), John Couper (2002), John Wen (2002), Ken White (2001).

M.A. Theses Chaired

Maddie L. Boenker. Scared Textless: The influence of sensation seeking tendencies and need for cognition on texting while driving fear appeals. Texas A&M University, Summer 2011.

Kacy L. Gadberry, “An exploratory study of the relationship between exercise leader source credibility, participant self-efficacy, and exercise adherence. Texas A&M University, Spring 2009.

Sommer Hamilton, “YouTube, PowerPoint, and Tutors: The Impact of Out-of-Class Learning Options on Student Performance.” Texas A&M University, Spring 2009.

Katharine J. Head, “Tanning bed use, deviance regulation theory, and source factors.” Texas A&M University, Fall 2008.

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