

Susan E. Morgan

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Education

1997	University of Arizona, Ph.D., Communication	Minor: Public Health
1993	University of Arizona, M.A., Communication	Minor: Organizational Communication
1990	University of Massachusetts, B.A., Communication	

Academic Positions

2025 – present	Professor Emerita, Communication Studies, University of Miami, Miami, FL
2014 – 2025	Professor, Communication Studies, University of Miami, Miami, FL
2009 – 2014	Professor, Department of Communication, Purdue University, West Lafayette, IN
2005- 2009	Associate Professor, Department of Communication, Purdue University, West Lafayette, IN
2001 - 2005	Assistant/Associate Professor, Department of Communication, Rutgers University, New Brunswick, NJ
1996 - 2001	Assistant Professor, Department of Communication, University of Kentucky, Lexington, KY

Administrative Positions

2021 – 2024	<p>Vice Dean for Research and Creative Activity, University of Miami</p> <p>My work as Vice Dean is to create the conditions required for faculty to achieve at their highest level of potential for scholarly activity. I have focused on improving processes for faculty seeking grant funding or doing grant-funded work by working with the Office of Research Administration, the Protocol Review and Monitoring Committee, and UInnovation/Tech Transfer. Additionally, I offer a wide range of webinars on issues related to scholarly productivity, team science collaboration, tenure and promotion, and promotion to Full. I serve to connect our faculty (and graduate students) to resources and potential collaborators that will help support their success. In this role, I have developed (and administrated) a comprehensive faculty mentoring program for both early- and mid-career faculty that launched in AY22-23.</p>
2017 – 2020	<p>Associate Provost for Research Development and Strategy, University of Miami</p> <p>In this role, I advanced innovative, high-impact scholarship through the design of systems, programs, and processes that support visionary faculty members. My approach is data-driven, faculty-centric, and transparent. A cornerstone of my work has been the co-direction of the U-LINK (University of Miami Laboratory for Integrative Knowledge) suite of initiatives which includes: pilot funding for problem-based interdisciplinary team research (\$1.2M, with a 6x ROI in 2.5 years from inception), faculty training and development to support interdisciplinary team collaborations, U-LINK Predoctoral Fellowships, and U-LINK interdisciplinary team-taught courses for undergraduates. (For a full program report, please see https://doi.org/10.33596/ovprs-19-2 and https://doi.org/10.33596/ovprrs-19) My responsibilities also included the development and oversight of several internal funding mechanisms (totaling over \$1M) to support research and creative activity in STEM, social sciences, arts, and the humanities. I assembled and trained members of three advisory groups: the Research Council (research policy advisory function, internal research application reviews), the UM Research Review Board (limited submission reviews), and the Arts & Humanities Review Board (review internal applications for \$100K program). Developed a panel discussion series for research development for women faculty focusing on tenure/promotion, promotion to Full, and balancing service and research. Spearheaded the Public Voices Fellowship Program to enhance the public profiles of women and underrepresented minority faculty. Expanded the role of Research Deans to enhance the reach and impact of research-related university initiatives. Developed a research strategic</p>

plan for the university. Total research expenditures rose 30% since 2016 to a total of \$383M, with an NIH national rank of 39 at the conclusion of my time in this position.

- 2015 – 2017 **Associate Dean for Research and Creative Activity, School of Communication, University of Miami**
My key accomplishments included the redesign of internal funding structures and processes to encourage high-impact research and creative activities and to improve accountability for award activities and outcomes. Adopted an electronic grant management platform to facilitate submission, review, and reporting processes. Faculty development activities included 1:1 mentorship of faculty, particularly mid-career faculty seeking promotion to Full. Additionally, a speaker series highlighted the work of highly-accomplished researchers whose expertise spanned multiple areas of the School. Increased participation by graduate students on productive, faculty-led research teams.
- 2014 – 2017 **Director, Center for Communication, Culture, and Change, University of Miami**
In this role, I fostered a culture of research and collaborative discovery by developing mechanisms and processes that encouraged the development and evaluation of innovative interdisciplinary research that has the potential for external funding support. Faculty development activities included a four-seminar series on grant writing (for faculty and graduate students) and seminars on interdisciplinary collaboration. An annual symposium showcased interdisciplinary work with interactive exhibits and lectures. Permanent poster installations in the 4C flex/meeting space allowed guests to the School to become familiar with scholarship across the School. Membership to the Center was extended to faculty across the university.

External Grants and Awards

- 2015 – 2017 Co-Investigator, Firefighter Cancer Research Agreement. State of Florida. \$1,500,000. (Erin Kobetz, PI).
- 2014 – 2016 Consultant, “A randomized controlled experiment to evaluate a multi-message, phased driver facilities campaign.” U.S. Department of Health and Human Services, Division of Transplantation, \$408,605. (Brian Quick, PI).
- 2012 – 2018 Consultant, “Miami Clinical and Translational Science Institute.” National Center for Advancing Translational Sciences. \$3,644,887 (Sacco, PI)
- 2012 – 2014 Consultant, “A three-state campaign to enroll new drivers in organ donor registries: A comparison of campaign strategies.” U.S. Department of Health and Human Services, Division of Transplantation, \$825,000. (Brian Quick, PI).
- 2012 – 2013 Pro bono consultant, “A Gift Which Really Matters: International worksite campaign to promote organ donation.” Inditex Corporation, 25,000 euros. (Maria Paula Gomez, PI)
- 2009 – 2012 Co-Principal Investigator, “A comparison of campaigns designed to increase organ donation among African American, Caucasian, and Hispanic 18-year olds,” U.S. Department of Health and Human Services, Division of Transplantation, \$580,000. (Brian Quick, PI).
- 2009 – 2010 Co-Investigator, “Using Narrative Persuasion to Increase Colon Cancer Detection in High-Risk Individuals: A Worksite Intervention,” Regenstrief Foundation, \$50,000. (Jakob Jensen, PI)
- 2007 – 2010 Co-Principal Investigator, “Show Us Your Heart Campaign,” U.S. Department of Health and Human Services, Division of Transplantation, \$826,000. (Tyler R. Harrison, PI)

- 2006 – 2009 Principal Investigator, “The Drive for Life campaign and evaluation: The impact of just-in-time information, public education, and DMV clerk training on donor registrations and family notifications,” U.S. Department of Health and Human Services, Division of Transplantation, \$1.05 million.
- 2004 – 2007 Evaluator/Principal Researcher, “The Life Share Project: A Multi-media and Grassroots Campaign to Promote African American Organ Donation.” U.S. Department of Health and Human Services, Division of Transplantation, \$598,823.
- 2004 – 2008 Principal Investigator, “The Workplace Partnership for Life: A Replicable Worksite Campaign.” U.S. Department of Health and Human Services, Division of Transplantation, \$1.67 million.
- 2003 - 2004 Principal Investigator, “Media Representations of Organ Donation and Transplantation: Heroes or Horrors?” U.S. Department of Health and Human Services, Division of Transplantation, \$18,200.
- 2002 - 2006 Principal Investigator, “The University Worksite Organ Donation Promotion Campaign: Targeting Administrators, Faculty, Staff, and Students Using the Organ Donation Model.” U.S. Department of Health and Human Services, Division of Transplantation, \$1.5 million.
- 1999 - 2001 Co-Investigator, “Community Partners for Healthy Farming Intervention: Further Dissemination and Evaluation of the Kentucky ROPS Program.” Centers for Disease Control/National Institutes for Safety and Health, \$728,160. (PI: Henry P. Cole, Southeast Center for Agricultural Safety and Health).
- 1999 - 2000 Principal Researcher (co-PI), “Increasing Commitment to Organ and Tissue Donation Through a Work-Site Intervention.” U.S. Department of Health and Human Services, \$147,000. (PI: Jenny K. Miller, Kentucky Organ Donation Association.)
- 1999 - 2000 Co-Investigator, “Post-Intervention Evaluation of the Community Partners for Healthy Farming: The Impact of Mass Communication Messages.” Centers for Disease Control/National Institutes for Safety and Health, \$32,841. (PI: Henry P. Cole, Southeast Center for Agricultural Safety and Health).
- 1998 - 2003 Co-Investigator, “Effective Media Strategies for Drug Abuse Prevention.” National Institute for Drug Abuse, \$3.2 million. (PI: Phillip Palmgreen, Department of Communication, University of Kentucky).

Internal Grants and Awards

- 2023- 2024 Co-PI (with Tyler R. Harrison and Kallia O. Wright), Improving Communication Practices of Clinical Research Coordinators with African American and Black Caribbean Patients Provost’s Research Award, \$29,499.
- 2021- 2022 Co-PI (with Tyler R. Harrison), Reducing Health Disparities among African American and Black Caribbean Patients by Improving the Communication Practices of Clinical Research Coordinators. Provost’s Research Award, \$31,000.
- Jan 2015-Jun 2016 Co-Principal Investigator (with Nicholas Carcioppolo), “COMPAS/Cancer Communication Lab.” Sylvester Cancer Center, \$47,000.
- Jan-June 2014 Principal Investigator, “Pilot study of professional clinical trial recruiters.” Purdue University, Enhancing Research in the Social Sciences funding program, \$24,817.
- Spring 2010 \$3000 The Alliance for Graduate Education and the Professoriate/NSF/Purdue
- Spring 2003 \$544 SCILS Research Development Award.
- Spring 2002 \$300 SCILS Research Development Award.
- Fall 2001 \$1000 Multicultural Grant to build college-wide resource library, Rutgers University.
- Summer 1998 \$4000 Summer Faculty Research Fellowship, University of Kentucky.
- Summer 1996 \$500 Dissertation Support Grant, University of Arizona, Graduate College.

Spring 1996

New Traditional Student Mentorship Award, University of Arizona. Received award for contributions toward the quality of educational experiences of older students.

Publications

- Morgan., S.E., Malova, E., Harrison, T.R., Wright, K.O., Jia, X., Chimbaru, R., and Birenbaum, H. (in press). The development, implementation, and evaluation of the Communicating about Clinical Trials Training Program (CATTP) for clinical research coordinators and physicians. *Journal of Health Communication*.
- Morgan, S.E., Harrison, T.R., Wright, K.O., Malova, E. Jia, X., and Chimbaru, R. (in press). Improving health disparities by increasing the recruitment, enrollment, and retention of members of the Black and Hispanic populations in clinical trials and research studies. In P. Jain, Y. Mao, and R. Ahmed (Eds). *Handbook of Communication and Health Disparities*.
- McFarlane, S.J. & Morgan, S.E. (in press). Communication, culture and cervical screening: Exploring the role of transculturation to explain screening uptake among Jamaican women. *Patient Education and Counseling*.
- Gutierrez, C., Perue, G.G., Marulanda, E., Hylton, T., Koch, S., Rundek, T., Morgan, S.E., Romano, J. (2026). Targeted social media stroke education messaging: Testing engagement to build a model for behavior change. *Stroke*, 57(suppl 1).
- Malova, E. Jia, X., Chimbaru, R. Harrison, T.R., Wright, K.O., Birenbaum Cooper, H., Morgan, S.E. (2026). Transforming patient recruitment in clinical trials: Communication training to manage uncertainties about risks and benefits. *Journal of Clinical and Translational Sciences*, 10, e58, 1-11
<https://doi.org/10.1017/cts.2026.10725>.
- Huang, Q., Harrison, T.R., and Morgan, S.E. (2025). What constitutes pro-human papillomavirus vaccination videos on social media? Message characteristics, strategies, and theoretical constructs. *Health Education Research*, 40(4), cyaf025. <https://doi.org/10.1093/her/cyaf025>
- Jia, X., Ahn, S., and Morgan, S.E. (2025). The role of social media messages and content creators in shaping COVID-19 vaccination intentions. *Frontiers in Digital Health*, 7, 1448884.
<https://doi.org/10.3389/fdgth.2025.1448884>
- Malova, E., Jia, X., Harrison, T.R., Deal, B., Wright, K.O., and Morgan, S.E. (2025). Tensions between incentives, altruism, and personal relevance in African Americans' and Black Caribbeans' decisions to participate in clinical trials: Perspectives from participants and recruiters. *Journal of Racial and Ethnic Disparities*. <https://doi.org/10.1007/s40615-025-02701-5>
- Jia, X., Ahn, S., Seelig, M.I., and Morgan, S.E. (2024). The role of health belief model constructs and content creator characteristics in social media engagement: Insights from COVID-19 vaccine tweets. *Healthcare*, 12(18) 1845. DOI: [10.3390/healthcare12181845](https://doi.org/10.3390/healthcare12181845)
- Morgan, S.E., Harrison, T.R., Wright, K.O., Jia, X., Malova, E., and Deal, B., (2024). Reducing health disparities among African American and Black Caribbean patients by improving the communication practices of clinical research coordinators. *Health Communication*, 39(7) 1298-1309.
<https://doi.org/10.1080/10410236.2023.2211740>
- Peng, W., Occa, A. & Morgan, S.E. (2024). The effects of animations and multimedia messages on public engagement in precision medicine: Assessment of moderation and mediation. *Journal of Health Communication*, 29(3) 220-231. doi: 10.1080/10810730.2024.2313994
- Morgan, S.E., Harrison, T.R., Wright, K.O., Deal, B., and Jia, X. (2024). Message factors affecting the recruitment of Black Caribbean and African American participants in clinical trials. *Clinical Trials*, 5(7) 699-709.

- Jia, X., Ahn, S., Seelig, M.I., and Morgan, S.E. (2024). The role of health belief model constructs and content creator characteristics in social media engagement: Insights from COVID-19 vaccine tweets. *Healthcare*, 12(18), 1845. <https://doi.org/10.3390/healthcare12181845>
- Morgan, S.E., Harrison, T.R., Wright, K.O., Jia, X., Deal, B., & Malova, E., (2023). The role of perceived expertise and trustworthiness in research study and clinical trial recruitment: Perspectives of clinical research coordinators and African American and Black Caribbean patients. *PLOS One*. doi:10.1371/journal.pone.0275770
- Wright, K.O., Deal, B., Harrison, T.R., Malova, K., Jia, X., and Morgan, S.E. (2023). Examining uncertainty management in the clinical trial experiences of African American and Black Caribbean participants and the coordinators who recruit them. *Social Science & Medicine: Qualitative Research in Health*, 3, 100231. doi: 10.1016/j.ssmqr.2023.100231.
- Peng, W., Chuan, C.H. & Morgan, S.E. (2023). Assessing the role of interactivity: An evaluation of informational aids to support the enrollment of precision medicine research programs. *Patient Education and Counseling*, 110, 107648. doi: 10.1016/j.pec.2-23.107648
- Occa, A., & Morgan, S.E. (2023). Clinical trials. In E.Y. Ho, C.L. Bylund, J.C.M. Van Weert, I. Basnyat, N. Bol, M. Dean (Eds.) *The International Encyclopedia of Health Communication*. Wiley.
- McFarlane, S.J., Morgan, S.E., & Carcioppolo, N. (2022). The Goodie Box: Lessons learned from a message design quasi experiment to increase cervical cancer screening in Kingston, Jamaica. *Frontiers in Oncology*. 10.3389/fonc.2022.935704
- Occa, A. and Morgan, S.E. (2022). The role of cognitive absorption in the persuasiveness of multimedia messages. *Computers and Education*, 176, 1-10. <https://doi.org/10.1016/j.compedu.2021.104363>
- Wang, J., Ahn, S., & Morgan, S.E. (2022). Measuring the processes of interdisciplinary team collaboration: Creating valid measures using a many-facet Rasch model approach. *Journal of Clinical and Translational Science*, e134. doi: 10.1017/cts.2022.472
- Ahn, S., Morgan, S.E., Mosser, A., Bixby, J.L. (2022). The innovators: What are the characteristics of faculty participating in interdisciplinary pilot funding programs? *Journal of Research Administration*, 53(1). <https://www.srainternational.org/blogs/srai-jra/2022/03/21/encouraging-innovation-should-internal-funding-pro>
- Morgan, S.E., Ahn, S., Mosser, A., Harrison, T.R., Wang, J., Huang, Q., Reynolds, A., Mao, B., & Bixby, J.L. (2021). The effect of team processes on team success. *Informing Science*, 24, 83-110. <https://doi.org/10.28945/4857>
- Morgan, S.E., Mosser, A., Ahn, S., Harrison, T.R., Wang, J., Huang, Q., Reynolds, A., Mao, B., & Bixby, J.L. (2021). Developing and evaluating a team development intervention to support interdisciplinary teams. *Journal of Clinical and Translational Science*, 5(1), e166. <https://doi.org/10.1017/cts.2021.831>
- McFarlane, S.J., Occa, A., Peng, W., Oluwatumininu, A. & Morgan, S.E. (2021). Community-based participatory research (CBPR) to enhance participation of racial/ethnic minorities in clinical trials: A 10-year systematic review. *Health Communication*. E-pub ahead of print: doi: 10.1080/10410236.2021.1943978
- Occa, A., Morgan, S.E., Peng, W., Mao, B., McFarlane, S. J., & Byrne, M. (2021). Untangling interactivity's effects: The role of cognitive absorption, perceived visual informativeness, and cancer information overload. *Patient Education and Counseling*, 104(5), 1059-1065.
- McFarlane, S.J., Morgan, S.E., & Schlumbrecht, M. (2021). Acceptability of a multicomponent, community-based HPV self-test intervention among Jamaican women. *Cancer Causes & Control*, (online first), 1-8. DOI: 10.1007/s105552-021-01406-4.

- Chuan, C-H., Morgan, S.E. & Lee, I. (2021). Creating and evaluating chatbots as eligibility assistants for clinical trials: An active deep learning approach towards user-centered classification. *ACM Transactions on Computing for Healthcare*.
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- Mao, B., Morgan, S.E., Peng, W., McFarlane, S.J., Occa, A., Grinfeder, G., & Byrne, M. (2020). What motivates you to share? The effect of interactive tailored information aids on information sharing about clinical trials. *Health Communication*, 36(11) 1388-1396. 10.1080/10410236.2020.1754588
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- Occa, A., Carcioppolo, N., Kim, S., & Morgan, S.E., Anderson, D. (2020). A comparison of metaphor modality and appeals in the context of skin cancer prevention. *Journal of Health Communication*, 25 12-22. DOI: /10.1080/10810730.2019.1694607
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- Occa, A., & Morgan, S. E. (2019). Animations about clinical trial participation for cancer patients and survivors. *Journal of Health Communication*, 24(10), 749–760. doi.10.1080/10810730.2019.1668089
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Gutierrez, C. M., Perue, G.L.G., Asdaghi, N., Koch, S., Rundek, T., Romano, J.G., Marulanda, E.T., Hylton, T., Morgan, S.E. (2026). Targeted social media stroke education messaging: Testing engagement to build a model for behavior change. International Stroke Conference, American Heart Association, New Orleans.

Morgan, S.E., Harrison, T.R., Wright, K.O., Malova, E., Jia, X., Chimbaru., R., & Birenbaum, H. (2025). The development, implementation, and evaluating the Communicating About Clinical Trials (CACT) training program for clinical research coordinators and physicians. Presented to the annual meeting of the National Communication Association, Denver, CO.

Morgan, S.E., Harrison, T.R., Wright, K.O., Jia, X., Malova, E., Chimbaru, R., & Birenbaum, H. (2024). The development and evaluation of a communication skills training program for clinical research coordinators. Presented to the Kentucky Conference on Health Communication, Lexington, KY.

*Huang, Q., Harrison, T.R., & Morgan, S.E. (2023). Representation and visibility of people of color in pro-HPV vaccination videos on social media. Presented to the annual meeting of the National Communication Association, National Harbor, MD. ***Top paper award**, Communication and the Future division.

Peng, W., Occa, A. & Morgan, S.E. (2023). The effects of animations and multimedia messages on participation in precision medicine. Presented to the annual meeting of the International Communication Association.

Morgan, S.E., Harrison, T.R., Wright, K.O., Deal, B., Malova, E., Jia, X. (2022). Reducing health disparities among African American and Black Caribbean patients by improving the communication practices of

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- Morgan, S.E., Mosser, A., Ahn, S., Harrison, T., Wang, J., Huang, Q., Reynolds, A., Mao, B. (2021). Fostering collaborative success: Evidence for the effectiveness of interdisciplinary team development interventions. Presented to the annual meeting of the International Network for the Science of Team Science, Blacksburg, VA (online conference).
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Occa, A., Morgan, S.E., Peng, W., Mao, B., McFarlane, S.J., Grinfeder, K., & Byrne, M. (2020). Untangling interactivity's effects: The role of cognitive absorption, perceived visual informativeness, and cancer information overload. Presented to the annual convention of the International Communication Association.

Huang, Q., Harrison, T., Reynolds, A., Mosser, A., Mao, B., Ahn, S., Wang, J., & Morgan, S.E. (2020). Why do interdisciplinary team members attend formal meetings? Presented to the annual meeting of the International Network for the Science of Team Science, Durham, NC (online conference).

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Mao, B., Morgan, S.E., Peng, W., (2019). What motivates you to share? The effect of interactive tailored information aids on improving information sharing about clinical trials. Presented to the 105th Annual Convention of the National Communication Association, Baltimore, Maryland.

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Occa, A., Morgan, S.E. (2019). The role of cognitive absorption in the persuasiveness of multimedia messages. Presented to the 105th Annual Convention of the National Communication Association, Baltimore, Maryland.

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Occa, A., and Morgan, S.E. (2018). This sounds like a good idea: Effects of animations about clinical trial participation for cancer patients and survivors. Paper presented at the NCA 104th Annual Convention, Salt Lake City, UT.

Peng, W., Occa, A., McFarlane, S.C., & Morgan, S.E. (2018). Discussions about clinical trials from a cancer-dedicated forum online. Paper presented at the NCA 104th Annual Convention, Salt Lake City, UT.

Yang, F., Morgan, S. E., & Carcioppolo, N. (2018). Integrating threat and efficacy: Understanding the effects of data visualization following the Extended Parallel Process Model. Paper accepted by the 104th Annual National Communication Association Conference. Salt Lake City, UT.

Millet, B., Grinfeder, K., & Morgan, S.E. (2018). Informing design of a cancer clinical trial website. Presented to Applied Human Factors and Ergonomics conference, Orlando, FL.

MacFarlane, S.J., Morgan, S.E., & Occa, A. (2017). A systematic review of community-based participatory research (CBPR) to enhance participation of racial/ethnic minorities and underserved populations in clinical trials. Presented to *Health Disparities in America* conference, Houston, TX.

*Occa A., Morgan S. E., McFarlane S., Peng W., & Potter J. (2017). A pilot training to improve medical professionals' verbal and nonverbal communication about clinical trials and research studies. **Top paper, Training and Development division.** Presented at the *National Communication Association Conference*, Dallas, TX.

- Harrison, T.H., Yang, F., Morgan, S.E., Anderson, D., Wendorf, J.M. (2017). The invisible danger of bunker gear transfer: A theory-based intervention to increase post-fire decontamination to reduce cancer risk in firefighters. Presented at the *National Communication Association Conference*, Dallas, TX.
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- *Occa, A., Morgan, S.E., Mouton, A., Potter, J. (2016). Structure, materials, and outcomes of training programs for improving clinical trials communication. ***Top paper, Training and Development Division**. Presented to the annual meeting of the National Communication Association, Philadelphia.
- Occa, A., Morgan, S.E., Mouton, A., Potter, J. (2016). Underrepresentation of minorities in clinical trials: Recruiters' perspectives. Presented to the annual meeting of the National Communication Association, Philadelphia.
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- Occa A., & Morgan, S.E. (2016). L'arte e la scienza di coinvolgere i pazienti nella ricerca medica: utilizzare le esperienze dei reclutatori professionisti per integrare le scelte strategiche di medici e direttori scientifici. Convegno dell'Associazione Alessandro Liberati/Network Italiano Cochrane. 31 May 2016, Rome, Italy.
- Carcioppolo, N., Chen, Y., John, K. K., Martinez Gonzalez, A., King, A. J., Morgan, S. E., & Hu, S. (2016, June). Validation of a mood-based measure of indoor tanning scale. Presented to the 66th annual meeting of the International Communication Association, Fukuoka, Japan.
- Morgan, S.E., Occa, A., Mouton, A., Anderson, D., Potter, J. (2016). The role of health communication scholars in the execution of clinical research: A closer look at the consenting process and ways to improve identification and comprehension of improved disease and critical care treatments (competitive panel). Presented at the Kentucky Conference on Health Communication, Lexington, KY.
- Harrison, T. R., Yang, F., Anderson, D., Morgan, S.E., Caban-Martinez, A. (April, 2016). *Building a culture of cancer prevention in South Florida Firefighters: Changes and challenges in bunker gear cleaning and exposure*. Presented at the Kentucky Conference on Health Communication, Lexington, KY.
- Kim, S., Zhou, C., Ahn, S., & Morgan, S.E. (2016). A systematic review on the effects of message sensation value: Role of competing theory and varying operationalization. Presented at the Kentucky Conference on Health Communication, Lexington, KY.
- *Morgan, S.E., Mouton, A., Occa, A., Leopold, J., Peter, M. (2015). "Like a chameleon": Clinical trial and research study recruiters' verbal and nonverbal communication strategies. Presented to the annual meeting of the National Communication Association, Las Vegas, NV. ***Top paper, Nonverbal Communication Division**.
- Morgan, S.E., Quick, B., Davis, L.A., & Bosch, D. (2015). Emotions and persuasion in organ donation radio PSAs. Presented to the annual meeting of the National Communication Association, Las Vegas, NV.
- Harrison, T.R., Istrate, M. G., Morgan, S. E., Paez, G., Gomez, M. P., Zhou, Q., Valero, R., & Manyalich, M. (Nov. 2014). The effects of specialized training in organ donation and transplantation on communication, innovation, collaboration, and career evolution: An international evaluation of

Transplant Procurement Management (TPM) training on professional health care workers. Presented to the annual conference of the National Communication Association, Chicago, IL.

Morgan, S.E., Mouton, A., Peter, M., Swanson, L., Friley, L.B., Zhou, Q., Weaver, K., Narayan, A., Harb, W., (2014). Addressing the needs of rural and underserved prostate cancer survivors to increase self-management of care and improve long-term health outcomes. Presented to the annual conference of the National Communication, Chicago, IL.

Mouton, A., Morgan, S.E., Swanson, L., Peter, M., Friley, L.B., Zhou, Q., and Harb, W. (2014). Threats to his manhood: An examination of traditional masculinity in the context of prostate cancer. Presented to the annual conference of the National Communication, Chicago, IL.

Morgan, S.E., Harb, W., Peter, M., Mouton, A., Swanson, L., Zhou, Q., Friley, L.B., Narayan, A. (2014). Needs of prostate cancer survivors in a medically underserved area of north-central Indiana. Presented to the 7th Biennial Cancer Survivorship Research Conference, Atlanta, GA.

Morgan, S.E., Mouton, A., and Peter, M. (2014). Factors impacting the recruitment of underserved populations to research studies and clinical trials. Presented to New Dimensions in Urban Health and Action, Indianapolis, IN.

Carcioppolo, N. and Morgan, S.E. (2013). Novel message materials and persuasion: Comparing the effectiveness of narrative pamphlets and tailored infographics to reduce indoor tanning bed use. Presented at the annual conference of the National Communication, Washington, D.C.

Morgan, S.E., Di Corcia, M.J., Harrison, T.R., Zhou, Q. (2013). Funeral directors' attitudes and knowledge about organ donation. Presented at the annual conference of the National Communication, Washington, D.C.

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Quick, B., LaVoie, N., Morgan, S.E., Bosch, D. (2013). You've Got Mail! An Examination of a Statewide Direct-Mail Marketing Campaign to Promote Deceased Organ Donor Registrations. Presented at the annual conference of the National Communication, Washington, D.C.

Jensen, J. D., King, A. J., Carcioppolo, N., Krakow, M., & Morgan, S. E. (2013). Comparing the Effectiveness of Tailored and Narrative Worksite Interventions at Increasing Colonoscopy Adherence in Adults 50 -75. Paper presented at Annual Meeting of the Association for Education in Journalism and Mass Communication, Washington, D.C.

Harrison, T. R., Istrate, M. G., Morgan, S. E., Paez, G., Gomez, M. P., Zhou, Q., Valero, R., & Manyalich, M. (September, 2013). The Influence of Transplant Procurement Management (TPM) Training in Organ and Tissue Donation and Transplantation. Presented to the European Society for Organ Transplantation 2013 Congress, Vienna, Austria.

Morgan, S.E., Davis, D., & Kuang, K. (2012). "I smoked weed and nobody died": Using message sensation value and message cognition value to create effective PSAs for young adults at risk for marijuana use. Manuscript presented to the National Communication Association, Orlando.

Quick, B., Lavoie, N., Morgan, S.E., & Stephenson, M.T. (2012). Grey's Anatomy Viewing and Organ Donation Registration: Examining Mediators Bridging this Relationship among African Americans, Caucasians, and Latinos. Manuscript presented to the National Communication Association, Orlando.

- Carcioppolo, N. & Morgan, S.E. (2012). Entertainment Narratives and Media Influence: Proposing Associations among the Predictors of the Entertainment Overcoming Resistance Model. Manuscript presented to the National Communication Association, Orlando.
- Davis, L.A., Mobley, A., & Morgan, S.E. (2012). Beyond '5 -A-Day': An Examination of Memorable Fruit and Vegetable Messages for Low-Income, African-American Adults. Presented to the annual meeting of the Academy of Nutrition and Dietetics (Food and Nutrition Conference and Expo), Philadelphia.
- Quick, B. Stephenson, M.T., LaVoie, N. & Morgan, S.E. (2011). Organ Donation Status, Racial, and Gender Differences in Bodily Integrity, Medical Mistrust, Disgust, and Superstition Beliefs: A Cause for Concern. Presented to the annual meeting of the National Communication Association, New Orleans.
- Carcioppolo, N. & Morgan, S.E. (2011). A comparison of models to predict indoor tanning intentions: exploring the health belief model, theory of normative social behavior, and the theory of planned behavior. Presented at the annual meeting of the International Communication Association, Boston.
- King, A. J., Williams, E. A., Harrison, T. R., & Morgan, S. E. (2011, May). The "Tell Us Now" campaign for organ donation: Impact of point-of-decision messages promoting a DMV-based registry. Paper presented at the 61st annual meeting of the International Communication Association, Boston, MA.
- Morgan, S.E., King, A.J., & Ivic, R. (2010). Using new technologies to bridge methodological gaps in health communication: Suggestions for future research. Presented to the annual meeting of the National Communication Association, San Francisco.
- Harrison, T.R., Morgan, S.E., King, A.J. & Williams, E.A. (2010). Promoting the Michigan Organ Donor Registry to African Americans: A multi-component driver licensing bureau campaign. Presented to the annual meeting of the National Communication Association, San Francisco.
- Harrison, T. R., Morgan, S.E., & Williams, E. A. (2010). A method for assessing the interaction environment of organizations. In G. Allard (Ed.) *Proceedings of the 9th European Conference on Research Methods for Business and Management Studies*, held at the IE Business School, Madrid, Spain, June 24 – 25, 2010.
- King, A. J., Williams, E. A., Harrison, T. R., & Morgan, S. E. (2010). Saving lives branch by branch: The effectiveness of driver licensing bureau campaigns to promote organ donor registry sign ups to diverse audiences in Michigan. Paper presented to the 11th biennial Kentucky Conference on Health Communication, Lexington, KY.
- Morgan, S. E., King, A. J., Smith, J. R., & Ivic, R. K. (2009). A kernel of truth? The impact of television storylines exploiting myths about organ donation on the public's willingness to donate. Presented at the annual meeting of the National Communication Association, Chicago, IL.
- DiCorcia, M. J. & Morgan, S. E. (2009). What shapes funeral directors' knowledge and attitudes toward organ donation? A pragmatic and philosophical conflict over promoting donation. Presented at the annual meeting of the National Communication Association, Chicago, IL.
- Harrison, T. R., Morgan, S. E., King, A. J., Di Corcia, M. J., Williams, E. A., Ivic, R. K., & Hopeck, P. (2009). Utilizing media priming and design perspectives to promote joining the Michigan Organ Donor Registry: Evaluating the impact of a multi-faceted intervention. Presented at the annual meeting of the National Communication Association, Chicago, IL.
- Harrison, T. R., Morgan, S. E., Chewning, L. V., Williams, E., Barbour, J., Di Corcia, M., & Davis, L.A. (2009). Revisiting the worksite in worksite health campaigns: Evidence from a multi-site organ donation campaign. Presented at the annual meeting of the National Communication Association, Chicago, IL

- Morgan, S. E. (2008). The intersection of conversation, cognitions, campaigns, and the media: The genesis of the social representation of organ donation. 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. (2008). 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.
- *Morgan, S. E., Harrison, T. R., Chewning, L. V., DiCorcia, M., & Davis, L. (2007, November). *The Workplace Partnership for Life: The effectiveness of high- and low-intensity worksite campaigns to promote organ donation*. Presented at the annual meeting of the National Communication Association, Chicago, IL. ***Top paper, Health Communication Division.**
- 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.
- Morgan, S. E., Stephenson, M., Harrison, T. R., Afifi, W. A., Long, S.D., Chewning, L. V., & Reichert, T. (2007, May). *The University Worksite Organ Donation Campaign: An evaluation of the impact of communication modalities on the willingness to donate*. Presented at the annual meeting of the International Communication Association, San Francisco, CA.
- Morgan, S. E., Movius, L., & Cody, M. (2007, May). *The power of narratives: The effect of organ donation storylines on the attitudes, knowledge and behaviors of donors and nondonors*. Presented at the annual meeting of the International Communication Association, San Francisco, CA.
- Morse, C., Afifi, W., Morgan, S. E., Stephenson, M. T., Reichert, T., Harrison, T. R., & 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.
- Roberts-Perez, S., Stephenson, M. T., Morgan, S. E., Harrison, T., Afifi, W., & Long, S. D. (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.
- *Morgan, S. E., Harrison, T. R., Chewning, L. V., Davis, L., & DiCorcia, M. (2006, November). Entertainment (mis)education: The framing of organ donation in entertainment television. Poster session presented at the annual meeting of the National Communication Association, San Antonio, TX. **Interactive Media Award.**
- Morgan, S. E., Huang, G., Ganikos, M., Movius, L., Cody, M. (2006, November). *The impact of prime time drama TV and news media stories on public attitudes and behaviors toward organ donation*. Presented at the annual meeting of the American Public Health Association, Boston, MA.
- Morgan, S. E., Harrison, T. R., Chewning, L. V., Habib, J. G. (2005, November). *Media framing of organ donation*. Presented at the annual meeting of the National Communication Association, Boston, MA.
- Morgan, S. E., Stephenson, M. T., Afifi, W.A., Long, S. D., Harrison, T. R., & Reichert, T. (2005, November). *Cognitive and noncognitive 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. (2004, November). *The many facets of reluctance: African Americans and the decision (not) to donate organs*. Presented at the annual meeting of the National Communication Association, Chicago, IL.
- *Afifi, W. A., Morse, C., Morgan, S. E., Long, S. D., Reichert, R., Stephenson, M., Alvaro, E., and Harrison, T. R. (2004, November). *Examining the decision to talk with family about organ donation: A test of the Theory of Motivated Information Management*. Presented at the annual meeting of the National Communication Association, Chicago, IL. ***Top paper, Health Communication Division.**
- Cannon, T., & Morgan, S. E. (2004, September). *A crisis of understanding: Building theory-based campaigns to promote organ donation*. Presented at the annual meeting of the American Association of Multicultural Health and Transplant Professionals, Biloxi, MS.
- Morgan, S. E., Harrison, T. R., Chewing, L. V., & Habib, J.G. (2004, June). *Social representations of the Jessica Santillan case in the mass media: From sympathy to horror to hate*. Presented at the special conference on Jessica Santillan, Beyond the Bungled Transplant: Jessica Santillan and High-Tech Medicine in Cultural Perspective, New Brunswick, NJ.
- Morgan, S. E. (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.
- Morgan, S. E., & Cannon, T. (2003, November). *Promoting life in African-American communities: How medical mistrust, religiosity, knowledge, and the influence of family members impact the development of effective organ donation campaigns*. Presented at the annual meeting of the National Communication Association, Miami, FL.
- Fitch, F., & Morgan, S. E. (2003, November). *"Not a lick of English:" A narrative analysis of undergraduate stories about international teaching assistants*. Presented at the annual meeting of the National Communication Association, Miami, FL.
- Morgan, S. E., & Arasaratnam, L.A. (2003, November). *Intercultural friendships as social excitation: Sensation seeking as a predictor of intercultural friendship behavior*. Presented at the annual meeting of the National Communication Association, Miami, FL.
- Morgan, S. E., Stephenson, M., Palmgreen, P., Hoyle, R. H., & Lorch, E. P. (2002, November). *Associations between 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.
- Morgan, S. E. (2002, November). *The real reasons why people don't donate: The "ick" factors' and the "jinx" factors' impact on decision making about organ donation*. Presented at the annual meeting of the National Communication Association, New Orleans, LA.
- Morgan, S. E., Arasaratnam, L. A., Layne, W., & Harrison, T. (2002, November). *Culture-seeking, communication and existential anxiety: Threat buffer theory and attitudes and behaviors regarding interactions with culturally different others*. Presented at the annual meeting of the National Communication Association, New Orleans, LA.
- *Morgan, S. E., & Miller, J. K. (2001, November). *Overcoming fear with facts: The effect of knowledge, attitudes, and values on behavior and behavioral intentions regarding organ donation*. Presented at the annual meeting of the National Communication Association, Atlanta, GA. ***Top 3 paper, Health Communication Division.**
- Morgan, S. E. (2001, November). *Promoting Organ Donation at the Worksite: Developing Theory-Based Interventions Through Academic and Community Partnerships*. Presented at the annual meeting of the National Communication Association, Atlanta GA.

- Morgan, S. E., Arasaratnam, L. A., Layne, W., & Harrison, T. (2001, November). *Threat buffer theory: A new approach to predicting intercultural communication behaviors and attitudes*. Presented at the annual meeting of the National Communication Association, Atlanta, GA.
- Morgan, S. E., Stephenson, M., & Palmgreen, P. (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.
- Cole, H. P., Piercy, L. R., Struttman, T., Brandt, V., Muehlbauer, J., Westneat, S. C., Morgan, S. E., & Mazur, J. (2001, June). *Translating injury surveillance data into a community-based program to reduce farm tractor injuries*. Presented at the National Occupational Research Agenda Symposium: Leading Research in Occupational Safety and Health. Washington, D.C.
- Morgan, S. E., & Cole, H. P. (2000, November). *Old MacDonald never had a ROPS: A theory-based evaluation of messages targeting farmers in an agricultural safety campaign*. Presented at the annual meeting of the National Communication Association, Seattle, WA.
- Morgan, S. E. (2000, November). *Terror management and noncognitive precursors to health communication behaviors*. Presented at the annual meeting of the National Communication Association, Seattle, WA.
- Reichert, T., Morgan, S. E., & Mortensen, R. (2000, April). *Seductive branding: Sexualizing women to sell brands in advertising*. Presented at the annual meeting of the International Academy of Business Disciplines, Las Vegas, NV.
- Morgan, S. E., & Reichert, T. (1999, November). *The message is in the metaphor: Hemisphericity and the comprehension of metaphors and analogies in advertisements*. Presented at the annual meeting of the National Communication Association, Chicago, IL.
- Cole, H. P., Piercy, L., Struttman, T., Muehlenbauer, J., & Morgan, S. E. (1999, October). *Community partnerships and the mass communication of tractor safety information to farmers*. Presented at the National Conference on Workplace Safety and Health Training, St. Louis.
- Morgan, S. E., & Reichert, T. (1999, April). *Keeping it real: The advantages of concrete metaphors in promoting the comprehension of product messages*. Presented at the annual meeting of the Southern States Communication Association, St. Louis, MO.
- Reichert, T., & Morgan, S. E. (1998, December). *Using sex to sell safe sex: Assessing the effectiveness of sexual appeals in PSAs for HIV prevention*. Presented to the Centers for Disease Control conference, Dallas, TX.
- Morgan, S. E., Layne, W. K., & Harrison, T. R. (1998, November). *Making the medicine go down: Understanding the psychosocial causes of medical noncompliance to develop and strengthen theory-based communication strategies*. Presented at the annual meeting of the National Communication Association, New York, NY.
- Morgan, S. E., Layne, W. K., & Harrison, T. R. (1998, November). *Communication, culture and the cultural buffer: A new theoretical approach to intercultural communication*. Presented at the annual meeting of the National Communication Association, New York, NY.
- Morgan, S. E., & Harrison, T. R. (1998, November). *The kids just wanna have fun: Teens and the phenomenon of hanging out*. Presented at the annual meeting of the National Communication Association, New York, NY.
- Morgan, S. E., & Layne, W. (1998, April). *The underlying mechanisms motivating medical noncompliance: From terror management theory to threat reactance theory*. Presented at the annual meeting of the Kentucky Conference on Health Communication, Lexington, KY.

- *Morgan, S. E. (1997, November). *The relationship of cognition and literal mindedness to figurative language processing: Implications for the construction of messages containing metaphors and analogies*. Presented at the annual meeting of the National Communication Association, Chicago, IL. ***Top paper, Language and Social Interaction Division.**
- Morgan, S. E. (1997, November). *"Feeling Lucky?": Using metaphors to create persuasive safer-sex messages*. Presented at the annual meeting of the National Communication Association, Chicago, IL.
- Morgan, S. E. (1996, May). *Analogies, metaphors, and cognition: Designing more persuasive messages*. Paper presented at the annual meeting of the International Communication Association conference, Chicago, IL.
- Reichert, T., Morgan, S. E., & Callister, M. (1995, November). *An analysis of male sex-role portrayals in advertising in the 1990's*. Paper presented at the annual meeting of the Speech Communication Association, San Antonio, TX.
- Reichert, T., Morgan, S. E., Callister, M., & Harrison, T. (1995, July). *Men are taking it off! A visual analysis of male portrayal in magazine advertising*. Paper presented at the annual meeting of the Visual Communication Association, Flagstaff, AZ.
- Reichert, T., Morgan, S. E., & Callister, M. (1995, May). *Are women wearing less? An analysis of sex in advertising in the 1990's*. Paper presented at the annual meeting of the International Communication Association, Albuquerque, NM.
- Reichert, T., Morgan, S. E., & Callister, M. (1995, February). *A content analysis of current female sex roles in magazine advertising*. Paper presented at the annual meeting of the Western States Communication Association, Portland, OR.
- Morgan, S. E. (1994, November). *Metaphors in messages about HIV/AIDS for the Hispanic community*. Paper presented at the annual meeting of the Speech Communication Association, New Orleans, LA.
- Morgan, S. E. (1994, November). *The impact of organizational metaphors on receivers*. Paper presented at the annual meeting of the Speech Communication Association. New Orleans, LA.
- *Morgan, S. E. (1994, February). *Designing HIV prevention messages: The case for the strategic use of metaphor*. Presented at the annual meeting of the Western States Communication Association, San Jose, CA. ***Top paper, Health Communication Division.**
- Morgan, S. E. (1993). *Why metaphors matter to business*. Presented at the Student Showcase Research Exposition, University of Arizona. Selected in a university-wide competition to represent the College of Social and Behavioral Sciences.

Awards and Honors:

- NCA Golden Anniversary Monograph Award (for the most outstanding scholarly article published in the previous calendar year), National Communication Association, 2015.
- Distinguished Health Communication Scholar Award, National Communication Association, 2015.
- Outstanding Graduate Faculty Award, Department of Communication, Purdue University, 2009.
- Excellence in Research Award, School of Communication, Information, and Library Science, Rutgers University, 2004-2005.
- Honored for work in the area of minorities and organ donation, 5th Annual Heritage Awards Ceremony, The New Jersey Organ and Tissue Sharing Network, February, 2004.
- Interactive media presentation award, National Communication Association, 2006.
- Ten Top Paper awards, national and regional conferences.

Invited Lectures/Presentations/Webinars

Morgan, S.E. (2023). Seven things we know about team science. MSCTI Masters Program in Clinical and Translational Science. University of Miami.

Morgan, S.E. (2023). Ten best practices for scientific team collaborations. University of Miami Kidney Innovative & Interdisciplinary Medical Education in Research Activities (KIIMERA); NIDDKD-funded training program. Miller School of Medicine, University of Miami.

Morgan, S.E. (2022). How to collaborate on scientific research teams. MSCTI Masters Program in Clinical and Translational Science. University of Miami.

Morgan, S.E. (2022). Strengthening the advisor-advisee relationship: Considerations for doctoral students.

Morgan, S.E. (2022). Tenure and promotion: Overview and Strategies for Success. University of Miami, School of Communication.

Morgan, S.E. (2022). Identifying external grant funding opportunities and potential collaborators: Pivot, PURE, NIH RePORT, and Grants.gov. University of Miami, School of Communication.

Morgan, S.E. (2022). Taking full advantage of the advisor relationship and some thoughts on how to nurture it. University of Miami, School of Communication.

Morgan, S.E. (2021). Ten best practices for scientific team collaborations. University of Miami Kidney Innovative & Interdisciplinary Medical Education in Research Activities (KIIMERA); NIDDKD-funded training program. Miller School of Medicine, University of Miami.

Morgan, S.E. (2021). Best practices for interdisciplinary collaboration. MSCTI Masters Program in Clinical and Translational Science. University of Miami.

Morgan, S.E. (2019). How health communicators can help find breakthroughs for cancer: Using interactive media and communication best practices to improve informed consent for clinical trials. Dale Brashers Memorial Lecture, University of Illinois, Urbana-Champaign.
<https://www.youtube.com/watch?v=ExAxcnnKLD0&t=7s>

Morgan, S.E. (2019). Libraries and the research enterprise. Critical Roles for Libraries in Today's Research Enterprise, Coalition for Networked Information. Washington, D.C.

Morgan, S.E. (2019). Building partnerships with research administration. Critical Roles for Libraries in Today's Research Enterprise, Coalition for Networked Information. Washington, D.C.

Morgan, S.E. (2019). The U-LINK initiative. International symposium: New models for successful interdisciplinary research and stakeholder engagement. Purdue University.

- Morgan, S.E. (2019). How hospitals and health care organizations can increase participation in clinical trials. Guest lecture in Hospitals, Health Care Services, and Access (graduate seminar in the Law School).
- Morgan, S.E. and Mosser, A. (2019). The science of team science. Guest lecture in Guillermo Prado's doctoral seminar in public health.
- Morgan, S.E. (2018). Cancer communication and technology: The Culture Change in Research Participation (CChiRP) project. Distinguished lecture, Northwestern University.
- Morgan, S.E. (2018). Using technology and social media to increase participation in cancer-related clinical trials. Distinguished lecture, University of Maryland.
<https://www.youtube.com/watch?v=0C3ihsNPDEk&list=PL66EPbm4ojiAFgVZBuNOtQct6orXWozaB&index=2&t=3s>
- Morgan, S.E. (2018). Using technology and social media to increase participation in cancer-related clinical trials. Research brownbag presentation to the School of Communication.
- Harrison, T.R., Morgan, S. E., Yang, F., Talavera, E., Wendorf Muhamad, J., & Anderson, D. (2017). The invisible danger of bunker gear transfer: A health communication intervention to increase post-fire decontamination to reduce cancer risk in firefighters. Presented to Sylvester Comprehensive Cancer Center Firefighter Cancer Initiative: State Fire Marshal's Office Visit.
- Morgan, S.E. (2017). Communicating about Zika to the public. Presented to Zika 2017: Where Do We Go Next? An Interactive Forum on Public Deliberation and Ethics for Better Policy Making. Conference sponsored by the University of Miami Miller School of Medicine, the Institute for Bioethics, and the Miami Clinical and Translational Science Institute, Coral Gables, FL.
- Morgan, S.E. (2017). Increasing clinical trial accrual by improving communication with patients: Ethical issues. Presented to the UM Institute for Bioethics and Health Policy, Miami, FL.
- Harrison, T. R., Morgan, S. E., Wendorf Muhamad, J., Yang, F., Anderson, D. A., & Talavera, E. (2017). *Building a culture of prevention in South Florida firefighters*. Presented to the Sylvester Comprehensive Cancer Center Retreat, Miami, FL.
- Harrison, T. R., Yang, F., Wendorf Muhamad, J., Anderson, D. A., Morgan, S. E., & Talavera, E. (2016). *A new badge of honor: Changing attitudes and intention toward gear cleaning in south Florida firefighters*. Presented to the Firefighters Safety and Health Conference, Orlando, FL.
- Harrison, T. R., Yang, F., Anderson, D. A., Morgan, S. E., Talavera, E., Wendorf, J. (2016). *Clean gear: The new badge of honor. Creating a culture of cancer Prevention in south Florida firefighters*. Presented to the Firefighter Cancer Symposium, State Fire College, Ocala, FL.
- Harrison, T. R., Yang, F., Anderson, D., Morgan, S. E. (2016). *Firefighters and cancer beliefs and behavior: Preliminary findings and campaign issues*. Presented to the Palm Beach County Fire Rescue FACE (Firefighters Attacking the Cancer Epidemic) Team, Palm Beach County, FL.
- Morgan, S.E. (2015). The verbal and nonverbal communication practices of clinical trial and research study recruiters. Presented to !Alianza!, University of Miami Health System, simulcast to four other locations throughout the state of Florida.
- Morgan, S.E. (2015, 2016). Communicating about cancer. University of Miami, Psychology 474.
- Morgan, S.E. (2014). Early career milestones and turning points. Health Communication Early Career Pre-Conference, National Communication Association, Chicago, IL.

- Morgan, S.E. (2014). Overview of communication strategies in organ donation to raise public awareness. Joint Action FOEDUS, European Commission. Ljubljana, Slovenia.
- Morgan, S.E. (2013, 2014). Cancer communication. Lecture on the field of cancer communication to NCI Cancer Prevention Internship Program fellowship recipients, Purdue University.
- Morgan, S.E. (2013). Panel presentation: Family communication about health and health problems. Health Communication and Family Dynamics: Beyond the Patient-Provider Relationship. Purdue University.
- Morgan, S.E. (2012). Good stories and tall tales in the media: Why Americans are conflicted about organ donation. Presentation to the University of Michigan's interdisciplinary speaker series, sponsored by the Research Center for Group Dynamics.
- Morgan, S.E. (2012). Fighting obesity or fighting the obese? The unintended consequences of U.S. anti-obesity campaigns. Keynote address to the annual meeting of Health and Human Service Extension Educators. Lafayette, IN.
- Morgan, S.E. (2012). Truth and fiction about the immortal lives of organ donors. Presented to Women for Purdue conference, West Lafayette, IN.
- Morgan, S.E. and Harrison, T.R. (2011). Media's influence on donation willingness. Presented to medical students at the Universitat de Barcelona, Barcelona, Spain.
- Morgan, S.E. (2011). The impact of entertainment television on the willingness to donate organs in the U.S. Presented to the Donation and Transplantation Masters program, Universitat de Barcelona Medical School, Barcelona, Spain.
- Harrison, T. R., Morgan, S. E., & Havermahl, T. (August 12, 2010). The "Tell us now" campaign: Utilizing communication design perspectives and media priming to promote joining the Michigan Organ Donor Registry. Presented to the HRSA/HSB/DoT Grantees' Technical Assistance Workshop, Denver, CO.
- Harrison, T. R. & Morgan, S. E. (2010). The Drive for Life campaign: Impacts of clerk training, media, and point-of-decision materials. Presented to the HRSA/HSB/DoT Grantees' Technical Assistance Workshop, Denver, CO.
- Morgan, S.E. (2009). How medical professionals can counter "The Grey's Effect" with the public. Keynote lecture presented to the transplant staff and professionals at Yale-New Haven Medical Center.
- Morgan, S.E. (2009). Communication that matters: Convincing individuals to take action, organizations to change, and governments to adopt policy. Annual McConnell Lecture, presented to West Virginia University.
- Morgan, S.E. (2009). Graduate students and grant funding: Options and possibilities. Presented to the Department of Communication, University of California, Santa Barbara.
- Morgan, S.E. (2008). Seeking grants effectively: Perspectives from a PI. Presented to attendees of the National Communication Association teleconference series.
- Morgan, S. E. (2008). *(Mis)Educating the public about organ donation: The impact of entertainment television*. Keynote address presented at the annual meeting of the International Transplant Nurses Society, St. Louis, MO.
- Morgan, S. E. (2008). *A theoretical problem? Models of behavior change for organ and tissue donation*. Working Group Conference on Organ Donation Methodology, St. Louis, MO. Special conference funding by the Division of Transplantation and the American Society of Transplantation.

- Wilson, S., & Morgan, S. E. (2007). *Fidelity in communication campaigns*. Presented to Prevent Child Abuse America's conference call meeting on Fidelity: Importance, Strategies, and Challenges.
- Morgan, S. E. (2007). *The impact of entertainment television on the public's willingness to donate organs*. The Regenstrief Center for Healthcare Engineering, Purdue University.
- Morgan, S. E. (2007). *Just-in-time information at DMVs: A strategy for increasing donor registrations*. Presented at the annual meeting of Donate Life America (the national organization for the promotion of organ donation), Indianapolis, IN.
- Morgan, S. E., & Mellore, J. (2007). *A comparison of campaign strategies: Results from the New Jersey Workplace Partnership for Life*. Presented at the Division of Transplantation annual meeting, Nashville, TN.
- Morgan, S. E. (2006). *Entertainment (mis)education: Findings from a two-year media monitoring study*. Presented to the Secretary of Health and Human Services Advisory Committee on Transplantation, Washington, D.C.
- Morgan, S. E. (2006). *The media's role in public health communication*. Presented at The China Public Health Communication Conference. Beijing, China.
- Morgan, S. E. (2006). *Creating and evaluating effective public education campaigns for minority communities*. Workshop conducted with American Society of Multicultural Health and Transplant Professionals, Dearborn, MI.
- Morgan, S. E. (2006). *The prevalence of myths about organ donation in the media*. Presented to the American Society of Multicultural Health and Transplant Professionals, Dearborn, MI.
- Morgan, S. E. (2006). *Myths about organ donation in entertainment television*. Keynote address presented to the International Conference on Organ Donation, Detroit, MI.
- Morgan, S. E. (March 2006). *Following the yellow brick road: Grant funding and the places you can go*. Presented at the University of Illinois Department of Communication.
- Morgan, S. E. (February 2006). *The prevalence of myths about organ donation in entertainment media: What ShadowTV reveals*. Keynote address presented at the Communication Summit of Organ Procurement Organizations, San Diego, CA.
- Morgan, S. E. (July 2005). *Media matters: The exploitation of organ donation in entertainment television and its impact on public opinion*. Presented to the Division of Transplantation, Atlanta, GA.
- Morgan, S. E., & Stephenson, M. T. (2005). *The effectiveness of the University Worksite Organ Donation Project*. Presented to the Division of Transplantation, Atlanta, GA.
- Morgan, S. E., Harrison, T.R., & Chewning, L. V. (2005). *Representations of organ donation in entertainment television*. Presented to HRSA and DOT officials, Washington, D.C.
- Morgan, S. E. (2004, November). *Public education through worksite interventions*. Presented to Secretary Tommy Thompson's Advisory Committee on Organ Transplantation, Washington, D.C.
- Morgan, S. E. (2003). *The status of organ donation campaign research: Insights into fundable research projects*. Presented at the New York State Task Force for Organ Donation, Albany, NY.
- Morgan, S. E. (2001, April). *Evaluation of the Worksite Organ Donation Project*. Presented at Kentucky Organ Donor Affiliates, Lexington, KY.

Morgan, S. E. (1999, February). Completing the dissertation. Presented at the University of Kentucky, Graduate Student Association.

Courses Taught

- Grant writing for the Social Sciences:* Graduate level seminar on writing grant proposals for federal agencies. Final product was a draft of a proposal in response to a specific PA or RFA.
- Health Communication:* Upper-division undergraduate, Master's, and doctoral levels. Most classes have included opportunities to work with community organizations as part of a research project.
- Persuasion/Social Influence:* Lower-division, upper-division, Master's/doctoral levels. Taught in a large-lecture format (300-400 students) as well as traditional class format (including an honors version). Also developed and delivered an online version of the class.
- Intercultural Communication:* Upper-division undergraduate, Master's, and doctoral levels. Social scientific emphasis at the graduate level, while undergraduate courses included experiential exercises and skill development.
- Multicultural Health Communication:* Doctoral level, upper-division undergraduate.
- Interpersonal Communication:* Lower-division undergraduate and doctoral levels.
- Communication Theory:* Mid-level undergraduate level.
- Organizational Communication:* Lower- and upper-division undergraduate level.
- Public Speaking:* Lower-division undergraduate level.
- Advanced Persuasive Speaking:* Undergraduate level and honors version.
- Performance of Literature:* Lower-division undergraduate level.
- Small Group Communication:* Lower division undergraduate level.

Dissertations/Theses Supervised

Served on 27 graduate student committees from 1997-2006. Chaired the following committees:

- "Social media message and content creator characteristics associated with health behavior change: COVID-19 vaccine hesitancy." Xiaofeng Jia (dissertation co-chair), 2023.
- "The power of emotions: An investigation of emotional appeals for support to enrollment in precision medicine." Wei Peng (dissertation chair), 2020.
- "Communication, culture and cervical self-sampling: A theory-based message design study for cervical cancer prevention." Soroya McFarlane (dissertation chair), 2019.
- "Animated messages for clinical trial education: The mediating role of cognitive absorption on the effects of multimedia communication strategies." Aurora Occa (dissertation chair), 2018.
- "Examining the effects of narrative-based interactivity and its two types for serious digital games." Chun Zhou (dissertation co-chair), 2018.
- "Is a picture really worth a thousand words? Examining the effectiveness of data visualization for promoting HPV vaccination." Fan Yang (dissertation chair), 2017.
- "An investigation of visual persuasion and information in health communication contexts." Andy J. King (dissertation chair), 2012.
- "Televised cancer narratives and persuasion: Investigating the meditational role of emotion." Nicholas Carcioppolo (dissertation chair), 2012.
- "Beyond '5-A-Day': An examination of memorable messages in a nutrition education program for low-income African Americans." LaShara A. Davis (dissertation chair), 2011.
- "Using identification and affiliation to promote the use of condoms on college campuses." Mark J. DiCorcia (dissertation chair), 2009.
- "Understanding communication processes within a private, computer-mediated social support group." Rebecca Ivic (thesis chair), 2009.
- "An evaluation of a university dangerous drinking prevention campaign: Effects and unintended consequences." Andy J. King (thesis chair), 2008.
- "Emotion and persuasion in organ donation narratives." LaShara A. Davis (thesis chair), 2007.
- "Intercultural communication competence: A new theoretical direction and empirical validation." Lily Arasaratnam (dissertation chair), 2003.

“Competing narratives of international teaching assistants,” Fred Fitch (dissertation co-chair), 2003.

“What’s the 411: Educating African Americans about diabetes in Black churches.” Charles Williams (Master’s thesis chair), 1998.

“Using Black churches to promote the health of African Americans,” Ronja Fayne (Master’s thesis chair), 1999.

“Regional culture and identity as influenced by and performed in food festivals,” Kelley Shields (Honor’s thesis chair), 2000.

Chaired additional (non-thesis) Master’s committees of the following students:

Whit Elam, University of Kentucky, 1998.

Rachel Ross, University of Kentucky, 1999.

Lily Arasaratnam, University of Kentucky, 1999.

Scientific Review Panels

Deutsche Forschungsgemeinschaft (German Research Foundation), 2016.

Swiss National Science Foundation, 2014.

U.S.-Israel Binational Science Foundation, 2013.

Scottish Government, Health Services and Population Health Research Committee, 2010, 2011.

Centers for Disease Control, Health Informatics, 2005.

U.S. Department of Health and Human Services, Division of Transplantation, 2005.

Special Emphasis Panel on Communication and Health, National Institutes of Health, 2002.

Tenure/Promotion Case Reviews

University of Buffalo, Department of Communication (Promotion to Full), 2022

Weill Cornell Medical College /Houston Methodist Research Institute (Appointment to Assistant Professor), 2022

University of Minnesota, Department of Communication (Appointment to Full), 2022

Dartmouth University, Institute for Writing and Rhetoric (Tenure/promotion to Associate Professor), 2021

Arizona State University, School of Nursing (Tenure/promotion to Associate Professor), 2020.

University of the West Indies, School of Humanities and Education (Promotion to Full), 2020.

University of Georgia, Communication Studies (Tenure/promotion to Associate Professor), 2018.

University of Minnesota, School of Journalism & Mass Communication (Promotion to Full Professor), 2015.

University of Buffalo, Department of Communication (Tenure/promotion to Associate Professor), 2014.

University of Utah, Department of Communication (Appointment to Associate Professor), 2013.

IUPUI, Department of Communication (Appointment to Associate Professor), 2012. (Two cases)

Missouri State University, Department of Communication (Promotion to Associate Professor), 2012.

Washington University, School of Medicine (Promotion to Associate Professor), 2011.

University of Buffalo, Department of Medicine (Promotion to Associate Professor), 2009.

University of Washington, Department of Public Health (Promotion to Full Professor), 2009.

University of North Carolina, Charlotte, Department of Communication (Promotion to Associate Professor), 2007.

University of Washington, Department of Public Health (Promotion to Full Professor), 2006.

University of Buffalo (Tenure/promotion to Associate Professor), 2006.

Consulting/Workshops

Inditex Corporation. Pro-bono consultant on 25,000-euro funded grant for an international organ donation campaign: “A gift which really matters.” Campaign was implemented in Spain, Turkey, Germany, Russia, Mexico, and China, 2012.

Pre-implementation meeting for new grantees: Methodology consultant/group leader. Division of Transplantation, 2009.

The International Association for Organ Donation, Detroit, MI: Development of worksite campaigns tailored to the multicultural workforce of the Big Three auto manufacturers (GM, Ford, Daimler Chrysler), January, 2005.

The New Jersey Organ and Tissue Sharing Network, Springfield, NJ: Development of “The Drive for Life,” a minority-focused, state-wide campaign to promote organ donation, 2003.

The New Jersey Organ and Tissue Sharing Network, Springfield, NJ: Study of knowledge and attitudes of African Americans toward organ donation, 2001-2002.

Southeast Center for Agricultural Safety and Health: Designing effective safety and health messages, 2000.
Women in Science and Medicine, University of Kentucky: "Women in Conflict: Understanding and Managing Organizational Conflict," and "Women in Conflict: Principled Conflict Management," 1999.
Toyota Motor Corporation: "Communication Strategies for Transition and Change," 1998.

Service

Department/University

Vice Provost for Research Performance Review Committee, 2023

Provost's Faculty Excellence and Impact Award, Review committee, 2023.

Abess Center for Ecosystem Science and Policy, Doctoral admissions committee, 2022-2023

School-wide mentoring program. Developed and implemented cross-departmental mentoring program, School of Communication, 2022.

Mentor, untenured faculty member in Interactive Media, School of Communication, 2022-present

Mentor, untenured faculty member in Interactive Media, School of Communication, 2019-present

Chair, Promotion Committee for candidate to Full in the School of Communication, 2021-2022.

STEAM Working Group, Lowe Art Museum programming and space design committee. 2021-present.

Abess Center for Ecosystem Science and Policy, Internal Advisory Board member, 2018-present

Scientific Advisory Board, El Centro, University of Miami, 2014- present.

Chair, Search Committee, Director of Undergraduate Education, Abess Center for Ecosystem Science and Policy, University of Miami, 2021

Research Information Management Systems Advisory Committee (member, along with the CIO, Dean of Libraries, Vice Provost for Research, Associate Provost for Data Governance), 2019-2020

Clinical Translational Science Institute (CTSI), Alignment Committee, 2017-2020

Clinical Translational Science Institute (CTSI), Executive Leadership Committee, 2017-2020

Accountable (co)Leader, University of Miami Roadmap Initiative, 2018-2020

Design Committee, Faculty Research Commons, Richter Library, University of Miami, 2019

Dean's Search Committee, School of Communication, University of Miami, 2019

Research Intersections (panel presentation), University of Miami Graduate Student Association. Presented remarks and engaged in a discussion about interdisciplinary collaborations, 2018

IDEA (Intersections Development in Action) Quad, University of Miami, 2016. Leader of a 4-person working group assembled by the President to develop a white paper and proposal to foster problem-based interdisciplinary collaboration across the university. Laid the foundation for U-LINK.

Search Committee, Miller School of Medicine (for targeted hires in cancer communication, prevention, control, and survivorship), University of Miami, 2014-2016.

Internal Advisory Board, Community Outreach and Cancer Control, Sylvester Cancer Center, University of Miami.

Member, Academic Personnel Board, University of Miami. Reviews tenure and promotion cases, 2014-2017.

Mentor, Junior Faculty Consortium. Informal monthly discussion group designed to help junior faculty understand tenure requirements at University of Miami, 2014-present.

Chair, Faculty Affairs Committee, Brian Lamb School of Communication. Makes policy recommendations for faculty procedures and governance and addresses ad hoc issues and problems experienced by departmental members. 2013-2015.

Unit Head, Health Communication Unit, Department of Communication. Coordination of the teaching and administrative activities of 6-11 faculty members. Established a fair and equitable rotation for graduate and undergraduate teaching in the unit, ensured efficient decision-making for graduate admissions, and facilitated annual reviews of all health communication graduate students. 2008-2009; 2012-2013; 2013-2014.

Member, "Master Committee" for the selection of interdisciplinary cluster hire candidates, Purdue University.

Member, Internal search committee for department head for the Brian Lamb School of Communication, Purdue University.

Presentation, Selecting and surviving graduate school, Entre Nous Society of Purdue Women Leaders, 2011.

Reviewer, Bilisland Doctoral Dissertation Fellowships, College of Liberal Arts, 2008.

Reviewer, Redding Faculty Fellowship Award, Department of Communication, 2007.

Reviewer, Bilisland Doctoral Dissertation Fellowships, Department of Communication, 2007.

Reviewer, Purdue Research Foundation grant proposals, Department of Communication, 2007.

Unit Head, Health Communication Unit, Department of Communication 2006- 2009.

Facilitator, Cancer Prevention, Chemoprevention and Control retreat, "Applications to Clinical Practice: Communication Aspects of Cancer Prevention," 2006.

Facilitator, State-wide summit on emergency preparedness, 2006.

Reviewer for Purdue Research Foundation Grants, College of Liberal Arts, 2006.

Graduate Committee, Purdue University, 2005-2007

Faculty Council, 2004-2005 Rutgers University.

Facilitator, President's retreat for student leaders and university administrators. Rutgers University, December, 2003.

Mentor, Project L/EARN, 2003- 2004. Intensive research program for minority students who intend to attend graduate school for health and behavioral sciences.

Presentation at the MCIS career roundtable, Communication Department, Rutgers University, December, 2002.

Search Committee, Communication Department, Rutgers University, 2001-2002

Research and Development Committee, School of Communication, Information, and Library Studies, Rutgers University, 2001-03 (Chair, 2002-2003).

Coordinator, Untenured Women's Faculty Group, University of Kentucky, 2000- 2001.

Resource Committee, University of Kentucky, 1999- 2001.

Faculty Advisor, Alpha Omicron Pi sorority, 1998- 2001.

Planning Committee, Kentucky Conference on Health Communication, 1997-2001.

Teaching Assistant Training, University of Kentucky. Led a three-day workshop designed to prepare TAs for teaching responsibilities, 1997.

Keys to Kentucky Educational Reform Committee, University of Kentucky. Promotes service learning components in the classroom, 1997-1998.

Merit Scholarship Committee, University of Kentucky, 1997-1998.

Faculty Council, University of Kentucky, College of Communication and Information Studies, 1997-1998.

Graduate Admissions Committee, College of Communication and Information Studies, 1997-1999.

Scholarships and Awards Committee, University of Kentucky, College of Communication and Information Studies, 1997-1999.

Academic Personnel Committee, University of Kentucky, 1997- 2000.

Admissions and Financial Aid Committee, University of Kentucky, College of Communication and Information Studies, 1997-1998.

Admissions and Placement Committee, University of Kentucky, Department of Communication, 1996-1998.

Secretary/Treasurer, Associated Graduate Students in Communication. University of Arizona, 1994.

Communication Discipline

Research Committee Chair, Alliance of Schools and Colleges of Communication and Journalism (ASCCJ), 2022

Senior mentor, Biennial health communication early career pre-conference, National Communication Association, 2010, 2012, 2014, 2018, 2022.

Textbook proposal reviewer: Health communication: A relational, social justice activist approach. Co-edited by Vinita Agarwal and Larry Frey, 2020.

President's Communication Center Task Force, National Communication Association, 2017-2019.

Senior mentor for group of early-career scholars in health communication, Federal Funding for Communication Research Conference, Chicago, IL, June, 2010.

Conference Planner, Federal Funding for Communication Research Conference, Chicago, IL, 2009-2010.

Senior Scholar for "Scholars' Office Hours," National Communication Association annual conference, 2009, 2010.

Program Planner for Health Communication Division (800+ members), National Communication Association annual conference, Chicago, 2009.

Vice-Chair Elect, Vice-Chair, Chair, Health Communication Division, 2007-2010.

Research Board, National Communication Association, 2007-2010.

Doctoral Education Committee, National Communication Association, 2006-2009.

Health Communication Outstanding Book & Article Award Committee, National Communication Association, 2007.

Selection Committee, Golden Anniversary Monograph Award, National Communication Association, 2007-2009.

Early Career Mentor, *NCA Health Communication Division*, Pre-conference workshop, 2004, 2007.

Chair, Vice-Chair, Vice Chair-Elect, Language and Social Interaction Division, Southern States Communication Association, 1997-2000.

Respondent, Southern States Communication Conference, 1998.

Planning Committee, Kentucky Conference on Health Communication, 1997- 2001.
Chair, Panel on Narratives of illness and healing, The International Conference on Narrative, Lexington, 1996.
Chair, Panel on the Uses of narrative in teaching and learning, The International Conference on Narrative, Lexington, 1996.
Chair, Panel on Gender and Sex in Advertising, Western Speech Communication Association. Portland, 1995.

Editorial Boards

Health Communication, 2007-present
Communication Monographs, 2010 - present
Nursing Communication, 2019-present
Journal of Advertising, 2019-2022
Journal of Applied Communication Research, 2003-2021
Women's Studies in Communication, 2003-2014.
Communication Studies, 2003-2012
Journal of Communication, 2008-2010.
Communication Education, special issue on Health Communication Education, 2009.
Communication Research, special issue on health communication, 2001.

Ad Hoc Manuscript/Paper Reviewer

Journal of Medical Internet Research, 2023
Mayo Clinic Proceedings, 2023
Social Science & Medicine, 2023
Lancet Global Public Health, 2022
Preventive Medicine Reports, 2022
Contemporary Clinical Trials Communications, 2022
Journal of Cancer Education, 2017, 2018, 2019, 2020, 2022
BMC Medical Education, 2021, 2022
Journal of Medical Internet Research, 2021, 2022
Preventive Medicine Reports, 2021
Journal of the National Medical Association, 2021
Annals of Behavioral Medicine, 2021
Communication Studies, 2020
Journal of Communication in Healthcare, 2020
BMC Medical Ethics, 2020
Clinical Transplantation, 2020
Communication Research, 2019
Journal of Communication, 2019
Journal of Clinical and Translational Science, 2017
Social Science and Medicine, 2013
Journal of the American Medical Association (JAMA), 2012
Psychological Science, 2012.
Health Psychology Review, 2008.
Public Opinion Quarterly, 2007.
Human Communication Research, 2006.
Pediatrics, 2004.
Social Science and Medicine, 2004-present.
Health Communication Division, National Communication Association, 2004..
Communication Monographs, 2003.
Journal of the National Medical Association, 2002-present.
Journal of Applied Social Psychology, 2002.
Journal of Health Psychology, 2002, 2008-2010.
Journal of Applied Communication Research, 2002.
Communication Reports, 2000, 2005.
Health Communication, 2000-2007.
Journal of Agricultural Safety and Health, 2000.
Kentucky Conference on Health Communication, 2000..

Southern States Communication Association, Language and Social Interaction Division, 1997-1999.

Community/Community Engagement

Steering Committee, Conference on Organ Donation Research Methodology, 2007-2008. Conference, St. Louis, 2008.

Board of Directors, Donate Life Hollywood (media advocacy organization), 2007- 2012.

Board of Directors, Transplant Recipients International Organization (TRIO), 2006- 2009.

Advisory Council, Donate Life America's Indiana Donor Designation Collaborative, 2006- present.

New Jersey Task Force to Promote Organ Donation: One of twelve members, 2003- 2005.

New York State Task Force for Organ Donation: Presentation on the status of organ donation campaign research and insights into fundable research projects, January, 2003.

Advisory Board: New Jersey Organ and Tissue Sharing Network, Springfield, NJ, 2002- 2006.

Zarephath Community Church, Somerset, NJ: Survey development and evaluation of services provided by church, 2001.

Kentucky Injury Prevention and Research Center: Message design and evaluation of injury prevention campaigns materials, 2001.

Diversity Action Council, University of Arizona, 1992- 1993.

Communication Facilitator, Neighborhood Association to Stop Gangs and Drugs, 1992.

Dissemination of Firefighter Cancer Prevention training materials:

Materials were created by a multidisciplinary team led by Tyler R. Harrison, which included Susan Morgan, Fan Yang, Jessica Wendorf Muhamad, and David Anderson (Communication), Ed Talavera (Cinema), Erin Kobetz (Sylvester Comprehensive Cancer Center) and Alberto Caban-Martinez (Public Health). The full training program was titled, *Clean Gear as the New Badge of Honor: Culture Change and Decontamination for Cancer Risk Reduction* and included a PowerPoint presentation and two videos on the transfer of carcinogens and processes for decontamination.

Media

January, 2026. Ethical concerns if researchers fail to meet recruitment targets. *Medical Ethics Advisor*.

<https://www.clinician.com/articles/ethical-concerns-if-researchers-fail-to-meet-recruitment-targets>

June, 2025. Ethical concerns raised by surprising new data on the effect of the revised Common Rule.

Medical Ethics Advisor. <https://www.clinician.com/articles/ethical-concerns-raised-by-surprising-new-data-on-the-effect-of-the-revised-common-rule>

December, 2022. Can interactive tools make informed consent patient friendly? *Medical Ethics Advisor*.

<https://www.clinician.com/articles/can-interactive-tools-make-informed-consent-patient-friendly>

September 2017. Creating community around the Science of Team Science.

<https://i2insights.org/2017/08/31/community-for-team-science/>

April 10, 2017. Zika forum focuses on ethics, communication, and policymaking strategies.

<http://med.miami.edu/news/zika-forum-focuses-on-ethics-communication-and-policymaking-strategies>

May 28, 2014. Grey's Anatomy turning people against organ donation.

<http://www.vox.com/2014/5/28/5754292/study-greys-anatomy-is-turning-people-against-organ-donation>
(Story picked up by Drudge Report, Jezebel, Inquisitor, Wet Paint, and others.)

September 7, 2012. Organ Donation. Podcast interview on Dr. Will's Neighborhood. Drwill.com.

May 15, 2009. *American Medical News* (published by the American Medical Association), Kevin O'Reilly.

April 14, 2008. "Doctors and their Audiences," White Coat, Black Art. Interview broadcast on CBC radio (Canadian Broadcasting Centre).

September 22, 2007. Hollywood discouraging organ donors. Alan Cochran, *Pasadena Star News*.

September 19, 2007. TV's medical missteps. Allison Van Dusen, *Forbes.com*

September 3, 2007. Campaign targets skewed view of organ donation. *American Medical News* (published by the American Medical Association), Kevin O'Reilly.

August 13, 2007. TV docs playing with life and death: Organ donors being scared off, critics say. Jessica Fargen, *Boston Herald*.

August 5, 2007. Patients abound, but donors are scarce. *Journal and Courier* (Lafayette, IN), Dorothy Schneider.

August 1, 2007. Stopping the stolen kidney story. *Courant.com*.

- April 13, 2007. Hollywood organ donation myths challenged. PNN online. Laura Kujowski.
- April 8, 2007. Worksite organ donation campaigns. Inside Indiana Business, Channel 13, Indianapolis.
- April, 2007. Organ donation in the media. Barbara Lewis, Sound Medicine (National Public Radio).
- February, 2007. How the TV media distorts organ donation, Thomas Majewski, Associated Content.
- December 18, 2006. The doctor is ON: TV doctors may be fictional, but viewers still listen carefully to what they say, Stephen Smith, *The Boston Globe*. (Also printed in *The Lexington Herald Leader*.)
- May, 2006. Hollywood organ donation myths challenged at the worksite. Regenstrief Center for Health Care Engineering newsletter.
- April, 2006. Flash news interview (syndicated news service).
- April, 2006. Professor rewrites Hollywood script by using the workplace to save lives, Amy Patterson Neubert. College of Liberal Arts Magazine.
- April 13, 2006. Hollywood organ donation myths challenged, Laura Kujawski. PNN Online: The nonprofit news and information resource
- April 26, 2006. Film, TV scares off potential organ donors. Reuters. Printed in the *Sydney Morning Herald*, *The Times of India*.
- April 26 2006. Television scares off potential organ donors. Megan Rauscher. Independent Online, South Africa.

Professional Affiliations

- 2014 – 2024: Member, Sylvester Cancer Center, University of Miami.
- 2013- 2014: Associate, Oncological Sciences Center, Cancer Prevention and Control Group, Purdue University
- 2012 –2014: Associate, Center for Research on Diversity and Inclusion, Purdue University.
- 2005 – 2014: Research Associate, The Regenstrief Center for Healthcare Engineering, Purdue University.
- 2001 – 2005: Research Associate, Center for Media Studies. Rutgers University, New Brunswick, NJ.
- 2001 – 2005: Research Associate, Communication and Health Issues Partnership for Education and Research. Rutgers University, New Brunswick, NJ.
- 1996 – 2001: Research Associate, Markey Cancer Center. University of Kentucky Medical Center, Lexington, KY. Director: Gilbert Friedell, M.D.
- 1996 – 2001: Research Associate, Kentucky Injury Prevention Research Center. University of Kentucky. Acting Director: Tim Struttman, MPH.

Professional Associations

- International Communication Association
National Communication Association