

Curriculum Vitae – Abbreviated  
**María Elizabeth Len-Ríos, Ph.D.**

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**Present Rank:** Associate Professor  
**Tenure Status:** Tenured

**Graduate Faculty:** Yes

**DEGREES**

- PhD.** University of Missouri-Columbia, Missouri School of Journalism, 2002
- M.A.** University of Georgia, Grady College of Journalism & Mass Communication, 1995
- B.A.** Macalester College, Speech Communication, Spanish Literature, & International Studies, 1993

**ACADEMIC POSITIONS**

<b>8/97 – 5/99</b>	Temporary Instructor, Public Relations	Georgia Southern University
<b>8/02 – 7/04</b>	Assistant Professor, Strategic Communication	The University of Kansas
<b>8/04 – 8/10</b>	Assistant Professor, Strategic Communication	The University of Missouri
<b>9/10 – 8/14</b>	Tenured Associate Professor, Strategic Communication	The University of Missouri
<b>8/14 – present</b>	Tenured Associate Professor, Public Relations	The University of Georgia
<b>11/17 – present</b>	Associate Dean for Academic Affairs, Grady College	The University of Georgia

**PROFESSIONAL/CONSULTING EXPERIENCE (Abbreviated)**

5/14 - 12/15	<b>Director's Cabinet Member</b> , Center for Health Literacy, University of Maryland
8/10 - 2/11	<b>Ft. Leonard Wood Institute</b> , Ft. Leonard Wood, Mo. <i>Assessment of Cross-Cultural Awareness Training at the U.S. Army Military Police Academy and Noncommissioned Officer Academy.</i> Consultant with Earnest L. Perry.
2/05 - 4/05	<b>National Library of Medicine, NIH.</b> Bethesda, Md. <i>Consultant</i> , assisted with evaluating readability for articles on the health topics of asthma and obesity.
6/00 - 8/00	<b>Ketchum Inc.</b> , National Research Department (global public relations agency); New York, N.Y. <i>Professional Doctoral Research Fellowship.</i>
6/99 - 8/99	<b>twincities.com/St. Paul Pioneer Press</b> , Online Division, St. Paul, Minn. <i>Clerk.</i>
5/96 - 8/97	<b>National Attorney Network/Wallace &amp; de Mayo, P.C.</b> , Marketing Department, Norcross, Ga. <i>Marketing Coordinator/Marketing Assistant.</i> Wrote newsletter articles and assisted with organizing talent, program and giveaways for annual conference.
5/95 - 5/96	<b>Davis &amp; Associates</b> (public relations agency) Atlanta, Ga., and <b>Nolen &amp; Associates, Inc.</b> , (advertising/marketing agency) Atlanta, Ga. (joint position) <i>Jr. Account Executive /Administrative Assistant.</i> Did B2B ad buying and media relations work for clients.
6/94 - 8/94	<b>Cable News Network (CNN)</b> , Atlanta, Ga., 24 hrs. per week. <i>Graduate Public Relations Intern.</i> Wrote and edited press materials; attended editorial meetings.
6/94 - 8/94	<b>U.S. Fish &amp; Wildlife Service</b> , Regional Headquarters, Office of Public Affairs, Atlanta, Ga., 20 hrs. per week. <i>Public Affairs Assistant.</i> Aided with endangered species press materials, interview research, and helped coordinate employee summer event.
5/89 - 8/89	<b>U.S. Army South (US SOUTHCOM)</b> , Office of Public Affairs, Ft. Clayton, Panama. <i>Journalist/Photographer.</i> Covered troop exercises, base-living and local culture.

**TEACHING AND ADVISING****University of Georgia****Course Instruction**

<b>Semester</b>	<b>Course No.</b>	<b>Course Title</b>	<b>Enrollment Credits</b>	
<b>Fall 2014</b>	ADPR5910	Public Relations Administration	37	3
	ADPR5910	Public Relations Administration	38	3
<b>Spring 2015</b>	ADPR5920	Public Relations Communications ( <i>Writing Intensive</i> )	75	3
	ADPR5170	Advanced Studies in Advertising and PR	1	2
<b>Fall 2015</b>	ADPR5910	Public Relations Administration	39	3
	ADPR5920	Public Relations Communications ( <i>Writing Intensive</i> )	76	3
<b>Spring 2016</b>	ADPR5910	Public Relations Administration	33	3
	ADPR5920	Public Relations Communications ( <i>Writing Intensive</i> )	78	3
<b>Summer16</b>	JRMC8160	Media, Political Campaigns and The New America	6	3
<b>Fall 2016</b>	ADPR5910	Public Relations Administration	10	3
	ADPR5910	Public Relations Administration	40	3
<b>Spring 2017</b>	HONS4960	Honors Research	1	4
	JRMC8160	Advertising, PR & Health Communication	8	3
<b>Summer17</b>	JRLC5400e	Race, Gender & the Media ( <i>Exclusively Online</i> )	16	3
<b>Fall 2017</b>	ADPR5920	Public Relations Communications ( <i>Writing Intensive</i> )	77	3
	ADPR5950	Public Relations Campaigns ( <i>Capstone</i> )	26	3

**Development of New Courses**

- 2016** Developed 4-week graduate special topics course **JRMC8160: Media, Political Campaigns and the New America**, which focused on issues or race, gender and the media during the 2016 Presidential primary and caucus campaigns.
- 2017-2016** **Grady Online Learning Cohort** – Developed 8-week, 8 module online course for **JRLC5400e, Race, Gender & the Media**.

**Graduate Committee:** **Hyoyeun Jun**, Dissertation Committee co-chair with Yan Jin, current.

**Supervision of Undergraduate Student Research at U. of Georgia:**

**CURO Fellowship**, Emma Kate Protis, **SP17, Summer 17, F17**; Jasmine Clayton, **SP15**, currently communications specialist at Alight Solutions, Atlanta; **CURO Fellowship**, Sophie Frankham-Smith, **SP15**, currently public sector advisory associate at PwC, Washington, DC.

**University of Missouri****Instruction**

<b>Semester</b>	<b>Course No.</b>	<b>Course Title</b>	<b>Enrollment</b>	<b>Credits</b>
<b>Spring 2014</b>	JOUR9010	Doctoral Seminar – <i>Qualifying Exam course</i>	7	3
<b>Fall 2013</b>	JOUR2000	Cross-cultural Journalism – <i>Required course for all Missouri journalism school students.</i>	186	3
	JOUR8100	Master’s Thesis Seminar – <i>Required of thesis students.</i>	13	3
<b>Spring 2013</b>	JOUR9010	Doctoral Seminar	8	3
<b>Fall 2012</b>	JOUR2000	Cross-cultural Journalism	149	3
	JOUR8100	Master’s Thesis Seminar	14	3
<b>Spring 2012</b>	JOUR8006	Quantitative Research Methods – <i>Master’s level</i>	22	3
<b>Fall 2011</b>	JOUR2000	Cross-cultural Journalism	242	3

Semester	Course No.	Course Title	Enrollment	Credits
Spring 2011	JOUR4270	Public Relations Writing – <i>Writing Intensive</i>	7	3
	JOUR8006	Quantitative Research Methods – <i>Master's level</i>	23	3
Fall 2010	JOUR2000	Cross-cultural Journalism	231	3
Spring 2010	JOUR4270	Public Relations Writing – <i>Writing Intensive</i>	11	3
	JOUR9010	Doctoral Seminar – <i>Qualifying Exam Course</i>	8	3
Fall 2009	JOUR2000	Cross-cultural Journalism	244	3
Spring 2009	JOUR4270	Public Relations Writing – <i>Writing Intensive</i>	13	3
	JOUR9010	Doctoral Seminar – <i>Qualifying Exam Course</i>	16	3
Fall 2008	JOUR2000	Cross-cultural Journalism	187	3
Spring 2008	JOUR4256	Public Relations	59	3
	JOUR7270	Public Relations Writing – <i>Writing Intensive</i>	11	3
Fall 2007	JOUR2000	Cross-cultural Journalism	201	3
Spring 2007	Family Leave – No courses assigned			
Spring 2006	JOUR4256	Public Relations	29	3
	JOUR4270	Public Relations Writing – <i>Writing Intensive</i>	10	3
Fall 2005	JOUR4256	Public Relations	47	3
	JOUR8000	Mass Media Seminar – <i>Master's level</i>	10	3
Spring 2005	JOUR2000	Cross-cultural Journalism	438	3
Fall 2004	JOUR2000	Cross-cultural Journalism	302	3
	JOUR4256	Public Relations	41	3

#### **Supervision of Graduate Student Research at U. of Missouri: 16 Doctoral Committees**

Year	Name	Advisory Role	Position Now
	Giorgi Topouria	Dissertation Member	Consultant
2017	Yulia Medvedeva	Dissertation Member	Instructor, Zayed University, Qatar
2014	Eun Hae Park	Dissertation Member	Adjunct Faculty, U. of Missouri
	Seoyeon Hong	Dissertation Member	Assistant Professor, Webster University
2012	Bokyung Kim	Dissertation Co-Chair	Assistant Professor, Rowan University
2011	Ye Wang	Dissertation Member	Assistant Professor, U. of Missouri, Kansas City
	Hyun Jee Oh	Dissertation Member	Assistant Professor, Hong Kong Baptist U.
	Erin Willis	Dissertation Member	Assistant Professor, U. of Colorado, Boulder
	Hyunmin Lee	Dissertation Member	Assistant Professor, Drexel University
	Youngah Lee	Dissertation Member	Assistant Professor, Ball State University
	JiYeon Jeong	Dissertation Member	Assistant Professor, Hongik U., S. Korea
2010	Elizabeth Gardner	Dissertation Member	Media Relations and Research Manager, American Society for Radiation Oncology
	Hye-Hyun Hong	Dissertation Member	Faculty, Chung-Ang U., S. Korea
	Adam Horn	Dissertation Member	Assistant Professor, U. of Central Missouri
	Sun-A Park	Dissertation Member	Associate Professor, Robert Morris U.
2008	Marjorie Kravand	Dissertation Member	Associate Professor, Loyola University, Chicago

#### **Supervision of Undergraduate Student Research at U. of Missouri:**

- Mizzou Advantage Undergraduate Research Team (5 students), “Food for Thought: Food, Body Image, & the Media,” co-leader with Suzanne Burgoyne, Curator’s Teaching Professor of Theatre.
- Walter Williams Scholar/Discovery Fellow Mentor, 2005-2006; 2007-2008; 2009-2010; 2013-2014.

**University of Kansas:** Taught message development, principles of public relations, marketing and media research and the graduate Research I theory course. Graduate advising: Chaired one master's thesis and served on one master's thesis.

**Georgia Southern University:** Taught public speaking, introduction to human communication, introduction to public relations, public relations writing, public relations event management, and international public relations; advised 26 public relations majors.

### SCHOLARLY ACTIVITIES

**Total Google Scholar Citations (Aug. 19, 2017):** 648 citations, 457 since 2012

#### PUBLICATIONS

**CO-EDITED BOOK:** **Len-Ríos, M. E., & Perry, E.P.** (Eds.). (2016). *Cross-cultural journalism: Communicating strategically about diversity*. New York: Routledge/Taylor & Francis. ISBN: 9781315768113. 344 pages. Nominated for 2017 Tankard Award, AEJMC. As of Aug. 18, 2017 – sold 1,188 paperback copies, 25 hardback copies and 37 eBooks per Routledge.

#### **AUTHORED CHAPTERS IN 2016 CO-EDITED BOOK:**

Perry, E.P., & **Len-Ríos, M. E.** (2016). Conceptual understanding. In M. E. Len-Ríos & E. Perry (Eds.), *Cross-cultural journalism: Communicating strategically about diversity* (pp. 3-18). New York: Routledge. 16 pages.

Volz, Y. & **Len-Ríos, M. E.** (2016). Gender in the media: Envisioning equality. In M. E. Len-Ríos & E. Perry (Eds.), *Cross-cultural journalism: Communicating strategically about diversity* (pp. 85-118). New York: Routledge. 34 pages.

Hinnant, A. & **Len-Ríos, M. E.** (2016). Rx for communicating about health inequalities. In M. E. Len-Ríos & E. Perry (Eds.), *Cross-cultural journalism: Communicating strategically about diversity* (pp. 249-272). New York: Routledge. 24 pages.

**Len-Ríos, M. E., & Perry, E.P** (2016). Next: Where do we go from here? In M. E. Len-Ríos & E. Perry (Eds.), *Cross-cultural journalism: Communicating strategically about diversity* (pp. 321-328). New York: Routledge. 8 pages.

#### OTHER BOOK CHAPTERS

Cohen, E. L., Caburnay, CA., Stemmler, J., **Len-Ríos, M.**, Poor, T., Powe, B., Rath, S., Robinson, E., Semenkovich, K., Cameron, G.T., Luke, D.A., Kreuter, M.W. (2013). The Ozioma news service: Targeting cancer communication to African American communities. In Dutta, M.J. & Kreps, G. L. (Eds.), *Reducing health disparities: Communication interventions* (pp. 259-77). New York: Peter Lang. 19 pages.

**Park, S., & Len-Ríos, M. E.** (2012). Who suffers? The effect of injured party on attributions of crisis responsibility. In W. T. Coombs and S. J. Holladay (Eds.), *Handbook of crisis communication* (pp. 591-606). Malden, MA: Wiley-Blackwell. 16 pages.

**Len-Ríos, M. E.** (2008). Communication strategies for reducing racial and cultural disparities. In J.C. Parker & E. Thorson (Eds.), *Health communication in the new media landscape* (pp. 41-58). New York: Springer Publishing. 18 pages.

**Len-Ríos, M. E.** (2008). Following communication rules: A communications-centered theory for public relations. In T. L. Hansen-Horn & B. D. Neff (Eds.), *Public relations: From theory to practice* (pp. 181-194). Boston: Allyn & Bacon. 14 pages.

**REFEREED JOURNAL ARTICLES**

*Note: Names underlined are former students. IF=Impact Factor. GSC = Google Scholar Citations*

Shaffer, V., Scherer, L., Focella, E., Hinnant, A., **Len-Ríos, M. E.**, & Zikmund-Fisher, B. (In press).

What is the story with narratives? How using narratives in journalism changes health decisions.

*Health Communication*, 1-7. DOI: 10.1080/10410236.2017.1333562 [2015 Scimago IF: .825; 2016 JCR IF: 1.464]

Young, R., **Len-Ríos, M. E.**, & Young, H. N. (2017). Romantic motivations for social media use, social comparison, and online aggression among adolescents. *Computers in Human Behavior*, 75, 385-395. [2015 Scimago IF: 1.65; 2016 JCR IF: 2.88]

Young, H., **Len-Ríos, M. E.**, Brown, R., Moreno, M. M., Cox, E. E. (2017). How does patient-provider communication influence adherence to asthma medication? *Patient Education and Counseling*, 100(4), 696-702. [2015 Scimago IF: 1.279; 2015 JCR IF: 2.232]

**Len-Ríos, M. E.** (2017). The politics of Latino publics: Immigration reform, political participation and intention to vote. *Public Relations Review*, 43(1), 249-257. [2015 Scimago IF: .799; 44/227 in *Communication*; 2016 JCR IF: 1.249]

Johnson, E., **Len-Ríos, M. E.**, Shoenberger, H., & Han, K.J. (Published online). A fatal attraction: The effect of TV viewing on smoking initiation in young women. *Communication Research*. Published online March 31, 2016. [2015 Scimago IF: 1.935; JCR IF: 1.976]

**Len-Ríos, M. E.**, Streit, C., Killoren, S., Deutsch, A., Cooper, L. M., & Carlo, G. (2016). Latino adolescent use of mass media and mediated communication in romantic relationships. *Journal of Children and Media*, 10(4): 395-410. [Taylor & Francis, UK. *International Journal*; edited by Amy Jordan, U. of Pennsylvania, & Dafna Lemish, Rutgers; GSC: 1 citation]

**Len-Ríos, M. E.**, Hughes, H. E., McKee, L., & Young, H. N. (2016). Early adolescents as publics: A national survey of teens with social media accounts, their media use preferences, parental mediation, and perceived Internet literacy, 42(1), *Public Relations Review*, 101-108. [2015 Scimago IF: .799; 2016 JCR IF: 1.249; GSC: 7 citations]

**Len-Ríos, M. E.**, Finneman, T., Han, K., Bhandari, M., & Perry, E. (2015). Image repair campaign strategies addressing race: Paula Deen, social media, and defiance. *International Journal of Strategic Communication*, 9(2), 148-165. [2015 Scimago IF: .950; 33/227 in *Communication*; GSC: 3]

Hong, S., & **Len-Ríos, M. E.** (2015). Does race matter? Implicit and explicit measures of the effect of the PR spokesman's race on evaluations of spokesman source credibility and perceptions of a PR crisis' severity. *Journal of Public Relations Research*, 27(1), 63-80. [2015 Scimago IF: 1.544; 11/111 in *Administration*; GSC: 7]

**Len-Ríos, M. E.**, Bhandari, M., & Medvedeva, Y. (2014). Deliberation of the scientific evidence for breastfeeding: Online comments as social representations. *Science Communication*, 36(6), 778-801. [2015 Scimago IF: .886; 2016 JCR IF: 1.82; GSC: 16]

**Len-Ríos, M. E.**, & Hinnant, A. (2014). Health literacy and numeracy: A comparison of magazine health messages. *Howard Journal of Communications*, 25(3), 235-256. [2015 Scimago IF: .237; GSC: 8]

Lee, H., & **Len-Ríos, M. E.** (2014). Defining obesity: Second-level agenda setting attributes in Black newspapers and general audience newspapers. *Journal of Health Communication*, 19(10), 1116-1129. [2015 Scimago IF: 1.160; JCR IF: 2.013; GSC: 6]

Hinnant, A., **Len-Ríos, M. E.**, & Young, R. (2013). Journalistic use of exemplars to humanize health news. *Journalism Studies*, 14(4), 539-554. [2015 Scimago IF: 1.212, 21/227 in *Communication*; GSC: 18 citations] 2<sup>nd</sup> Place Article of the Year, 2014 AEJMC ComSHER

**Len-Ríos, M. E.**, Hinnant, A., & Jeong, J. (2012). Reporters' gender affects views on health reporting. *Newspaper Research Journal*, 33(3): 76-88. [AEJMC *Newspaper Division Journal*; GSC: 3]

Hinnant, A., **Len-Ríos, M. E.**, Oh, H. (2012). Are health journalists' practices tied to their perceptions of audience? An attribution and expectancy-value approach. *Health Communication*, 27: 234-243. [2015 Scimago IF: .825; 43/227 in *Communication*; 2016 JCR IF: 1.464; GSC: 23]

- Len-Ríos, M. E.** (2010). Image repair strategies, local news portrayals, and crisis stage: A case study of Duke University's lacrosse team crisis. *International Journal of Strategic Communication*, 4(4), 267-287. [2015 Scimago IF: .950; GSC: 38]
- Cohen, E. L., Caburnay, C. A., **Len-Ríos, M. E.**, Poor, T. J., Cameron, G. T., Luke, D. A., Powe, B., Stemmler, J., & Kreuter, M. W. (2010). Engaging ethnic media to expand the reach and effectiveness of communication strategies to reduce health disparities. *Health Communication*, 25(6), 569-571. [2015 Scimago IF: .82; 2016 JCR IF: 1.464; GSC: 10]
- Park, S., Len-Ríos, M. E., & Hinnant, A.** (2010). How intrinsic and extrinsic news factors affect health journalists' cognitive and behavioural attitudes toward media relations. *PRism*, 7(1), 1-14. Available: [http://www.prismjournal.org/vol7\\_1.html](http://www.prismjournal.org/vol7_1.html).
- Jin, Y., **Park, S., & Len-Ríos, M. E.** (2010). Strategic communication of hope and anger: A case of Duke University's conflict management with multiple publics. *Public Relations Review*, 36(1), 63-65. [GSC: 17]
- Len-Ríos, M. E., Cohen, E., & Caburnay, C.** (2010). Readers use black newspapers for health/cancer information. *Newspaper Research Journal*, 31(1), 20-35. [GSC: 8]
- Len-Ríos, M. E., & Perry, E.** (2009). Assessing cross-cultural learning and the effects of personality and negative attitudes on journalism students' knowledge. *Journalism & Mass Communication Educator*, 64(3), 273-286. [GSC: 5]
- Hinnant, A., & **Len-Ríos, M. E.** (2009). Tacit understandings of health literacy: Interview and survey research with health journalists. *Science Communication*, 31(3), 84-115. [GSC: 51]
- Len-Ríos, M. E., Hinnant, A., Park, S., Cameron, G. T., Frisby, C. M., & Lee, Y.** (2009). Health news agenda building: Journalists' perceptions of the role of public relations. *Journalism & Mass Communication Quarterly*, 86(2), 315-331. [GSC: 84]
- Len-Ríos, M. E., Onyebadi, U., Fleshert, M., & Qiu, Q.** (2009). The South African elite press and the prominence of HIV/AIDS on the media agenda. *International Communication Bulletin*, 44, 46-63.
- Len-Ríos, M. E., Hinnant, A., & Park, S.** (2009). Understanding how health journalists judge public relations sources: A rules theory approach. *Public Relations Review*, 35(1), 56-65. [GSC: 38]
- Len-Ríos, M. E., Park, S., Cameron, G. T., Luke, D. A., & Kreuter, M.** (2008). Study asks if reporter's gender or audience predict paper's cancer coverage. *Newspaper Research Journal*, 29(2), 91-99. [GSC: 17]
- Len-Ríos, M. E., & Qiu, Q.** (2007). Newspaper coverage of clinical trials and willingness to participate in medical studies. *Newspaper Research Journal*, 28(1), 24-39. [GSC: 9]
- Larsen, P. V., & **Len-Ríos, M. E.** (2006). Integration of advertising and public relations curricula: A 2005 status report. *Journalism & Mass Communication Educator*, 55(1), 152-168. [GSC: 25]
- Len-Ríos, M. E., Rodgers, S., Thorson, E., & Yoon, D.** (2005). Representation of women in news and photos: Comparing content to perceptions. *Journal of Communication*, 55(1), 152-168. Used as exemplar "reading" chapter in Marshall, M. J. (2009). *Composing inquiry: Methods and readings for investigation and writing*. Upper Saddle River, NJ: Prentice-Hall. [GSC: 95]
- Len-Ríos, M. E., & Benoit, W. L.** (2004). Gary Condit's image repair strategies: Determined denial and differentiation. *Public Relations Review*, 30, 95-106. [GSC: 54]
- Len-Ríos, M. E.** (2003). Consumer rules and orientations toward corporate Web sites: A pilot study. *Journal of Promotion Management*, 9(1/2), 125-143. [GSC: 5]
- Len-Ríos, M. E.** (2002). The Bush and Gore presidential campaign Web sites: Identifying with Hispanic voters during the 2000 Iowa caucuses and New Hampshire primary. *Journalism & Mass Communication Quarterly*, 79, 887-904. [GSC: 13]
- Len-Ríos, M. E.** (1998). Minority public relations practitioner perceptions. *Public Relations Review*, 24, 535-555. [GSC: 39]

**ONLINE ANTHOLOGIES**

**Len-Ríos, M. E.** (2010). Public Relations. In P. Moy (Ed.). *Oxford Bibliographies Online*. Oxford Publishers.

**GUEST JOURNAL EDITOR ESSAY**

**Len-Ríos, M. E.** (2012). The potential for communication scholars to set priorities that curb health disparities. *Howard Journal of Communications*, 23(2), 111-118. [2015 Scimago IF: .237; GSC: 4]

**PUBLISHED ABSTRACTS**

Streit, C., Carlo, G., Killoren, S., **Len-Ríos, M. E.**, Cooper, L. M., Deutsch, A., & Davis, A. N. (2015). Buffering effects of moral identity on the links between peer relationship quality and problem behaviors. *Drug & Alcohol Dependence*, 146: e110. [2015 Scimago IF: 1.785; GSC: 1]

**BOOK REVIEWS**

**Len-Ríos, M. E.** (2011). [Book Review]. Understanding ethnic media: Producers, consumers and societies. *Journal of Communication*, 61(6), E1-E3. doi: 10.1111/j.14602466.2011.01604.x. [2015 Scimago IF: 3.327, Ranked 2/227 in Communication; JCR IF: 2.895]

**ENCYCLOPEDIA ENTRIES**

**Len-Ríos, M. E.** (2013). Rules theory. In R. L. Heath (Ed.), *Encyclopedia of Public Relations*, 2<sup>nd</sup> Edition. Thousand Oaks, CA: Sage.

**Len-Ríos, M. E.** (2005). Rules theory. In R. L. Heath (Ed.), *Encyclopedia of Public Relations* (Vol. 2, pp.758-761). Thousand Oaks, CA: Sage.

**INSTITUTE REPORTS**

**Len-Ríos, M. E., & Cameron, G. T.** (2001). *Playing by the rules: Relationships with online users -- Rates (Rules-Appropriate Testing Evaluation Scale) and implications for e-commerce and portal Web sites.* [Report]. Gainesville, FL: The Institute for Public Relations. [GSC: 12]

**Len-Ríos, M. E.** (1999). Preparing for full stewardship: A public information campaign for the Panama Canal. In J. V. Turk & L. H. Scanlan. (Eds.), *Fifteen case studies in international public relations - the evolution of public relations: Case studies from countries in transition.* (pp. 42-51). Gainesville, FL: The Institute for Public Relations.

**PROFESSIONAL PUBLICATIONS**

**Len-Ríos, M. E.** (2002). Latino professionals in public relations: More than meets the eye. *Public Relations Quarterly*, 47, 22-26. [GSC: 10]

**GRANTS:** 17 grant projects, 2 active, with award amounts ranging from \$1,200 to \$8 million.

**University of Georgia**

**ACTIVE PROJECTS**

**2017-2018**                                      **Team member**                                      **\$75,000**  
**Oak Ridge-Affiliated Universities (ORAU)-Directed Research and Development Grant**, “Using virtual/augmented reality and eye tracking technologies to improve and inform adult vaccine communication and education.”

**2016-2017**                                      **Co-Principal Investigator**                                      **\$17,799.98**  
**UGA Clinical and Translational Research Unit Seed Grant Program**, “Improving chronic respiratory illness medication use by enhancing pediatric care (adolescent) communication.”

**University of Georgia****GRANT PROJECTS SUBMITTED**

**2017-2019**                      **Consultant**                                      **\$10,800**

**National Institutes of Health, R34** project entitled “Reducing the negative impact of news about HIV biomedical advances on risk behavior: Developing an intervention for public relations professionals.”

**University of Missouri****GRANTS - COMPLETED PROJECTS**

**2013-2014**                      **Principal Investigator**                                      **\$25,000**

**Mizzou Advantage Grant**, “Predicting Latino Youths’ Sexual Health,” PI, with Co-PIs Gustavo Carlo, Sarah Killoren, Arielle Deutsch, and M. Lynne Cooper.

**2013**                              **Principal Investigator**                                      **\$7,150**

**MU Research Council Grant**, “The Effect of Health Literacy Level and Readability of Online Magazine News on Sexual Health Knowledge and Behavioral Intentions Among 18- to 24-Year Old Women.”

**2011-2012**                      **Co-Principal Investigator**                                      **\$300 + Student Scholarships**

**Mizzou Advantage Undergraduate Research Team Awardee**, “Food for Thought: Food, Body Image, & the Media,” co-leader with Suzanne Burgoyne, University of Missouri Curator’s Teaching Professor of Theatre.

**2008-2013**                      **Kreuter (PI)**                                      **Overall award (2008-2014): \$8,081,048**

**National Cancer Institute, Key Personnel**, design team member of national surveys of black newspaper readership and cancer news information intervention

2012-2013 – Communication strategies to reduce cancer disparities through Washington University, subcontract to Glen T. Cameron, **7% FTE** (% of salary paid by grant).

2008-2012 – Center for Excellence in Cancer Communication Research II through Washington University’s School of Public Health, Matthew Kreuter (PI), subcontract to Glen T. Cameron, **5% FTE**.

**2010-2011**                      **Barker (PI) /Sobel (Co-PI)**                                      **Overall award: \$300,000**

**Ft. Leonard Wood Institute**, Maneuver Support Center, Project Consultant

Subcontract to Esther Thorson and Margaret Duffy, for Assessment of Cross-Cultural Awareness Training with Earnest L. Perry.

**2008-2010**                      **Hagglund(Co-PI)/Edison(Co-PI)**                                      **Overall award: \$7.9 million**

**Missouri Health Literacy Enhancement Resource Center**, Missouri Foundation for Health, **7% FTE**, **Key Personnel**, conducted research on health journalists’ practice to improve literacy of health information.

**2005-2008**                      **Folk (PI)**                                      **Overall award: \$969,782**

**NIH National Center for Complementary and Alternative Medicines** (now NCCIH)

International Center for Indigenous Phytotherapy Studies, University of Missouri – University of Western Cape, Capetown South Africa. *Project*: Testing the safety and efficacy of Sutherlandia for its treatment of the symptoms of HIV/AIDS. Consultant, Communication Core, **3% FTE**, developed talking points and strategic planning for communicating about the project with media and key stakeholders.



**GRANTS - COMPLETED PROJECTS – continued.**

- 2007-2008 Hagglund(Co-PI)/Edison(Co-PI) Overall award: \$726,784**  
**Missouri Foundation for Health 20% FTE**  
 Researcher, Missouri Health Literacy Enhancement Resource Center, Missouri Foundation for Health, **\$15,052, Key Personnel**, developed inventory of resources for MHLERC and designed research to explore journalists' health literacy practices.
- 2005-2007 Principal Investigator 20% FTE**  
**Center for Cultural Cancer Communication, St. Louis University School of Public Health**  
 Junior Faculty Research Award, **4C Study 2: Cancer Communication in Black Newspapers**, designed and conducted secondary analysis of data gathered for Study 2.
- 2005 Principal Investigator \$2,000**  
**Richard Wallace MU Alumni Association Grant**  
*Purpose:* Pilot grant to work with undergraduate students to examine South African newspaper coverage of clinical trials and herbal medicines.  
*-Additional 5 awards for travel and small projects not listed.*

**RECOGNITIONS AND OUTSTANDING ACHIEVEMENTS**

**National and International Research Excellence Awards** – Including 7 awards prior to 2006.

- 2017 Len-Ríos, M. E., Jun, H., & Lee, Y., (2017, March). Communicating employee wellness plans to employees: The effects of gain-loss framing and message source on intentions to enroll. PRIME Research Award, 20<sup>th</sup> Annual Conference, IPRRC.**
- 2014 Hinnant, A., Len-Ríos, M. E., & Young, R. (2013). Journalistic use of exemplars to humanize health news. Journalism Studies, 14(4), 539-554. 2<sup>nd</sup> Place, Article of the Year Award 2014, Communicating Science, Health, Environment and Risk Division, annual conference, AEJMC.**
- 2012 Top Faculty Paper Award, first author, with Amanda Hinnant, Magazine Division, annual conference of AEJMC.**
- 2012 Third Place Faculty Paper Award, first author, with Manu Bhandari and Yulia Medvedeva, Mass Communication & Society Division, annual conference of AEJMC**
- 2010 PRSA Health Academy/Quinnipiac University Paper Competition Winner, first author, with Bokyoung Kim, Emily Werle and Steven Katkowsky**
- 2009 Top Faculty Paper Panel, first author, with Amanda Hinnant and others, PR Division, annual conference of the International Communication Association (ICA)**
- 2008 Top Faculty Paper, second author, with Amanda Hinnant, Science Communication Interest Group (now ComSHER), annual conference, AEJMC**
- 2006 First Place, Arthur W. Page Society Case Study Competition in Corporate Communication, Faculty Adviser to Yuliya Melnyk and Moushumi Anand**

**National Leadership and Recognition** – Including 8 additional recognitions prior to 2015.

- 2017 Page Up Membership, Arthur W. Page Society, the world's leading professional association for senior public relations and corporate communications executives and educators who seek to enrich and strengthen their professions.**
- 2016-2017 Institute for Diverse Leadership Fellow, Association for Education in Journalism and Mass Communication, selected as 1 of 8 inductees from 23 applicants.**
- 2014-2015 Director's Cabinet Member, Center for Health Literacy, U. of Maryland, College Park.**
- 2016 Future Leaders Workshop, Office of the Associate Provost for Academic Programs, U. of Georgia.**
- 2015 Nominated for Teacher of the Year, Public Relations Department, U. of Georgia.**

## SUPERVISION OF GRADUATE STUDENT RESEARCH

--Co-chair(ed) two dissertation committees, served on 15 doctoral committees.

--Chaired 21 master's theses/projects; served as a committee member on 54 master's theses/projects.

## CONVENTION PAPERS/PROCEEDINGS

### Academic Convention Papers (Refereed)

Most recent 11 of 63 total presentations

**Len-Ríos, M. E., & Jun, H.** (2018, May). *Image repair and judging a politician's racially insensitive statements: Does gender matter?* Paper to be presented to the Public Relations Division, International Communication Association, Prague, CZECH REPUBLIC.

Rinke, E., Moy, P., & **Len-Ríos, M. E.** (2017, July). *Need for cognitive closure, listening styles, and political news consumption among Latinos in Election 2016.* Paper presented to the World Association of Public Opinion Research, Lisbon, PORTUGAL.

**Len-Ríos, M. E., & Lee, Y.** (2017, May). *Image and framing effects on perceptions of self-efficacy and body satisfaction: Messaging to encourage employees to participate in wellness programs.* Paper presented to the Health Communication Division, ICA, San Diego, CA.

Young, R., **Len-Ríos, M. E., & Young, H. N.** (2017, May). *Romantic motivations for social media use, social comparison and online aggression among adolescents.* Paper presented to the Children, Adolescents and the Media (CAM) Division, ICA, San Diego, CA.

**Len-Ríos, M. E., Jun, H., & Lee, Y.,** (2017, March). *Communicating employee wellness plans to employees: The effects of gain-loss framing and message source on intentions to enroll.* Paper presented to the 20<sup>th</sup> Annual Conference of the International Public Relations Research Conference (IPRRC), Orlando, FL. **PRIME Research Award**, inaugural winners.

Young, H. N., **Len-Ríos, M. E.,** McKee, L., & Hughes, H. E. (2016, April). *How are social media engagement and sociocultural factors related to early adolescents' physical activity and sleep behaviors?* Poster, Kentucky Conference on Health Communication, Lexington, KY.

**Len-Ríos, M. E.** (2016, March). *Understanding the politics of your public: Young Hispanics' views of politics and 2016 voting intentions.* Paper presented to the IPRRC, Miami, FL.

**Han, K. J., Johnson, E. K., & Len-Ríos, M. E.** (2015, November). *Predictors of healthy weight and nutrition management behaviors among 18- to 24-year-old women: E-Health literacy, readability, self-health beliefs, and individual factors.* Paper presented at the 143<sup>rd</sup> annual meeting, American Public Health Association, Chicago, IL.

**Len-Ríos, M. E., Streit, C., Killoren, S., Carlo, G.** (2015, May). *Mobiles and sexting among young adults: The roles of gender, relationship status, media use and past sexual behavior.* Paper presented at ICA Mobile Pre-Conference, San Juan, PUERTO RICO.

**Len-Ríos, M. E., Han, K.J., & Johnson, E.** (2014, August). *The effect of e-health literacy and readability of online magazine articles on sexual health knowledge and condom use intentions among 18- to 24-year-old women.* Paper presented to the Mass Communication & Society Division, AEJMC, Montreal, CANADA.

**Len-Ríos, M. E., Killoren, S. E., Streit, C., Deutsch, A., Cooper, L. M., & Carlo, G.** (2014, May). *Latino adolescent use of mass media and mediated communication in romantic relationships.* Poster presented to the CAM Division, ICA, Seattle, WA.

**Research Conference Proceedings**

- Len-Ríos, M. E.** (2016). Understanding the politics of your public: Young Hispanics' views of politics and 2016 voting intentions. In B. Yook, Y.G. Ji, & Z.F. Chen (Eds.) *19<sup>th</sup> International Public Relations Research Conference Proceedings* (pp. 249-260). Coral Gables, FL: IPRRC.
- Park, S., Len-Ríos, M. E., & Hinnant, A.** (2009). How intrinsic and external news factors affect journalists' cognitive and behavioral attitudes toward media relations. In K. Yamamura (Ed.) *12<sup>th</sup> International Public Relations Research Conference Proceedings* (pp. 386-400). Coral Gables, FL: IPRRC.
- Len-Ríos, M. E., & Leshner, G.** (2002). The effects of exposure to Web site subscription rates on intention to pay for future Web site content. In J. Biberman & A. Alkhafaji. (Eds.), *Business Research Yearbook: Vol. 9. Advertising/marketing communication* (pp. 85-89). Scranton, PA: International Association of Business Disciplines.

**PRESENTATIONS**

Most recent 10 of 21 talks

**Invited Talks**

- 2017 Diversity Workshop** for NSF grant project titled GS LEAD (Graduate Scholars: Leadership, Engagement, and Development) Athens, GA.
- 2017 Rx for Health Communication and Talking about Disability**, Invited Guest Lecturer, Georgia College, Milledgeville, Ga., Media Literacy course, for Dr. Christina Smith.
- 2017 Latino Voters, the Media and Election 2016**. Invited Speaker, College of Media, Communications, and Information. The University of Colorado, Boulder.
- 2016 Personal Narrative, Culture, and Diversity Workshop** for NSF grant project titled GS LEAD (Graduate Scholars: Leadership, Engagement, and Development), School of Veterinary Medicine and Fanning Institute, Athens, GA.
- 2016 Tomorrow's Work: Moving Forward on Race and Journalism**, Invited Panelist, with Keith Woods, National Public Radio's vice president for diversity in news and operations; Brent Jones, USA Today's standards & ethics editor; and Eric Von, host of Precious Lives. Annual conference of The Center for Journalism Ethics, U. of Wisconsin, Madison, WI.
- 2016 Attitudes Towards Issues of Diversity: Lessons for the Classroom and PR Communications Practice**. Invited Speaker, Colloquia, Dept. of Communication, U. of Washington, Seattle, WA.

**Conference Panels/Talks**

- 2018 Research at the Intersections of Public Relations, Health and Science: Paths for Publishing and Research Opportunities**, panel discussion, Public Relations Division, AEJMC, Washington, D.C.
- 2017 Is Women's Work (Never) Done? Gender and the Revaluation of Faculty Work**, panel discussion, Commission on the Status of Women/Media Ethics Division, AEJMC, Chicago.
- 2017 Women Faculty Moving Forward: Breaking Barriers**, panel discussion, Commission on the Status of Women/Kopenhagen Center for the Advancement of Women, AEJMC, Chicago.
- 2017 "Two Corinthians" and "Obama is a Muslim": Why Religious Literacy is Important for Today's Journalism Students and How to Weave It Into Core Curricula**, panel discussion, AEJMC, Chicago.
- 2017 Ethical Advocacy in Public Relations and CSR Communication**, panel discussion, Public Relations Division, ICA, San Diego.

**PROFESSIONAL SERVICE**

**SERVICE TO PROFESSIONAL SOCIETIES**

**Association for Education in Journalism & Mass Communication**

(AEJMC), (1994 - present) **Long-time membership in the following AEJMC groups:** Communicating Science, Health, Environment & Risk (ComSHER); Communication Theory & Methodology; Mass Communication and Society, Minorities and Communication; Public Relations; Commission on the Status of Minorities; and the Commission on the Status of Women.

**Association-wide National Leadership**

- 2019-2016**    **Standing Committee on Research, elected**, No. 1 in vote tally of 3 elected with 405 votes.
- 2017-2016**    **Fellow, Institute for Diverse Leadership**, sponsored by AEJMC and the Association of Schools of Journalism & Mass Communication.
- 2016-2013**    **Publications Committee, elected**, No. 1 in vote tally of 3 with 374 votes.
- 2015-2014**    **Chair, Publications Committee**, liaison to Sage Publications representative, led committee initiatives, editor appointments and editor annual reviews.
- 2015-2014**    **Member, Board of Directors, AEJMC**, represented Publications Committee concerns on AEJMC Board of Directors
- 2007**            **Strategic Planning Group Member**, Visioning Session, represented the CTAM Division in daylong strategic planning meeting.

**AEJMC Divisional Leadership: Communication Theory and Methodology Division (CTAM)**

- 2007-2008**    **Division Head**, Communication Theory and Methodology Division
- Other positions: 2006-7**, Vice-Head; **2006-7**, Lionel C. Barrow Scholarship Chair; **2005-6**, Research Chair & Programming Chair; **2004-5**, Membership Chair; and **2003-4**, Newsletter Editor.

**Division Membership Service**

- 2017**            **Judge**, Invited, Lillian Lodge Kopenhaver Outstanding Woman Junior Scholar Award, Commission on the Status of Women
- 2016**            **Paper Discussant, PR Division**, AEJMC conference
- 2016**            **Judge**, Invited, Lillian Lodge Kopenhaver Outstanding Woman Junior Scholar Award, Commission on the Status of Women
- 2013**            **Paper Discussant, Commission on the Status of Women**, AEJMC conference
- 2011**            **Financial Advisory Board Member**, Past-heads, CTAM Division
- 2002-2016**    **Conference Paper Reviewer, multiple divisions of AEJMC**
- 2002-2016**    **Conference Paper Reviewer, multiple divisions of ICA**

**EDITORIAL TEAM**

Beginning 2018	Associate Editor, <i>Journal of Public Relations Research</i>
2012 – 2011	Guest Editor, <i>Howard Journal of Communications</i>

**EDITORIAL BOARD MEMBER**

- 1.** *Howard Journal of Communications* (2012-present);
- 2.** *Journal of Public Relations Research* (2009-present);
- 3.** *Public Relations Review* (2012-present);
- 4.** *International Journal of Strategic Communication* (2007-present);
- 5.** *Communication Yearbook* (2012-15);
- 6.** *Journal of Web Site Promotion* (2003 – 2008)

**AD HOC MANUSCRIPT REVIEWER**

*American Sociological Review* (U.S.), [Scimago IF: 4.644](#); *Ethnicity & Health* (U.K.) [Scimago IF: .883](#); *Journal of Communication* (U.K.) [Scimago IF: 3.327](#); *Journal of Diversity in Higher Education* (U.S.), [Scimago IF: .633](#); *Journal of Health Communication* (U.S.), [Scimago IF: 1.160](#); *Journalism & Mass Communication Quarterly*, [Scimago IF: .887](#); *Health Communication* (U.K.) [Scimago IF: .825](#); *Health Education Research* (U.K.) [Scimago IF: .814](#); *Public Relations Inquiry* (U.K.); *Mass Communication & Society* (U.S.) [Scimago IF: .885](#); Routledge Books – Book Proposal Reviews (2); *Visual Communication Quarterly*.

**GRANT REVIEW PANELS**

Agency for Healthcare Research and Quality, Maryland, U.S., National

**EXTERNAL EVALUATOR: TENURE & PROMOTION DOSSIER**

1. Pennsylvania State University, 2. The University of Kansas, 3. Georgia Southern University

**UNIVERSITY SERVICE**

**University of Georgia**

**College**

**2015-present** College Standing Committee on Diversity, Interim Chair, Spring 2017 to present  
**2017** Accreditation Chairs Committee, Standard 3-Diversity, ACEJMC Accreditation Report  
**2016** Promotion & Tenure Committee  
**2016** Post-Tenure Review Committee  
**2016** Ad Hoc Diversity Advisory Committee  
**2015** Ad-Hoc Graduate Curriculum Review Committee Member

**Department**

**2017-present** Search Committee Member, Assistant Professor, Public Relations  
**2015-present** M.A. Non-thesis Examination Committee, Chair, 2017  
**2014-present** ADPR Teaching Awards Committee, Member  
**2014 Fall** Research Mentor, Creative Consultants

**University**

**2018** Faculty Development Resources Committee and Professional Development, Office of Faculty Affairs  
**2017** Honor Board Panel Volunteer, Office of the Vice Provost for Instruction  
**2015** Retention Subcommittee, Women’s Leadership Initiative

**University of Missouri**

**2011-2014** Promotion and Tenure Committee Member (Elected, School-wide vote)  
**2013-2014** Policy Committee Member (Elected, School-wide vote)  
**2013** Search Committee Member, Assistant Professor, Strategic Communication, (**2 positions**)  
**2012-2013** Curriculum Committee Member (School-wide)  
**2011-2012** Chancellor’s Diversity Initiative Advisory Council (Invited, University-wide)  
**2009-2012** Policy Committee Member (Elected, School-wide vote)  
**2009-2010** Vice Chair, Innovation, Research and Entrepreneurism (School-wide)  
**2010** Search Committee Member (**Journalism**), Hurley Chair in Public Affairs Reporting

- 2010**          **Chair, Search Committee** (Appointed), Assistant Professor Creative Copywriting  
**2007-2009**    **Research & Development Committee Member**, Chair (2008-2009)  
**2005-2007**    **International Committee Member**  
**2004-2006**    **Multicultural Committee Member**  
**2004-2005**    **Master's Student Admissions Committee Member**  
                           University of Kansas  
**2003**          **Search Committee Member**, Sales Strategy Search Committee  
**2002-2004**    **Curriculum Committee Member**

**MENTOR**

- 2017**          **Graduate Student Mentor**, student at Johns Hopkins University, Health Communication Division, International Communication Association  
**2017**          **Graduate Student Mentor**, student at University of Amsterdam, Research Escalator Sessions Panel 2, CAM Division, International Communication Association  
**2016-2017**    **Mentor to Assistant Professor, Journalism, Georgia College**, solicited by the Chief Diversity Officer, Georgia College