

Jeffrey K. Springston
College of Journalism and Mass Communication
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EDUCATION:

Ph.D. in Communication, Ohio State University, 1986.

M.A. in Communication, California State University at Los Angeles, 1983.

B.A. in Speech and Theater Arts, Colorado State University, 1980.

ACCREDITATION:

Public Relations Society of America, February 1995.

ADMINISTRATIVE EXPERIENCE:

2006-Present: Associate Dean for Research and Graduate Studies, College of Journalism and Mass Communication, University of Georgia.

ACADEMIC EXPERIENCE:

1998-Present: Professor, College of Journalism and Mass Communication, University of Georgia.

Courses Taught:

Risk Communication/Graduate
Communication Grant Writing/Graduate
Media and Public Health/Graduate
Teaching Mass Communication
Advertising and Public Relations Research
Public Relations Administration
Public Relations Campaigns
Public Relations Management/Graduate

1992-1998: Associate Professor, School of Journalism and Adjunct Professor,
Department of Philanthropy, Indiana University

Courses Developed and/or Taught:

Introduction to Public Relations
Public Relations Writing
Public Relations Management
Public Relations Campaigns
Public Relations Research
News Reporting

1989-1992: Assistant Professor, University of South Alabama

Courses taught:

Introduction to Public Relations
Introduction to Graduate Studies
Public Relations Techniques
Graduate Research Methods
Basic News Writing
Broadcast News

1986-1989: Assistant Professor, University of Wisconsin-Eau Claire:

Courses taught:

Introduction to Public Relations
Public Relations Management
Organizational Communication
Training and Development
Group Communication
Public Speaking

1983-1986: Graduate Teaching Associate: The Ohio State University:

Courses Taught:

Organizational Communication
Interviewing
Basic and Advanced Group Communication
Persuasion
Television and Radio Production
Public Speaking

1981-1983: Graduate Teaching Associate, California State University at Los Angeles

Course taught:

Public Speaking

PROFESSIONAL EXPERIENCE:

1980-1981: News Director, KDGO Radio, Durango, Colorado.

1978-1980: Public Relations Specialist, Public Service Company of Colorado, Platteville, Colorado.

1977-1978: Reporter, KFKA Radio, Greeley, Colorado.

PROFESSIONAL MEMBERSHIPS:

Association for Education in Journalism and Mass Communication

American Public Health Association

Public Relations Society of America

National Communication Association

GRANTS AND FELLOWSHIPS:

National Cancer Institute, "Increasing Colorectal and Breast Cancer Screening in Women" 1R01CA136940-01A2 (\$3.3 million) Springston, Jeffrey K., Co-Investigator. 2010-2015.

National Cancer Institute, "Promoting Colon Cancer Screening Among African Americans," 1 R01 CA115983-01A1 (\$2.4 million). Springston, Jeffrey K., Co-Investigator. 2006-2011.

Centers for Disease Control and Prevention, "Southeast Center on Communication, Health and Poverty" P0-1, 58-1353149 (\$3.5 million). Springston, Jeffrey K., Co-Principal Investigator/Research Core Director, 2005-2008.

National Cancer Institute and the National Institute of Nursing Research, "Promoting Breast Cancer Screening via Computer v. Phone." 1R01 NR008434-01A2 (\$3,072,450) Springston, Jeffrey K., Co-Investigator. 2004-2009.

Georgia Cancer Coalition. "Cancer Prevention and Intervention Through Community Pharmacists." (196,000) Springston, Jeffrey K. Co-Principal Investigator. 2004-2005.

National Cancer Institute, "Community Intervention to Increase Mammography Screening," RO1 CA77736-01 (\$1,377,968) Springston Jeffrey K., Co-Principal Investigator;

Walther Cancer Institute, "Breast Cancer Screening Among Low-Income African American Women: A Tailored Computer-Assisted Instruction Approach." (\$23,000) Springston Jeffrey K, Principal Investigator, 1996-1997.

National Cancer Institute, "Interventions for Breast Cancer Screening Behaviors," R01-35-6001673 (\$1,430,422) Springston Jeffrey K, Co-Investigator, 1994-1998.

Indiana University Office of Service Learning Fellowship, Incorporating A Service Learning Component to Applied Public Relations Courses, (\$1,000) Springston Jeffrey K., 1996-1997.

Indiana University School of Journalism Bureau of Media Research, Applying computer-assisted learning techniques to breast cancer screening intervention, (\$5,000) Springston J, 1994-1995.

Indiana University Research and the University Graduate School Summer Grant Writing Fellowship, (\$6,500) Springston J, 1994.

Indiana University Research Grant, Springston J, (\$4,500). Appraising public relations models, 1993.

Public Relations Society of America, Springston J, (\$3,000). Researcher with the Task Force on the Study of Gender and Public Relations, 1991.

Speech Communication Association Research Grant, Springston J & Keyton J, (\$700). Personnel Administrator Preference of Interviewee Responses, 1989.

REFEREED JOURNAL ARTICLES:

Springston, Jeffrey and Hou, Su-I. (2016). Colon cancer knowledge, screening barriers, and information seeking in Northeast Georgia. *Journal of the Georgia Public Health Administration*.6(2), 158-162.

Hoon Choi and Jeffrey Springston, (2014). "How to Use Health and Nutrition-Related (HNR) Claims Rightly on Food Advertising: Comparison of Benefit-seeking, Risk-avoidance, and Taste Appeals on Different Food Categories." *Journal of Health Communication*, 19(9) 1047-1063.

Shannon Christy, Victoria Champion, Jeffrey Springston, and Susan Rawl, (2013). Promoting Colorectal Cancer Screening Discussion. *American Journal of Preventive Medicine*, 44(4): 325-329.

Susan Rawl, Celette Skinner, Jeff Springston, et al., (2012, October). Computer-delivered Tailored Intervention Improves Colon Cancer Screening Knowledge and Health Beliefs of African Americans, *Health Education Research*, 27(5):868-85

Skinner, CS; Buchanan, A; Champion, C; Monahan, P; Rawl, S; Springston, J; Qhao, Q and Bourff, S. (2011) Process outcomes from a randomized controlled trial comparing tailored mammography interventions delivered via telephone versus DVD, *Patient Education and Counseling*, 85, 308-312.

- Champion, V.L., Monahan, P.O., Springston, J.K., Russell, K., Zollinger, T.W., Saywell, Jr., R.M., & Maraj, M. (2008). Measuring mammography and breast cancer beliefs in African American Women. *Journal of Health Psychology, 13*(6):827-837.
- Macias, Wendy, Springston, Jeffrey K., Lariscy, Ruth Ann Weaver and Neustifter, Benjamin (2008). A 13-Year Content Analysis of Survey Methodology in Communication Related Journals. *Journal of Current Issues and Research in Advertising, 30*(1), 79-94.
- Springston, Jeffrey K. and Lariscy, Ruth Ann Weaver. (2007). Health Crises and Media Relations: Relationship Management-By-Fire. *Health Marketing Quarterly, 24*(3), 81-96.
- Jones, Karyn Ogata, Denham, Bryan E. & Springston, Jeffrey K. (2007). Differing Effects of Mass and Interpersonal Communication on Breast Cancer Risk Estimates. *Health Communication. 21*(2), 165-175.
- Champion, Victoria, Springston, Jeffrey K., Zollinger, Terry, Saywell, Robert, Monahan, Patrick, Qianqian Zhao, & Russell, Kathy. (2006). Comparison of three interventions to increase mammography screening in low-income African American women. *Cancer Detection and Prevention Journal. 30*(6), 535-544.
- Jones, Karyn O., Denham, Bryan E. and Springston, Jeffrey K. (2006). Effects of Mass and Interpersonal Communication on Breast Cancer Screening: Advancing Agenda Setting Theory in Health Contexts. *Journal of Applied Communication Research. 34*(1), 94-113.
- Springston, Jeffrey K. and Lariscy, Ruth Ann. (2005, Fall) Public Relations Effectiveness in Public Health Institutions. *Journal of the Health and Human Services Administration. 28*(2): 218-45.
- Springston, Jeffrey K. and Champion, Victoria L. (2004). Public Relations and Cultural Aesthetics: Designing Health Brochures. *Public Relations Review, 30*(4), 483-491.
- Englehardt, Kim E., Sallot, Lynne M., & Springston, Jeffrey K. (2004). "Compassion Without Blame: Testing the Accident Decision Flow Chart with the Crash of ValuJet Flight 592." *Journal of Public Relations Research, 16*(2), 127-157.
- Champion, Victoria, Ray, Dixie, Heilman, Douglas and Springston, Jeffrey K. (2000). A Tailored Intervention for Mammography Among Low-Income African-American Women. *Journal of Psychosocial Oncology, 18*(4), 1-14.
- Champion, Victoria and Springston, Jeffrey K. (2000). Mammography Adherence and Beliefs in a Sample of Low-income African American Women, *International Journal of Behavioral Medicine, 6*(3), 228-240.

Leichty, Greg. And Springston, Jeffrey K. (1996). Elaborating Public Relations Roles, *Journalism and Mass Communication Quarterly*, 73(2), 467-478.

Springston, Jeffrey K. and Leichty, Greg. (1994). Boundary Spanning in Public Relations, *Journalism and Mass Communication Quarterly*, 71(3), 697-708.

Leichty, Greg. And Springston, Jeffrey K. (1993). Reconsidering Public Relations Models, *Public Relations Review*, 19(4): 327-339.

Metzger, Janet and Springston, Jeffrey K. (1992). The Skillful, The Loving, and the Right: An Analysis of Ethical Theories and an Application to the Treaty Rights Debate in Wisconsin. *Howard Journal of Communication*, 4, 1, 75-91.

Springston, Jeffrey K.; Keyton, Joann; Leichty, Greg and Metzger, Janet. (1992). Field Dynamics and Public Relations Theory: Towards the Management of Multiple Publics. *Journal of Public Relations Research*. 4, 2, 81-101.

Springston, Jeffrey K. (1992). Familiarity and Marketability of the Organizational Communication Major. *Bulletin of the Association for Business Communication*. September, 3, 93-96.

Metzger, Janet; Springston, Jeffrey K.; Weber, Doug and Larson, Paul (1991). The Wisconsin Treaty Rights Debate: Narrative of Conflict and Change in a Mid-level Moral Community. *International Journal of Intercultural Relations*, (2) 191-208.

Springston, Jeffrey K. and Keyton, Joann. (1991). *Interview Response Training*, *Bulletin of the Association for Business Communication*. September, (3) 28-31.

Keyton, Joann and Springston, Jeffrey K. (1990). Redefining Group Cohesiveness. *Small Group Research*, (2) 234-254.

Metzger, Janet; Springston, Jeffrey K.; Weber, Doug and Larson, Paul. (1990). Recounted and Enacted Narratives: The Genesis and Endurance of Community as Found In the Treaty Rights Debate. *Howard Journal of Communications*, September, (3) 36-60.

OTHER REFEREED CHAPTERS, ABSTRACTS, PROCEEDINGS, AND BRIEFS:

Esther R. Smith-Howell', Susan M. Rawl ', Victoria Champion. Celette Sugg Skinner, Jeffrey Springston, Connie Krier', et. al., (2011). Exploring the Role of Cancer Fatalism as a Barrier to Colorectal Cancer Screening, *Western Journal of Nursing Research* 33(1) 140–141.

Krier CJ, Skinner CS, Champion VL, Springston J, Perkins SM., Tong Y, Gebregziabher N, Imperiale TF, Brady-Watts T, Myers LJ, Rawl SM, A computer-tailored intervention increases patient-provider discussion and appointment making for colorectal cancer screening (abstract). *Proceedings of the American Association for Cancer Research*, Volume 52, April 2011.

Rawl S, Sugg Skinner C, Champion V, Springston J, Perkins S, Tong Y, Gebregziabher N, Krier C, Rhyant B, Russell K, Imperiale T, Willis D, & Jones Myers L. (2010). Predictors of readiness to screen for colorectal cancer in primary care patients (abstract). *Annals of Oncology 21* (Suppl 6):vi31-vi121.

Rawl SM, Skinner CS, Champion VL, Springston J, Perkins S, Tong Y, Gebregziabher N, Krier C, Rhyant B, Russell K, Imperiale T, Willis D, Myers LM. (2010). Predicting Stage of Readiness to Screen for Colorectal Cancer among African Americans (abstract). *International Journal of Behavioral Medicine 17*(Suppl 1): S167-S168.

Champion, Victoria L.; Springston, Jeffrey K.; Zollinger, Terry; Saywell, Robert, Russell, Kathy; Monahan, Patrick and Zhao, Quixen. (2005). Tailored vs. targeted interventions to increase mammography adherence in low-income African American women. *Oncology Nursing Forum* , 32(1), 151-152.

Springston, Jeffrey K. (2001). Public Relations and Communication Technology. *Handbook of Public Relations*, (Robert Heath & Gabriel Vasquez, Eds.). Sage Publications. Thousand Oaks, CA, 603-614.

Springston, Jeffrey K. And Keyton, Joann. (2001). Public Relations Field Dynamics, *Handbook of Public Relations*, (Robert Heath & Gabriel Vasquez, Eds.). Sage Publications. Thousand Oaks, CA, 191-204.

Springston, Jeffrey K., Chaloux, Danielle and Trammell, James. (2000). Health Website Effectiveness. *Business Research Yearbook: Global Business Perspectives*, (Jerry Biberman & Abbass Alkhafaji, Eds.), Vol. 7, 331-335, IABD Press, Slippery Rock, PA.

Springston, Jeffrey K. (1997). Application of Public Relations Theory to Breast Cancer Screening: A Worksite Study, *Business Research Yearbook: Global Business Perspectives*, (Jerry Biberman & Abbass Alkhafaji, Eds.), Vol. 4. 762-766, IABD Press, Slippery Rock, PA.

Springston Jeffrey K. (1997). Assessing the Group Field, *Business Research Yearbook: Global Business Perspectives*, (Jerry Biberman & Abbass Alkhafaji, Eds.), Vol. 4., 767-771, IABD Press, Slippery Rock, PA.

Springston, Jeffrey K. and Chmielewski, Terry. (1989). Differences in Communication Patterns Among Highly Effective, Moderately Effective, and Ineffective Groups. Proceedings of the Association for Business Communication International Conference, 19-28.

Keyton, Joann and Springston, Jeffrey K. (1989). I Don't Have To Tell Him That, Do I? An Investigation of Responses to Potentially Discriminating Questions. Proceedings of the Association for Business Communication International Conference, 69-86.

INVITED MONOGRAPHS AND BOOK CHAPTERS:

Springston, Jeffrey K. (Forthcoming). Public Health Campaigns. In Robert L. Heath (Ed.) *Encyclopedia of Public Relations*. Sage Publications. Thousand Oaks, CA.

Springston, Jeffrey K. (Forthcoming). Public Relations Field Dynamics. In Robert L. Heath (Ed.) *Encyclopedia of Public Relations*. Sage Publications. Thousand Oaks, CA.

Springston, Jeffrey K. and Lariscy, Ruth Ann Weaver. (2010). Public relations and community health promotion. *Handbook of Public Relations*, (Robert Heath, Ed.). Sage Publications. Thousand Oaks, CA. pp. 547-556.

Springston, J. K., Avery, E. J., Sallot, L. M. (2009). Influence theories: Rhetoric, persuasion, and information. In H. D. O'Hair and R. L. Heath (Eds.), *Handbook of Risk and Crisis Communication*. Routledge, NY: 268-284.

Sallot, L. M., Avery, E. J., & Springston, J. K. (2009). Opportunity knocks: Putting communication research into the travel and tourism risk and crisis literature. In H. D. O'Hair and R. L. Heath (Eds.), *Handbook of Risk and Crisis Communication*. Routledge, NY: 654-662.

Springston, Jeffrey K. (2004). Public Health Campaigns. In Robert L. Heath (Ed.) *Encyclopedia of Public Relations*. Sage Publications. Thousand Oaks, CA., Vol. 2, 669-673.

Springston, Jeffrey K. (2004). Public Relations Field Dynamics. In Robert L. Heath (Ed.) *Encyclopedia of Public Relations*. Sage Publications. Thousand Oaks, CA., Vol. 2, 691-693.

Springston, Jeffrey K. and Lariscy, Ruth Ann. (2003). Health as Profit: Public Relations and Advertising in Health Communication, *Handbook of Health Communication*. (Ann Dorsey, Kathy Miller, Roxanne Parrott, and Teresa Thompson, Eds.) Lawrence Erlbaum Associates. Hillsdale, NJ., 537-556.

Wright, Donald; Grunig, Larissa; Springston, Jeffrey K., and Toth, Elizabeth. (1992). *Under the Glass Ceiling: An Analysis of Gender Issues in American Public Relations*. Public Relations Society of America Monograph.

Keyton, Joann and Springston, Jeffrey K. (1992). Response Alternatives to Discriminatory Interview Questions. in David M. Saunders (Ed.), *New Approaches to Employment Management*. JAI Press, 159-185.

Springston, Jeffrey K. and Keyton, Joann. (1988). The Prevalence of Illegal Questions in Pre-Employment Screening. in S.J. Bruno (Ed.), *Global for Business Communications: Theory, Technology, and Practice*, Association For Business Communication, 53, 247-266.

TRADE PUBLICATIONS:

Wright, Donald and Springston, Jeffrey K. (1991). Gender Gap Narrowing, *Public Relations Journal*, June, 22-24.

Keyton, Joann and Springston, Jeffrey K. (1991). What Did You Ask Me. Managing Your Career. *The Wall Street Journal*. (2) 35-27.

Springston, Jeffrey K. and Keyton, Joann. (1990). How to Retain Your Rights While Maintaining Your Job Chances. *College Placement Council Annual*. (1) 48-58.

NON-REFEREED CONFERENCE PROCEEDINGS:

Keyton, Joann and Springston, Jeffrey K. (1990). Interviewer Response Preferences in Employment Interviews: It's the Interviewee's Responsibility. Proceedings of the Conference of Employee Responsibilities and Rights, 36-48.

Springston, Jeffrey K. and Keyton, Joann. (1989). An Assessment of Employer and Applicant Communication in the Pre-Employment Interview. In W.J. Smith and R. Elkin (Eds.) Proceedings of the Tenth Annual Southern Regional Industrial Relations Academic Seminar, 95-97.

Keyton, Joann and Springston, Jeffrey K. (1989). Employee Perceptions of Responsibilities and Rights: A Communication Approach.. In J.W. Robinson (Ed.), Proceedings of the Council of the Employee Responsibilities and Rights Conference, 3, 251-272.

Springston, Jeffrey K. and Keyton, Joann. (1988). So Tell Me, Are You Married? When the Interviewee Knows You're Asking An Illegal Question. In J.W. Robinson (Ed.), Proceedings of the Council of the Employee Responsibilities and Rights Conference, 2, 177-186.

CONFERENCE PAPERS, PANELS AND POSTERS:

Christy, SM, Perkins, SM., Tong, Y, Gebregziabher, N, Krier, C, Champion, VL., Skinner, CS., Springston, J., Rhyant, B., Imperiale, TF., & Rawl, S.M, Predictors of Colorectal Cancer Screening Discussions between African-American Patients and their Providers. Poster presented at the Society of Behavioral Medicine, 33rd Annual Meeting, New Orleans, LA, April 13, 2012.

Christy, SM, Perkins, SM., Tong, Y, Gebregziabher, N, Krier, C, Champion, VL., Skinner, CS., Springston, J., Rhyant, B., Imperiale, TF., & Rawl, S.M, Predictors of Colorectal Cancer Screening Discussions between African-American Patients and their Providers. Poster presented at the Richard L. Roudebush Veterans Affairs Medical Center 4th Annual Research Symposium, Indianapolis, IN, April 25, 2012.

Choi, Hojoon and Springston J. How to Use Health and Nutrition-Related (HNR) Claims Effectively on Food Advertising: Comparison of has been accepted for presentation at the

2011 American Academy of Advertising Conference to be held in Mesa, Arizona, April 7-10, 2011.

Krier CJ, Skinner CS, Champion VL, Springston J, Perkins SM., Tong Y, Gebregziabher N, Imperiale TF, Brady-Watts T, Myers LJ, Rawl SM. A Computer-Tailored Intervention Increases Patient-Provider Discussion and Appointment Making for Colorectal Cancer Screening. Poster presented at the Richard L. Roudebush Veterans Affairs Medical Center 3rd Annual Research Symposium, Indianapolis, IN, May 10, 2011.

Krier CJ, Skinner CS, Champion VL, Springston J, Perkins SM., Tong Y, Gebregziabher N, Imperiale TF, Brady-Watts T, Myers LJ, Rawl SM. A Computer-Tailored Intervention Increases Patient-Provider Discussion and Appointment Making for Colorectal Cancer Screening. Poster presented at the Indiana University Simon Cancer Center Cancer Research Day, Indianapolis, IN, May 26, 2011.

Rawl SM, Skinner CS, Champion VL, ; Springston J, Perkins S, Tong Y, Gebregziabher N, Krier C, Rhyant B, Russell K, Imperiale T, Willis D, Myers LM. Predicting Stage of Readiness to Screen for Colorectal Cancer among African Americans. Poster presented at the 11th International Congress of Behavioral Medicine, Washington DC, August 4-7, 2010.

Rawl, S.M., Skinner, C.S., Champion, V., Springston, J., Perkins, S., Tong, Y., Gebregziabher, N., Krier, C., Rhyant, B., Russell, K., Imperiale, T., Willis, D., & Myers, L.J. Use of a Tailored Interactive Computer Intervention in Primary Care Changes Health Beliefs about Colorectal Cancer Screening. Presented at 34th Annual Midwest Nursing Research Society Conference, April 8 – 11, 2010, Kansas City, MO.

Smith-Howell, E.R., Rawl, S.M., Champion, V.L., Skinner, C.S., Springston, J., Krier, C., Russell, K.M., Perkins, S., Rhyant, B., Lloyd, F., Willis, D., Imperiale, T., & Myers, L.J. Exploring the Role of Cancer Fatalism as a Barrier to Colorectal Screening. Poster presented at 34th Annual Midwest Nursing Research Society Conference, April 8 – 11, 2010, Kansas City, MO.

Smith-Howell, E.R., Rawl, S.M., Champion, V.L., Skinner, C.S., Springston, J., Krier, C., Russell, K.M., Perkins, S., Rhyant, B., Lloyd, F., Willis, D., Imperiale, T., & Myers, L.J. “Exploring the Role of Cancer Fatalism as a Barrier to Colorectal Screening”. Poster presented at the Richard L. Roudebush Veterans Affairs Medical Center 2nd Annual Research Symposium; April 28, 2010, Indianapolis, IN.

Rawl, S.M., Champion, V.L., Skinner, C.S., Springston, J., Russell, K.M., Krier, C., Perkins, S., Rhyant, B., Lloyd, F., Willis, D., Doebbeling, D., & Imperiale, T. Developing and Pretesting a Tailored Interactive Computer Program to Promote Colon Cancer Screening. Poster presented at the Richard L. Roudebush Veterans Affairs Medical Center 2nd Annual Research Symposium; April 28, 2010, Indianapolis, IN.

Smith-Howell, E.R., Rawl, S.M., Champion, V.L., Skinner, C.S., Springston, J., Krier, C., Russell, K.M., Perkins, S., Rhyant, B., Lloyd, F., Willis, D., Imperiale, T., & Myers, L.J. "Exploring the Role of Cancer Fatalism as a Barrier to Colorectal Screening". Poster presented at Cancer Research Day, IU Simon Cancer Center, Indianapolis, IN May 5, 2010.

Rawl, S.M., Champion, V.L., Skinner, C.S., Springston, J. (2009). "Developing and Pre-testing a Tailored Interactive Computer Program to Promote Colon Cancer Screening". Poster presented at the 11th Annual National Dialogue for Action Conference, April 1-3, Baltimore, MD.

Thomas, Patricia; Springston, Jeffrey K. & Weaver-Lariscy, Ruth Ann. A survey of low-income health information consumers in the Southeast. Paper presented at the National Conference on Health Communication, Marketing, and Media. August 12-14, 2008. Atlanta, GA.

Steele, Susan; Champion, Victoria; Skinner, Celette; Rawl, Susan; Springston, Jeffrey; Russell, Kathleen; Buchanan, Adam; Hickey, Sara; and Magnarella, Mark. Development and Testing of a Tailored Interactive DVD to Enhance Mammography Adherence. National Conference on Cancer Nursing Research, February 8–10, 2007, Hollywood, CA.

Springston, Jeffrey K., Champion, Victoria L., Monahan, Patrick, and Johnson-Avery, Elizabeth. A comparison of media interventions to change knowledge and beliefs of low-income African American women about breast cancer screening. Presented at the Health Communication Division of the National Communication Association National Conference in San Antonio, TX, November 2006.

Champion, Victoria L., Springston, Jeffrey K., Zollinger, Terrell W., Saywell, Robert M., Russell, Kathleen and Steele, Susan K. "Tailored vs. targeted interventions to increase mammography adherence in low-income African American women." 13th Annual Conference of the International Society for Quality of Life Research, Lisbon, Portugal, October 11-14, 2006.

Jones, Karyn O., Denham, Bryan E. and Springston, Jeffrey K. Effects of Mass and Interpersonal Communication on Breast Cancer Screening: Advancing Agenda Setting Theory in Health Contexts. To be presented at the National Communication Association National Conference in Boston, MA., November, 2005.

Springston, Jeffrey K. Health Public Relations: Bridging the Gap Between Practitioners and Academia. Health Academy 2005 Spring Conference, Washington, D.C., May, 2005.

Springston, Jeffrey K. and Lariscy, Ruth Ann. A Survey of Public Information Officers at State Departments of Health. National Communication Association National Conference in Chicago, IL., November, 2004.

Galen, Robert S., Springston, Jeffery K., Hill, Marilyn, Sandmann, Lorilee, Kiley, Richard, and Provost, Melanie. Strategic Alliances to Provide Cancer Information Through Web-enabled Kiosks in Pharmacies and the Workplace. Presented at the Canadian Society of Telehealth / Société Canadienne de Télésanté, Annual Conference, Québec City, Canada, October 3-5, 2004.

Jones, Karyn O. and Springston, Jeffrey K., Channels of Health Communication and Audience Characteristics. Presented to the Health Communication Division, National Communication Association National Conference, Chicago, IL, 2004.

Jones, Karyn O., Denham, Bryan E. and Springston, Jeffrey K., Effects of mass and interpersonal communication on breast cancer risk perceptions. Presented at the Midwest Association for Public Opinion Research Annual Conference, Chicago, IL., November, 2004.

Sandmann, Lorilee, Galen, Robert and Springston, Jeffrey K. Reducing the Incidence of Cancer through Community-Based Cancer Information Kiosks: Forging An Evaluation Trail. Presented to the International Conference on Overcoming Health Disparities, Atlanta, GA, October, 2004.

Springston, Jeffrey K.; Becker, Lee and Vlad, Tudor. The Ailing State of Health News Coverage: Is Public Relations the Antidote? Presented to the Public Relations Division, National Communication Association National Conference, Miami, FL, November 2003.

Springston, Jeffrey K. and Lariscy, Ruth Ann. "The Role of Public Relations in For-Profit Health Care," Paper delivered to the Health Communication Division, 2001 American Public Health Association National Conference.

White, Ann Marie and Springston, Jeffrey K. "Health Public Relations: How Threat Messages Are Used in Skin Cancer Print Materials." Paper delivered to the: Public Relations Division, 2001 National Communication Association National Conference.

Englehart, Kimberly J., Sallot, Lynne M., and Springston, Jeffrey K. "Compassion Without Blame Testing the Accident Decision Flowchart with the Crash of ValuJet Flight 592." Paper delivered to the: Public Relations Division, 2001 National Communication Association National Conference.

Springston, Jeffrey, Chaloux, Danielle and Trammell, Jim. (March, 2000) Analysis of State Department of Health Websites. Corporate Communications Track, International Academy of Business Disciplines, Las Vegas, NV.

Springston, Jeffrey and Champion, Victoria. (1999, November) Public Relations and

Cultural Aesthetics: Promoting Health. Public Relations Division, National Communication Association Conference, Chicago, IL.

Springston, Jeffrey K. (1999, March). New Technology and Public Relations Instruction. Public Relations Track, International Academy of Business Disciplines, Chicago, IL.

Springston, Jeffrey K. (1998, November). Service Learning: A Winning Scenario. , Public Relations Division, National Communication Association Conference, New York, NY.

Springston, Jeffrey K. (1998, February). Promoting Breast Cancer Screening Among Low-Income African American Women: A Tailored Computer-Assisted Instruction Approach. Health Communication Division, Western States Communication Association, Denver, CO. (Top Three Paper)

Springston, Jeffrey and Champion, Victoria. (1997, November). Tailoring to Cultural Aesthetics, Springston J & Champion V, Health Communication Division, National Communication Association Conference, Chicago, IL.

Springston, Jeffrey K. (1997, November). Using Simulation to Teach Public Relations Theory, Public Relations Division, National Communication Association Conference, Chicago, IL.

Springston, Jeffrey K. (1997). Application of Public Relations Theory to Breast Cancer Screening, Public Relations Track, International Association of Business Disciplines, Orlando, FL.

Springston, Jeffrey K. (1996). The Role Of Computer-Assisted Instruction In Breast Cancer Screening, Health Communication Division, Speech Communication Association Conference, San Diego, CA.

Springston, Jeffrey and Keyton, Joann. (1996). Crisis Management and the Role of the Group Field, Speech Communication Association Conference, Public Relations Division, San Diego, CA.

Springston, Jeffrey K. (1995). Coordination of Organizational Boundary Spanning: A Public Relations Management Function, Speech Communication Association Conference, Public Relations Division, San Antonio, TX.

Springston, Jeffrey K. (1994). Assessing in Three Dimensions: The Field Dynamics Scale, Speech Communication Association Conference, Public Relations Commission, New Orleans, LA.

Springston, Jeffrey K. (1993). A Reappraisal of the Symmetrical Model of Public Relations, Speech Communication Association Conference, Public Relations Commission, Miami, FL.

Springston, Jeffrey and Leichy, Greg. (1993). Boundary Spanning Activities in Public Relations. Public Relations Interest Group, Joint Conference of the Central States and Southern Communication Associations, Lexington, KY. (Top Three Paper)

Springston, Jeffrey and Leichy, Greg. (1992). Elaborating Public Relations Roles. Speech Communication Association Conference, Public Relations Commission, Chicago, IL.

Hiring a Public Relations Director: A Case Study for Group Decision-Making. Springston J & Keyton J. Southern States Communication Association Conference, April, 1992.

Field Dynamics: Toward The Management of Multiple Publics. Springston J, Leichy G, Keyton J, and Metzger J. Speech Communication Association Conference, Public Relations Commission, Atlanta, GA, November, 1991. (Top Three Paper)

The Distribution of Warning Labels in Tobacco Advertising: A content Analysis of Magazine Advertising. Rosene J, Huff W, Leichy G & Springston J. Speech Communication Association Conference, Mass Communication Division, Atlanta, GA, November, 1991.

Sex Differences Still Are Important in Public Relations. Wright, D. & Springston J. International Communication Association Conference, Public Relations Interest Group, Chicago, May 1991.

Testing Relationships Between Gender and Organizational Role Hierarchy in Public Relations. Springston J & Wright D. International Communication Association Conference, Public Relations Interest Group, Chicago, May 1991.

Response Alternatives to Discriminatory Inquiries. Springston J & Keyton J. The Human Rights and Employment Interdisciplinary Perspectives Conference. McGill University, Montreal, Canada, May, 1991. Invited Paper.

Locus of Control, Interaction Involvement and Behavior in Task Groups. Springston J, Speech Communication Association National Conference, Division of Interpersonal and Small Group Interaction, Chicago, November, 1990.

Moving Toward a Symmetrical Model of Public Relations Practice. Springston J & Leichy G. Speech Communication Association National Conference, SCA Seminar Series, November, Chicago, 1990.

The Impact of Gender on Public Relations Practice. Wright D, Grunig L, Springston J, & Toth E. Invited Paper to the Assembly of the Public Relations Society of America, New York, NY, Nov. 3, 1990.

Recounted and Enacted Narratives: The Genesis and Endurance of Community as Found in the Treaty Rights Debate. Metzger J & Springston J. Narrative of the Human Sciences Conference: Project on Rhetoric of Inquiry, Iowa City, IA, July 5-8, 1990.

Employee Perceptions of Responsibilities and Rights: A Communication Based Approach. Springston J & Keyton J. Ethical and Philosophical Issues Division, Council of Employee Responsibilities and Rights, Orlando, FL, 1989.

An Assessment of Employer and Applicant Communication in the Pre-Employment Interview. Springston J & Keyton J. Southern Regional Industrial Relations Seminar, Morgantown, WV, 1989.

I Don't Have to tell Him That, Do I? An Investigation of Responses to Potentially Discriminating Questions. Keyton J & Springston J. Association for Business Communication, Las Vegas, NV, 1989.

Redefining Group Effectiveness: Replicating and Extending Under New Perspectives. Springston J & Keyton J. Interpersonal and Small Group Division, Speech Communication Association, San Francisco, CA, 1989.

How to Say "I Don't Want to Answer That!": A Response Strategy Model for Potentially Discriminatory Questions. Springston J & Keyton J. Applied Communication Division, Speech Communication Association, San Francisco, CA, 1989.

The Difficulty in Showing Group Interaction, Springston J, Dimension Series, Speech Communication Association, San Francisco, CA, 1989.

Defining and Quantifying Potentially Discriminatory Questions in Employment Interviewing. Springston J, Applied Communication Division, Speech Communication Association, San Francisco, CA, 1989.

Differences in Communication Patterns Among Highly Effective, Moderately Effective, and Ineffective Groups, Springston J & Chmielweski T. Association for Business Communication, Las Vegas, NV, 1989.

A View of the Validity and Possible Application of SYMLOG, Springston J, Association for Business Communication Midwest Regional Conference, Covington, KY, 1989.

A Visibility Assessment of the Organizational Communication Major in Off-Campus Organizations, Springston J, Association for Business Communication Midwest Regional Conference, Covington, KY, 1989.

A SYMLOG Field Analysis of Relevant Factions in the Wisconsin Chippewa Indian Treaty Rights Issue, Springston J, International Society for Intercultural Education, Training and Research, Boston, MA, 1989.

A SYMLOG Analysis of Group Conflict, Orientation, and Evaluation, Chmielewski T & Springston S. Speech Communication Association, New Orleans, LA, 1988.

The Prevalence of Potentially Illegal Questions in Pre-Employment Screening, Springston J & Keyton J. International Conference of the Association for Business Communication, Indianapolis, IN, 1988.

So Tell Me, Are You Married? When the Interviewee Knows You're Asking An Illegal Question. Springston J & Keyton J. Council of Employee Responsibilities and Rights, Virginia Beach, VA, 1988.

The Role of Gender and Interaction Involvement in Small Task Oriented Groups, Springston J, Organization for the Study of Communication, Language, and Gender, Milwaukee, WI, 1987.

The Role of Personality in Task Groups, Springston J, Wisconsin Communication Association, Oconomowoc, WI, 1987.

SHORT COURSE PRESENTATIONS:

Field Dynamics: A Methodology for Managing Multiple Publics. Springston J, Keyton J and Leichty G. Speech Communication Association National Conference, Atlanta, GA, November 1991.

Exploring Groups: Theory Based Methodology for Research and Teaching. Springston J, Keyton J and Chmielewski T, International Communication Association, San Francisco, CA, 1989.

DISSERTATIONS/THESES/PROJECTS DIRECTED:

Culture and Credibility: The Sense-Making Process of Peruvian Parents Following Their Child's Cleft Diagnosis, Victoria M. Carter, Ph.D. Dissertation, 2013.

iPad Study on Television, Film, and Print News Content, Stephen McCreery, Ph.D. Dissertation, 2013

A News Coverage Comparison of Breast Cancer and Heart Disease, Colin Dunlap, Master's Thesis, 2009

Mortification as a Crisis Response Strategy in Hospital Malpractice Situations: A Content Analysis of www.SorryWorks.net, Elizabeth Swanson, 2008, Master's Thesis.

Implications of Mediated and Face-to-Face Communication in Membership Organizations, Stephanie Ray, 2005, Master's Thesis.

The Role of Perceptions of Genetics in the Occurrence of Breast Cancer. Karyn Jones, June, 2003, Ph.D. Dissertation.

The Sociology of Work in Public Relations Agencies. Edward Gans. Ph.D. Dissertation.

Analysis of fear appeals in skin cancer detection and prevention promotional materials. Ann-Marie Ciarciaglino, July, 2000. MA Thesis

Adam Pawlus, "Cancer detection and prevention literature and the Stages of Change Model." July 2001. MA Thesis

Public Relations and Charitable Foundation Promotion, Beverly Thompson, Master's Project, Indiana University, December, 1998. MA Project

Recasting Ideology as a Signifying Context, Brian Oberkirch, Master's Thesis, University of South Alabama, August, 1992. MA Thesis

Cultural Differences in Perceiving Face Threat: Comparisons Between Japanese and Americans, Yuka Ando, Master's Thesis, University of South Alabama, May, 1992. MA Thesis

SCHOLARLY REVIEWING:

Editorial Review Board, Journal of Applied Communication Research

Editorial Review Board, Journal of Public Relations Research

Editorial Advisory Board, Communication Currents

Reviewer, Public Relations Review

Reviewer, Health Communication

Advisory/Grant Review Panel, Medical College of Georgia/University of Georgia Collaborative Grant Program

Reviewer, Preventive Medicine

Reviewer, Mass Communication Quarterly

Advising Consultant, The Indiana University Center For Enhancing Quality of Life in Chronic Illness

Advisory/Grant Review Panel, Walther Cancer Institute

OTHER SERVICE AND SCHOLARLY ACTIVITIES

Chair of the National Communication Association Awards Committee (PR Division) 2001.

Chair of the Public Relations Division of the National Communication Association, 1998.

Creator of the PRFORUM, a public relations Internet list.

Manager of the PRide, the Public Relations Division of the National Communication Association Internet list.

Web Page Developer for the Public Relations Division of the National Communication Association.

Member of the 1995 PRide Awards Committee for the Public Relations Division of the Speech Communication Association.

Paper Respondent. Speech Communication Association Conference, Public Relations Division, New Orleans, LA, 1994.

Paper reader for the Public Relations Division - 1994 Speech Communication Association Conference.

Member of the Nominations Committee for the Public Relations Commission, Speech Communication Association, 1993.

Paper Respondent, Public Relations Commission, Speech Communication Association Conference, Chicago, IL, 1992.

Paper Reader--Public Relations Commission, Speech Communication Association, 1992.

Paper Reader--Research Committee of the Public Relations Division, Association for Education in Journalism and Mass Communication, 1991.

Paper Respondent. Speech Communication Association Conference, Organizational Communication Division, Atlanta, GA, 1991.

Organizational Communication Division Program Chair, Council of Employee Responsibilities and Rights Conference, 1990.

Paper Respondent. Organizational Communication Division, Council of Employee Responsibilities and Rights Conference, Orlando, FL., 1990.

Panel Discussant on Employee Handbooks, Council of Employee Responsibilities and Rights, Orlando, FL., 1989.

Panel Moderator. Employment Issues Interest Group, Association for Business Communication, Indianapolis, IN, 1988.

Paper Respondent. Contemporary Employment Practices Division, Council of Employee Responsibilities, Virginia Beach, VA, 1988.

HONORS:

“The Role of Public Relations in For-Profit Health Care,” Jeffrey K. Springston and Ruth Ann Weaver Lariscy, was part of the top ranked panel in the Health Communication Division of the 2001 American Public Health Association National Conference.

Kappa Tau Alpha, May, 1999.

Finalist for the Indiana University School of Journalism Gretchen Kemp Teaching Fellowship Award, 1997.

Service Learning Award Recipient, IUPUI, 1996.

One of 12 social scientists selected system-wide for the 1994 Indiana University Social Science Grant Writing Fellowship.

Top Three Paper. Public Relations Interest Group, Joint Conference of the Central States and Southern Communication Associations, Lexington, KY, April, 1993.

Top Three Paper. Public Relations Commission, Speech Communication Association Conference, Atlanta, GA November, 1991.

Ohio State University, Nominated for the Emery Award for Outstanding Scholarship and Teaching, 1985.

COLLEGE AND UNIVERSITY SERVICE:

1998-Present: University of Georgia Distance Education Task Force, University of Georgia Strategic Plan Evaluation Committee, College Graduate Committee Chair, Executive Committee, College Information Resources Committee, University of Georgia Research Communications Group, Knight Journalism Chair in Health and Medicine Search Committee member, Chair, University of Georgia New Media Institute 3rd Year Program Review, Chair. University of Georgia Health Research Initiative Committee, College Technology Committee, Chair, Department of Advertising and Public Relations Masters Comprehensive Exam Committee.

1997-1998: IU Cancer Control Committee; Internet Resource Instructional Centre

Development Committee; IUPUI Budgetary Committee; IUPUI Review and Assessment Committee; IU Journalism School Undergraduate Curriculum Committee; Bureau of Media Research; IUPUI Student Technology Committee; Adjunct Professor, Department of Philanthropy

1996-1997: IU Cancer Control Committee; IRIS Centre Development Committee; Integrated Technologies Advisory Committee; IU Journalism School Undergraduate Curriculum Committee; Bureau of Media Research; IUPUI Student Technology Committee; Adjunct Professor, Department of Philanthropy

1995-1996: IU Cancer Control Committee; Integrated Technologies Advisory Committee; IU Journalism School Undergraduate Curriculum Committee; Bureau of Media Research; IU Journalism School Policy Committee; IU School of Nursing Steering Committee; IUPUI Student Technology Committee; IUPUI Faculty Council; Adjunct Professor, Department of Philanthropy

1993-1994: IU Journalism School Curriculum Committee; Bureau of Media Research; IU Journalism School Dean Evaluation Committee; IUPUI Programs and Assessment Committee; IUPUI Faculty Council; 25th Anniversary Committee; IU School of Journalism-IUPUI Publications Task Force, IUPUI Publicity Committee

1992-1993: IUPUI External News Director Search Committee; 25th Anniversary Committee; Student Technology Committee; Teaching Standards Committee

1989-1992: University Faculty Senate; University Budget Committee; University Student Enrollment and Academic Planning Committee; Chair, Department Search Committees; Graduate Program Admissions Committee; Public Relations Student Society Faculty Advisor 1986-1989: Department Curriculum Committee; Search Committees; Basic Course Committee; Faculty Advisor of the International Association of Business Communication Student Chapter.

1984-1986: Student Chapter of the American Society of Training and Development, California State University

1982-1983: Graduate Member of the Curriculum Committee, California State University at Los Angeles

1977-1980: Member of the Broadcasting, and Journalism Clubs, Colorado State University.

COMMUNITY SERVICE:

Board of Advisors, Athens Health Network, 2008-Present.

Served as a judge for the Health Communication Program Awards, Centers for Disease Control and Prevention, 2003-2006.

Initiated and directed student projects in ADPR5950 Public Relations Campaigns for The American Cancer Society Northeast Georgia Chapter, Athens Humane Society, Children's Medical Services of Georgia, Community Connections, Covenant Counseling Center, Sanctuary on the Sapelo, (a wildlife rehabilitation center near Sapelo Island, Georgia), Special Olympics Georgia, University of Georgia Honors Program, Whit Davis Elementary School, Y-Clubs of Georgia, 1999-2003.

Participated in a panel discussion on public relations ethics for the Hoosier Chapter, Public Relations Society of America, June, 1997.

Presented a preparatory workshop to PRSA members preparing for the PRSA Accreditation exam, June, 1997.

Presented a workshop on public relations applications on intranets for the Indianapolis Chapter of the International Association of Business Communicators, May, 1997.

Initiated and directed student projects in J429/529 Public Relations Campaigns and J460/560 Public Relations Research for the following charitable and not-for-profit organizations: American Heart Association, the IRIS Centre, and the Little Red Door Cancer Agency, Spring 1997.

One of three local representatives of the Hoosier Chapter of the Public Relations Society of America in a live national video conference to discuss the implications of new media technology on the practice and teaching of public relations, June 1996.

Presented a workshop on baseline and return on investment research techniques for the Indianapolis Chapter of the International Association of Business Communicators, June, 1996.

Presented three speeches to attendees of an IU School of Journalism sponsored public relations and marketing workshop for the Indiana Department of Environmental Management, 1996.

Directed three student teams on their campaign projects for the Central Indiana American Cancer Society, the Indianapolis Zoo, and the Indiana Children's Wish Foundation, Spring, 1996.

Panel participant in an Indianapolis Chapter of the International Association of Business Communicators workshop to discuss the role of public relations education in the advancement of working communication professionals, February, 1996.

Presented a preparatory workshop to PRSA members preparing for the PRSA Accreditation exam, February, 1996.

Presented a one hour workshop on the role of public relations in start-up businesses to the Indianapolis Downtown Development Committee, October, 1995.

Presented a two hour workshop on public relations and the media to an OASIS (Older Adult Service and Information System) class, October 1995.

Presented a six hour workshop for Indianapolis PRSA members on evaluation research techniques in April, 1995.

Presented a one hour workshop to not-for-profit and educational employees on basic public relations principles for the Vision Indianapolis Project in May, 1995.

Presented a one hour workshop on desktop video for the Association of Technical Writers in May, 1995.

Presented a one hour workshop on desktop video to IUPUI faculty in March, 1995.

Counseled the Indiana Literacy Coalition on publicity and public relations strategies, 1994

Assisted the Indianapolis Council On The Humanities on their campaign for international and multicultural awareness, 1993.

Crises Management Workshop, Presented at the Public Relations Council of Alabama Annual Conference, Gulf Shores, AL, October 1991.

"Factoring in Organizational Culture in Human Resource Development Efforts," Workshop presented to the Mobile American Society for Training and Development Chapter, 1991.

"Public Relations and Journalism: A Symbiosis," Presented at the Fifth Annual Student Journalism Workshop, Society of Professional Journalists-Mobile Chapter, University of South Alabama, 1991.

"Avoiding the Use of Illegal Questions in the Employee Selection Process." Workshop presented to the Mobile Personnel Association, 1990.

CONSULTING:

Bibb County Georgia Board of Commissioners
Clayton County Georgia Public Schools
Communico, Inc.
Dupont Corporation
East Georgia Cancer Coalition
Greene County Georgia Public Schools
Hancock Memorial Hospital

LG Electronics Corporation
McDonald's Corporation
Midwest Gas Association
Oconee County Georgia Chamber of Commerce