

## 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**

2014 - present      Director, Center for Communication, Culture, and Change  
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.

### **External Grants and Awards**

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 - 2011      Co-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.

***(External Grants and Awards, continued)***

- 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).

***Pending***

- 2014- 2019 Principal Investigator, "Beyond Survivorship Care Plans: The Motivated Management of Survivorship Health." NIH/NCI, \$2,526,747. This project will test the impact of a comprehensive program of survivorship care on both long- and short-term behaviors and physical and psychosocial health outcomes for prostate cancer survivors in a community-based setting.
- 2014-2019 Co-Investigator, "Interdisciplinary Cancer Prevention Research Internship Program." NIH/NCI, \$1.61 million. (PI: Dorothy Teegarden.) This project seeks to encourage transdisciplinary cancer research careers among graduate and undergraduate students at Purdue University through seminars and research lab experience.

**Internal Grants and Awards**

Jan-Dec 2014	Principal Investigator, "Pilot study of professional clinical trial recruiters." Purdue University, Enhancing Research in the Social Sciences funding program, \$24,817. This study will use focus group methodology to identify key communication principles that enhance clinical trial recruitment.
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.
Fall 1994	Tuition Scholarship, Department of Communication, University of Arizona. Scholarship awarded on the basis of academic performance.
Fall 1993	Tuition Scholarship, Department of Communication, University of Arizona.

**Peer-Reviewed Journal Articles**

- Quick, B.L., Anker, A.E., Feeley, T.H., & Morgan, S.E. (in press). An examination of three theoretical models to explain the organ donation attitude-registration discrepancy among mature adults. *Health Communication*.
- Jensen, J.D., King, A.J., Carcioppolo, N., Krakow, M., Samadder, J., Morgan, S.E. (in press). Comparing tailored and narrative worksite interventions at increasing colonoscopy adherence in adults 50-75. *Social Science and Medicine*.
- Quick, B., Morgan, S.E., and Bosch, D. (in press). Grey's Anatomy viewing and organ donation attitude formation: Examining mediators bridging this relationship among African Americans, Caucasian, and Latinos. *Communication Research*.
- Quick, B. L., Bosch, D., & Morgan, S. E. (in press). Message framing and medium considerations for becoming newly eligible teen organ donor registrants. *American Journal of Transplantation*.
- Morgan, S.E. & Feeley, T.H. (2013). Clarifications on mass media campaigns promoting organ donation. *Medicine, Healthcare and Philosophy*. 16, 865-868.
- Long, S. D., Morgan, S. E., Harrison, T. R., Afifi, W. A., Stephenson, M. T., Reichert, T. & Morse, C. (2013). When families talk: Applying Interpretive Phenomenological Analysis (IPA) to African American families discussing their awareness, commitment, and knowledge of organ donation. *Journal of the National Medical Association*, 104, 555-63.

**(Peer-Reviewed Journal Articles, continued)**

- Quick, B., LaVoie, N., Bosch, D., Scott, A. & Morgan, S.E., (2012). Perceptions about organ donation among African American, Hispanic, and White High School Students. *Qualitative Health Research*, 22 921-933.
- Harrison, T. R., Morgan, S. E., & Williams, E. (2012). A method for assessing the interaction environment of organizations. *Journal of Modern Accounting and Auditing*, 8, 1512 - 1522.
- King, A. J., Williams, E. A., Harrison, T. R., Morgan, S. E., & Havermahl, T. (2012). The "Tell Us Now" campaign for organ donation: Using message immediacy to increase donor registration rates. *Journal of Applied Communication Research*, 40, 229-246.
- Morgan, S. E., Stephenson, M. T., Afifi, W., Harrison, T. R., Long, S. D., & Chewning, L. V. (2011). The University Worksite Organ Donation Campaign: An evaluation of the impact of communication modalities on the willingness to donate. *Clinical Transplantation*, 25, 600-605.
- Harrison, T. R., Morgan, S. E., Chewning, L. V., Williams, E., Barbour, J., Di Corcia, M., & Davis, L. (2011). Revisiting the worksite in worksite health campaigns: Evidence from a multi-site organ donation campaign. *Journal of Communication*, 61, 535-555.
- Harrison, T. R., Morgan, S. E., King, A. J., & Williams, E. A. (2011). Saving Lives Branch by Branch: The Effectiveness of Driver Licensing Bureau Campaigns to Promote Organ Donor Registry Sign Ups to African Americans in Michigan. *Journal of Health Communication*, 1-15.
- Kim, J.N., Shen, H., & Morgan, S.E. (2011). Information behaviors and problem chain recognition effect: Applying situational theory of problem solving to organ donation issues. *Health Communication*, 26, 171- 185.
- Morgan, S.E., King, A.J., Smith, J.R., & Ivic, R. (2010). A kernel of truth? The impact of storylines exploiting myths about organ donation on the public's willingness to donate. *Journal of Communication*, 60, 778-796.
- Harrison, T. R., Morgan, S. E., King, A. J., Di Corcia, M. J., Williams, E. A., Ivic, R. K., & Hopeck, P. (2010). Promoting the Michigan Organ Donor Registry: Evaluating the impact of a multi-faceted intervention utilizing media priming and communication design. *Health Communication*, 25, 700-708.
- Morgan, S.E. & Harrison, T.R. (2010). The impact of health communication research on organ donation outcomes in the United States. *Health Communication*, 25, 589-592.
- Morgan, S.E., Harrison, T.R., Chewning, L.V., DiCorcia, M.J., & Davis, L.A. (2010). The Workplace Partnership for Life: The effectiveness of high- and low-intensity worksite campaigns to promote organ donation. *Communication Monographs*, 77, 341-356.
- Morse, C., Afifi, W. A., Morgan, S. E., Stephenson, M. T., Reichert, T., Harrison, T. R., & Long, S. D. (2009). Religiosity, anxiety, and discussions about organ donation: Understanding a complex system of associations. *Health Communication*, 24, 156-164.
- Morgan, S. E., Movius, L., & Cody, M. (2009). The power of narratives: The effect of organ donation entertainment television storylines on the attitudes, knowledge, and behaviors of donors and non-donors. *Journal of Communication*, 59, 135-151.
- Morgan, S. E. (2009). The intersection of conversation, cognitions, and campaigns: The social representation of organ donation. *Communication Theory*, 19, 29-48.

**(Peer-Reviewed Journal Articles, continued)**

- Stephenson, M. T., Morgan, S. E., Roberts-Perez, S. D., Harrison, T., Afifi, W., & Long, S. D. (2008). The role of religiosity, religious norms, subjective norms, and bodily integrity on signing an organ donor card. *Health Communication, 23*, 436-447.
- Morgan, S. E. (2008). Does entertainment media's depiction of organ donation function as public watchdog or unethical amusement? *Health Communication, 23*. 396-398.
- Harrison, T. R., Morgan, S. E., & Chewning, L. V. (2008). The challenges of social marketing of organ donation: News and entertainment coverage of donation and transplantation. *Health Marketing Quarterly, 25*, 33-65.
- Morgan, S. E., Stephenson, M. T., Harrison, T. R., Afifi, W. A., & Long, S. D., (2008). Facts versus "feelings": How rational is the decision to become an organ donor? *Journal of Health Psychology, 13*, 644-658.
- Harrison, T. R., Morgan, S. E., & Di Corcia, M. (2008). The impact of organ donation education and communication training for gatekeepers: DMV clerks and organ donor registries. *Progress in Transplantation, 18*, 301 - 309.
- Morgan, S. E., Harrison, T. R., Long, S. D., Afifi, W. A., & Stephenson, M. T. (2008). In their own words: The reasons why people will (not) donate organs. *Health Communication, 23*, 23-33.
- Movius, L., Cody, M., Huang, G., Berkowitz, M. & Morgan, S. E. (2007, June). Motivating television viewers to become organ donors. *Cases in Public Health Communication & Marketing, 1*, 1-21. Accessible from [www.casesjournal.org](http://www.casesjournal.org).
- Morgan, S. E., Harrison, T. R., Chewning, L. V., DiCorcia, M., & Davis, L. (2007). Entertainment (mis)education: The framing of organ donation in entertainment television. *Health Communication, 22*, 143-151.
- Afifi, W. A., Morgan, S. E., Morse, C., Stephenson, M. T., Harrison, T. R., Reichert, T., & Long, S. D. (2006). Examining the decision to talk about organ donation: A test of the theory of motivated information management. *Communication Monographs, 73*, 188-215.
- Morgan, S. E. (2006). The many facets of reluctance: African-Americans and the decision (not) to donate organs. *Journal of the National Medical Association, 98*, 695-703.
- Morgan, S. E., Harrison, T. R., Afifi, W. A., Long, S. D., Stephenson, M. T., & Reichert, T. (2005). Family discussions about organ donation: How the media is used to justify opinions and influence others about donation decisions. *Clinical Transplantation, 19*, 674-682.
- Morgan, S. E. (2004). The power of talk: African-Americans' communication with family members and its impact on the willingness to donate organs. *Journal of Social and Personal Relationships, 21*, 117-129.
- DeSantis, A., & Morgan, S. E. (2004). Civil liberties, the constitution, and cigars: Anti-smoking conspiracy logic in Cigar Aficionado 1992-2001. *Communication Studies, 55*, 319-339.
- Morgan, S. E., & Arasaratnam, L. A. (2003). Intercultural friendships as social excitation: Sensation seeking as a predictor for intercultural friendship seeking behaviors. *Journal of Intercultural Communication Research, 32*, 175-186.
- Morgan, S. E., & Cannon, T. (2003) African Americans' knowledge about organ donation: Closing the gap with more effective persuasive message strategies. *Journal of the National Medical Association, 95*, 1066-1071.

**(Peer-Reviewed Journal Articles, continued)**

- Fitch, F., & Morgan, S. E. (2003). "Not a lick of English:" A narrative analysis of undergraduates' stories about international teaching assistants. *Communication Education*, 52, 297-310.
- Morgan, S. E., Palmgreen, P., Stephenson, M., Hoyle, R., & Lorch, E. (2003). Associations between formal message features and subjective evaluations of the sensation value of anti-drug public service announcements. *Journal of Communication*, 53, 1-15.
- DeSantis, A., & Morgan, S. E. (2003). Sometimes a Cigar [Magazine] is more than just a cigar [Magazine]: Pro-smoking arguments in *Cigar Aficionado*, 1992-2000. *Health Communication*, 15, 457-480.
- Morgan, S. E., Miller, J., & Arasaratnam, L. A. (2003). Similarities and differences between African Americans' and European Americans' attitudes, knowledge, and willingness to communicate about organ donation. *Journal of Applied Social Psychology*, 33, 693-715.
- Morgan, S. E., Miller, J., & Arasaratnam, L. A. (2002). Signing cards, saving lives: An evaluation of the Worksite Organ Donation Promotion Project. *Communication Monographs*, 69, 253-273.
- Morgan, S. E., & Miller, J. (2002a) Communicating about gifts of life: The effect of knowledge, attitudes, and altruism on behavior and behavioral intentions regarding organ donation. *Journal of Applied Communication Research*, 30, 163-178.
- Morgan, S. E., & Miller, J. (2002b). Beyond the organ donor card: The effect of knowledge, attitudes, and values on willingness to communicate about organ donation to family members. *Health Communication*, 14, 121-134.
- Stephenson, M. T., Morgan, S. E., Lorch, E. P., Palmgreen, P., Donohew, L., & Hoyle, R. H. (2002). Predictors of message exposure from an anti-marijuana media campaign: Outcome research assessing the impact of targeting high sensation seekers. *Health Communication*, 14, 23-43.
- Morgan, S. E., Cole, H. P., Struttman, T., & Piercy, L. (2002). Stories or statistics? Farmers' attitudes toward messages in an agricultural safety campaign. *Journal of Agricultural Safety and Health*, 8, 225-239.
- Struttman, T., Brandt, V., Morgan, S. E., Piercy, L., & Cole, H. P. (2001). Equipment dealers' perceptions of a community-based ROPS promotion campaign. *Journal of Rural Health*, 18, 131-139.
- Reichert, T., Morgan, S. E., & Mortensen, R. (2000). Seductive Branding: Sexualizing Women to Sell Brands. *Advertising Business Research Yearbook: Global Business Perspectives*, 7, 40-44.
- Reichert, T., Lambiase, J., Morgan, S. E., Carstarphen, M., & Zavoina, S. (1999). Cheesecake and beefcake: No matter how you slice it, sexual explicitness in advertising continues to increase. *Journalism and Mass Communication Quarterly*, 76, 7-20.
- Morgan, S. E., & Reichert, T. (1999). The message is in the metaphor: Assessing the comprehension of metaphors and analogies in advertisements. *Journal of Advertising*, 28, 1-12.

**Books**

Morgan, S. E., Reichert, T., & Harrison, T. (2001). *From numbers to words: Reporting statistical results for the social sciences*. New York: Addison-Wesley-Longman Publishers.

**Book Chapters, Encyclopedia Entries, and Proceedings**

Morgan, S.E. and Carcioppolo, N. (in press, 2014). Survey research methods in health communication. B. Whaley (Ed). *Research methods in health communication*. Thousand Oaks, CA: Sage Publications.

Morgan, S.E. (in press, 2014). Organ donation. *Encyclopedia of Health Communication*. Thousand CA: Sage Publications.

Harrison, T. R., Istrate, M. G., Morgan, S. E., Paez, G., Gomez, M. P., Zhou, Q., Valero, R., & Manyalich, M. (2013). The Influence of Transplant Procurement Management (TPM) Training in Organ and Tissue Donation and Transplantation. *Transplant International*, 26 (suppl. 2), p. 12.

Morgan, S.E. (2012). Living culture: Creating a culture-centered organ donation campaign. In A. Kurylo (Ed.) *Inter/Cultural communication*. Thousand Oaks, CA: Sage Publications.

Morgan, S.E. (2012). Organizations as communities: Worksite campaigns to promote organ donation. *Advances in Organ Donation*, InTech.

Morgan, S.E. (2012). Designing exciting messages for adolescents who seek excitement: Tailoring health messages to high sensation seekers. H. Cho (Ed.) *Designing Messages for Health Communication Campaigns: Theory and Practice*. Thousand Oaks, CA: Sage Publications.

Morgan, S.E., King, A.J., & Ivic, R. (2011). The use of new technology to inform and improve health communication research. *Handbook of Health Communication*, 2<sup>nd</sup> Edition (T.L. Thompson, R. Parrott, and J. Nussbaum, Eds.), pp. 578-592.

Morgan, S.E. (2011). Developing, implementing, and evaluating theory-based public communication campaigns to promote organ donation. R. Rice and C. Atkin (Eds). *Public Communication Campaigns*, 4<sup>th</sup> Edition.

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*, pp. 166-174.

Morgan, S. E. (2009). The challenges of conducting and evaluating organ donation campaigns. In J.T. Siegel & Alvaro, E.M. (Eds.) *Understanding organ donation: Applied behavioral science perspectives*, pp. 234-246. Wiley-Blackwell.

Morgan, S. E., Harrison, T. R., Chewning, L. V., & Habib, J. G. (2006). America's angel or thieving immigrant? Media coverage, the Santillan story, and publicized ambivalence toward donation and transplantation. In K. Wailoo, J. Livingston, & P. Guarnaccia, (Eds.). *A death retold: Jesica Santillan, the bungled transplant, and paradoxes in medical citizenship* (pp. 19 - 45). Chapel Hill: University of North Carolina Press.

Harrison, T. R., & Morgan, S. E. (2005). "Hanging out" among teenagers: Resistance, gender, and personal relationships. In C. Morrill, D. A. Snow, & C. H. White (Eds.), *Together alone: Personal relationships in public places* (pp. 93 - 100). Berkeley: University of California Press.

**(Book Chapters, Encyclopedia Entries, and Proceedings, continued)**

Morgan, S. E. (2005). Building and evaluating a theory-based organ donation campaign: An academic and community partnership. In L. Lederman, D. Gibson, & M. Taylor (Eds.), *Communication theory: A casebook approach* (2<sup>nd</sup> ed., pp. 389-412). Dubuque, IA: Kendall Hunt.

Lambiase, J., Reichert, T., Morgan, S. E., Cartstarphen, M. G., Zavoina, S., & Callister, M. (1999). Gendered bodies still thrive in (post)modern magazine-land. In M. G. Carstarphen & S. Zavoina (Eds.), *Sexual rhetoric: Media perspectives on sexuality, gender and identity* (pp. 149-158). Westport, CT: Greenwood.

**In Progress**

Morgan, S. E., Harrison, T.R. & Reichert, T. *From numbers to words: Reporting statistical results for the social sciences, Second Edition*. New York: Addison-Wesley-Longman Publishers. Anticipated publication date, 2015.

Morgan, S. E., DiCorcia, M. J., Harrison, T. R., & Zhou, Q. Funeral directors' attitudes and behaviors regarding organ donation. Under review, *Clinical Transplantation*.

Carcioppolo, N. & Morgan, S.E. 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. Under review, *Journal of Health Communication*

Morgan, S.E., Davis, D., & Kuang, K. "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. To be submitted to *Journal of Communication*.

Morgan, S.E., Quick, B., Davis, L.A. & LaVoie, N. Whose story is it? The impact of evoked emotion on donor registration as a result of radio PSAs. To be submitted to *Journal of Communication*.

Harrison, T.R., Morgan, S. E., Istrate, M., Manyalich, M., Valero, R., & Paez, G. The influence of specialized training courses on careers, collaborations, skills, and motivations for work in donation/transplantation. In progress.

Istrate, M., Harrison, T.R., Morgan, S. E., Manyalich, M., Valero, R., Paez, G., & Zhou, Q. Family refusals in organ donation requests: An international perspective from transplant coordinators and health professionals. In progress.

Harrison, T.R., Istrate, M., Morgan, S. E., Manyalich, M., Valero, R., & Paez, G., & Zhou, Q. Specialized transplantation training programs and innovations in donation and transplantation. In progress.

Harrison, T.R., Morgan, S. E., Istrate, M., Manyalich, M., Valero, R., & Paez, G., & Zhou, Q. The development of collaborative networks in organ donation and transplantation: The role of training programs. In progress.

Harrison, T.R., Morgan, S. E., Istrate, M., Manyalich, M., Valero, R., & Paez, G., & Zhou, Q. Changing policy and practice in donation and transplantation. In progress.

Harrison, T.R., Morgan, S. E., Istrate, M., Manyalich, M., Valero, R., & Paez, G., & Zhao, Q. What do people do after training? Work and career trajectories in donation and transplantation. In progress.



### ***Research Reports and Monographs***

Morgan, S.E. (2005). Report on the Division of Transplantation's grant program 1999-2004: Social and behavioral interventions to increase organ donation. Health Resource Services Administration, Contract OSP03780300. <http://organdonor.gov/research/SBIOD1999-2004/default.htm>

Morgan, S. E. and Cole, H. P. (1999). A mass communication message evaluation of the Community Partners for Healthy Farming Intervention. A report on a project funded by Cooperative Agreements U06/CCU412900-03 and U06/CCU417554-01 from CDC/NIOSH.

### ***Competitive Papers Presented***

Harrison, et. al. (2014)

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. To be 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. To be 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. To be presented to the 7<sup>th</sup> 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.

Carcioppolo, N. and Morgan, S.E. (2013). Tactics to address the increase of indoor tanning bed use: A multi-theoretical approach to targeting and tailoring constructs of indoor tanning interventions. Presented at the annual conference of the National Communication, Washington, D.C.

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.

**(Competitive Papers Presented, continued)**

- 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 9<sup>th</sup> 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.

***(Competitive Papers Presented, continued)***

- 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., Chewning, 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.

**(Competitive Papers Presented, continued)**

- 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.

*(Competitive Papers Presented, continued)*

- 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.

***(Competitive Papers Presented, continued)***

- 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:***

- 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, 5<sup>th</sup> Annual Heritage Awards Ceremony, The New Jersey Organ and Tissue Sharing Network, February, 2004.
- Five Top Paper awards, national and regional conferences.
- Interactive media presentation award, National Communication Association.

***Invited Lectures/Presentations***

- 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.



***(Invited Lectures/Presentations, continued)***

- 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., & Chewing, 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**

- 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:

- "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 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***

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 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

- Chair*, Faculty Affairs Committee. 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*, Bilsland Doctoral Dissertation Fellowships, College of Liberal Arts, 2008.
- Reviewer*, Redding Faculty Fellowship Award, Department of Communication, 2007.
- Reviewer*, Bilsland 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

Senior mentor for group of junior 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

Editorial Board, *Communication Monographs*, 2010 - present  
Editorial Board, *Communication Education*, special issue on Health Communication Education, 2009.  
Editorial Board, *Journal of Communication*, 2008-2010.  
Editorial Board, *Health Communication*. 2007-present.  
Editorial Board, *International Journal of Health Communication*. 2005-present.  
Editorial Board, *Communication Studies*, 2003-present.  
Editorial Board, *Women's Studies in Communication*, 2003-present.  
Editorial Board, *Journal of Applied Communication Research*, 2003-present.  
Editorial Board, Special issue of *Communication Research* on health communication, 2001.

### Manuscript/Paper Reviewer

Manuscript Reviewer, *Social Science and Medicine*, 2013  
Manuscript Reviewer, *Journal of the American Medical Association (JAMA)*, 2012  
Manuscript Reviewer, *Psychological Science*, 2012.  
Manuscript Reviewer, *Health Psychology Review*, 2008.  
Manuscript Reviewer, *Public Opinion Quarterly*, 2007.  
Manuscript Reviewer, *Human Communication Research*, 2006.  
Manuscript Reviewer, *Pediatrics*, 2004.  
Manuscript Reviewer, *Social Science and Medicine*, 2004-present.  
Manuscript Reviewer, Health Communication Division, National Communication Association, 2004..  
Manuscript Reviewer, *Communication Monographs*, 2003.  
Manuscript Reviewer, *Journal of the National Medical Association*, 2002-present.  
Manuscript Reviewer, *Journal of Applied Social Psychology*, 2002.  
Manuscript Reviewer, *Journal of Health Psychology*, 2002, 2008-2010.  
Manuscript Reviewer, *Journal of Applied Communication Research*, 2002.  
Manuscript Reviewer, *Communication Reports*, 2000, 2005.

Manuscript Reviewer, *Health Communication*, 2000-2007.  
Manuscript Reviewer, *Journal of Agricultural Safety and Health*, 2000.  
Manuscript Reviewer, Kentucky Conference on Health Communication, 2000..  
Manuscript Reviewer, Southern States Communication Association, Language and Social Interaction Division, 1997-1999.

### Community

*Steering Committee*, Conference on Organ Donation Research Methodology, 2007-2008. Conference, St. Louis, 2008.  
*Board of Directors*, Donate Life Hollywood (media advocacy organization), 2007- present.  
*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.

### **Media**

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***

- 2013- present: Associate, Oncological Sciences Center, Cancer Prevention and Control Group, Purdue University
- 2012 - present: Associate, Center for Research on Diversity and Inclusion, Purdue University.
- 2005 - present: 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